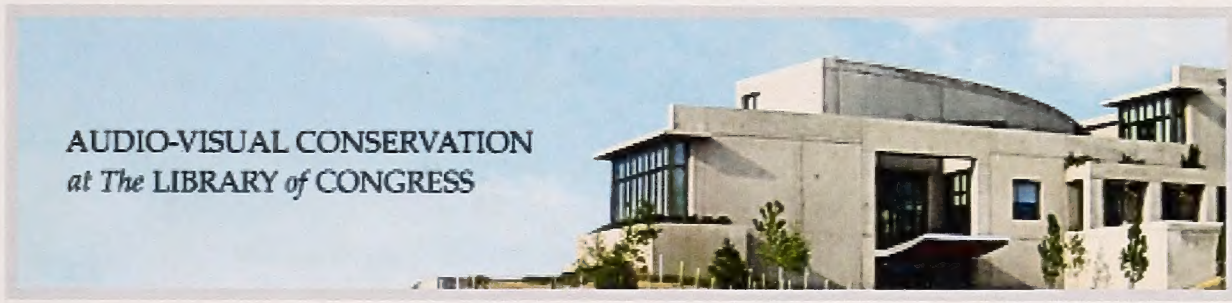


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NAB CONVENTION ISSUE

BROADCASTING

Vol. 11 • No. 1

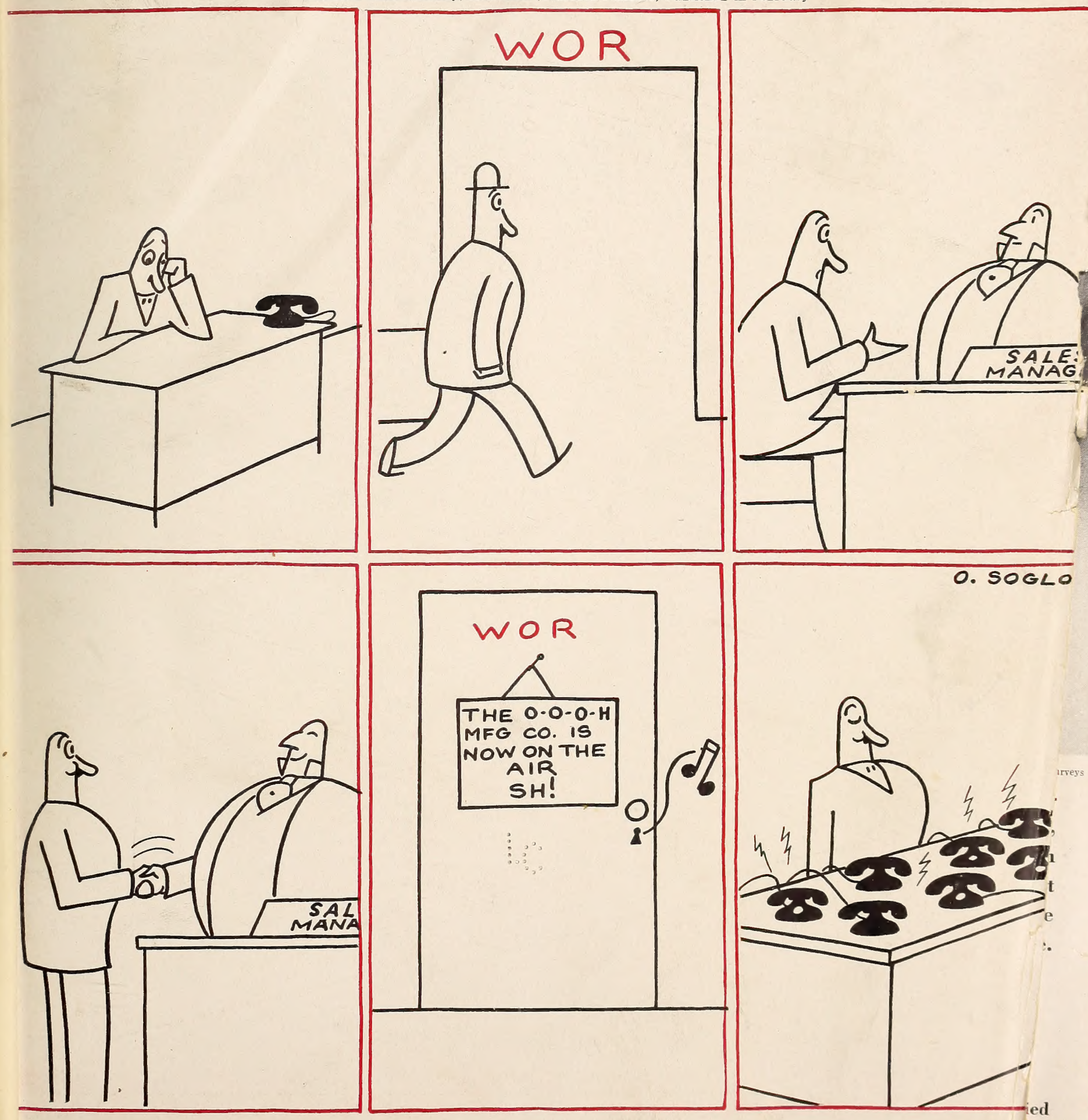
Broadcast Advertising

WASHINGTON, D. C.
JULY 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February





OPERATED BY
GENE T. DYER

1000 AND
500 WATTS

RADIO STATION WGES

TELEPHONE SACRAMENTO 1166

4000 WASHINGTON BLVD

ESTABLISHED 1924

CHICAGO

July
1st
1936

WELCOME TO A
GREAT RADIO CITY!

We're mighty happy here at W G E S to join with Chicago's other radio stations in extending a genuine welcome to all in attendance at the NAB Convention!

Chicago is a great radio city -- or shall we say a city of great radio stations. W G E S is proud to be one of those radio stations, the one that carries more local accounts than any other.

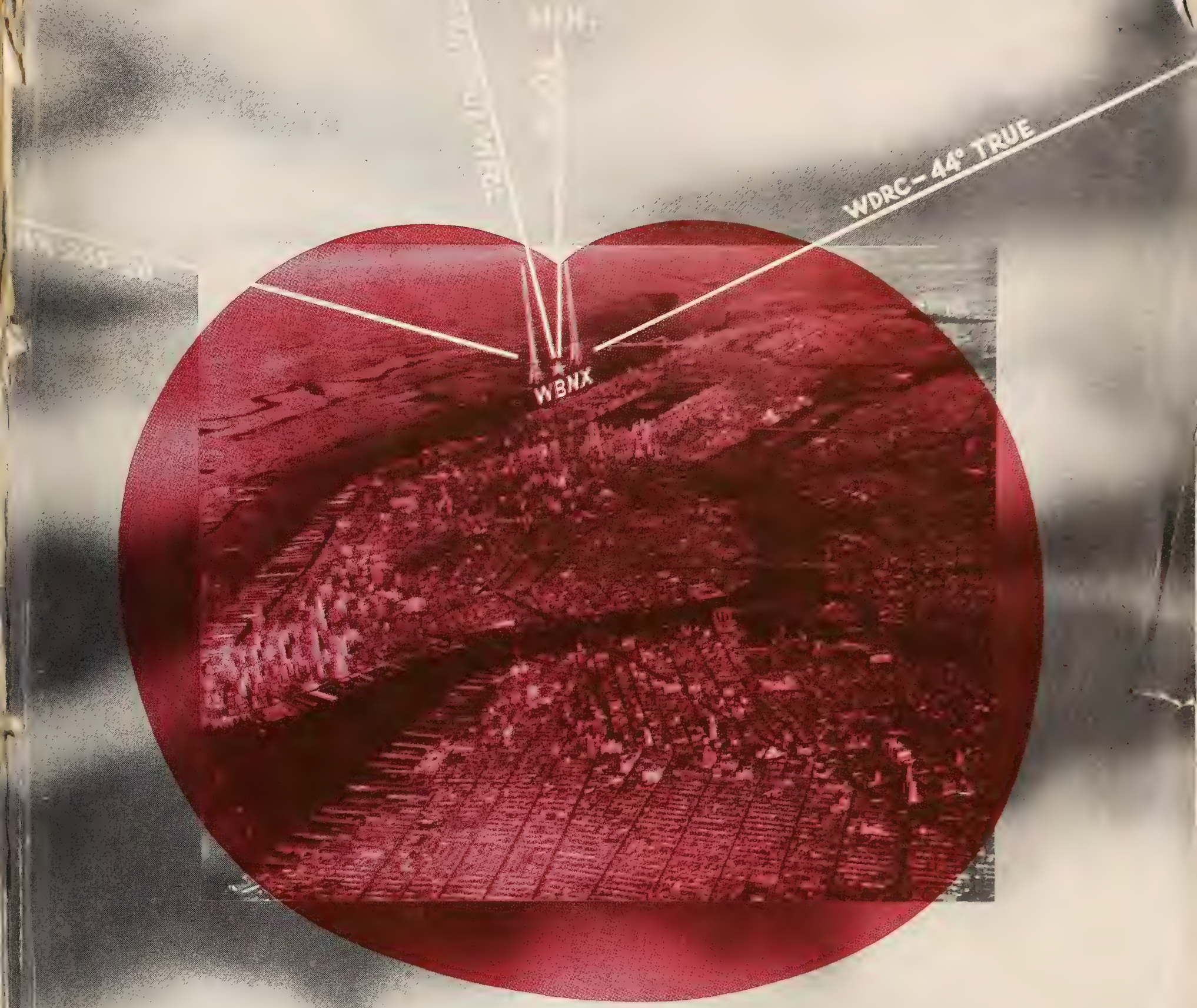
Here, your welcome is sincere indeed!

Cordially,

W G E S

Gene T. Dyer

General Manager



Theoretical Pattern

McLaughlin Aerial Surveys

BY PROTECTING stations on the same and adjacent frequencies, WBNX in New York City covers its most densely settled service area with a four-fold increase in power. *This is made possible only through the application of modern methods of radio engineering.*

WITH THE USE of a Directional Antenna, properly designed and located, you can concentrate your signal into any given service area, thereby increasing your milivolt strength in centers of population and at the same time materially reducing interference.

We invite your inquiries on interference, antennas, field strength surveys, or any phase of radio engineering.

HERBERT L. WILSON

And Associates

CONSULTING RADIO ENGINEERS

260 E. 161st St.
New York City

Affiliated with Allied Research Laboratories

WRITE FOR FREE BOOKLET TODAY



Announcing!

The RCA 892

Developed especially for

AC OPERATED HIGH FIDELITY

Broadcast Transmitters of 5 KW Power

LONGER LIFE
GREATER RELIABILITY

Standard RCA Water Jackets will accommodate this new Transmitting Tube.

The improved Jacket and insulated mounting shown in the illustration can be furnished at very low cost to those stations not having RCA Jackets.

Write for complete technical information on this tube to determine adaptability to your circuit.

Outstanding Features

1 Two phase filament for AC operation.
2 Improved emission characteristics, giving lower distortion.
3 Filament operates at lower temperature, with resulting longer life.
4 Shielded grid mounting reduces corona.
5 Elements are treated with new process, which eliminates gas flashes.
6 Higher mutual conductance permits lower driving power.

Technical Information

Max. Plate Dissipation	10 Kw.
Fil. Voltage	22 Volts
Fil. Current	59.5 Amp.
Amplification Factor	50
Grid-Plate Transconductance	7,000 Mmhos
Max. Plate Voltage (Broadcast Frequencies)	15,000 Volts

RCA

Transmitting Tubes

ADDRESS TRANSMITTER SECTION • RCA MANUFACTURING COMPANY, INC.
CAMDEN, NEW JERSEY • A Service of the Radio Corporation of America

New York, 1270 Sixth Ave. - Dallas, 2211 Commerce St. - Chicago, 111 No. Canal St. - San Francisco, 170 Ninth St. - Atlanta, 492 Peachtree St., N.E.

PRINTED IN U.S.A.

TK6540
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This Way



for THESAURUS

"the Convention within a Convention"

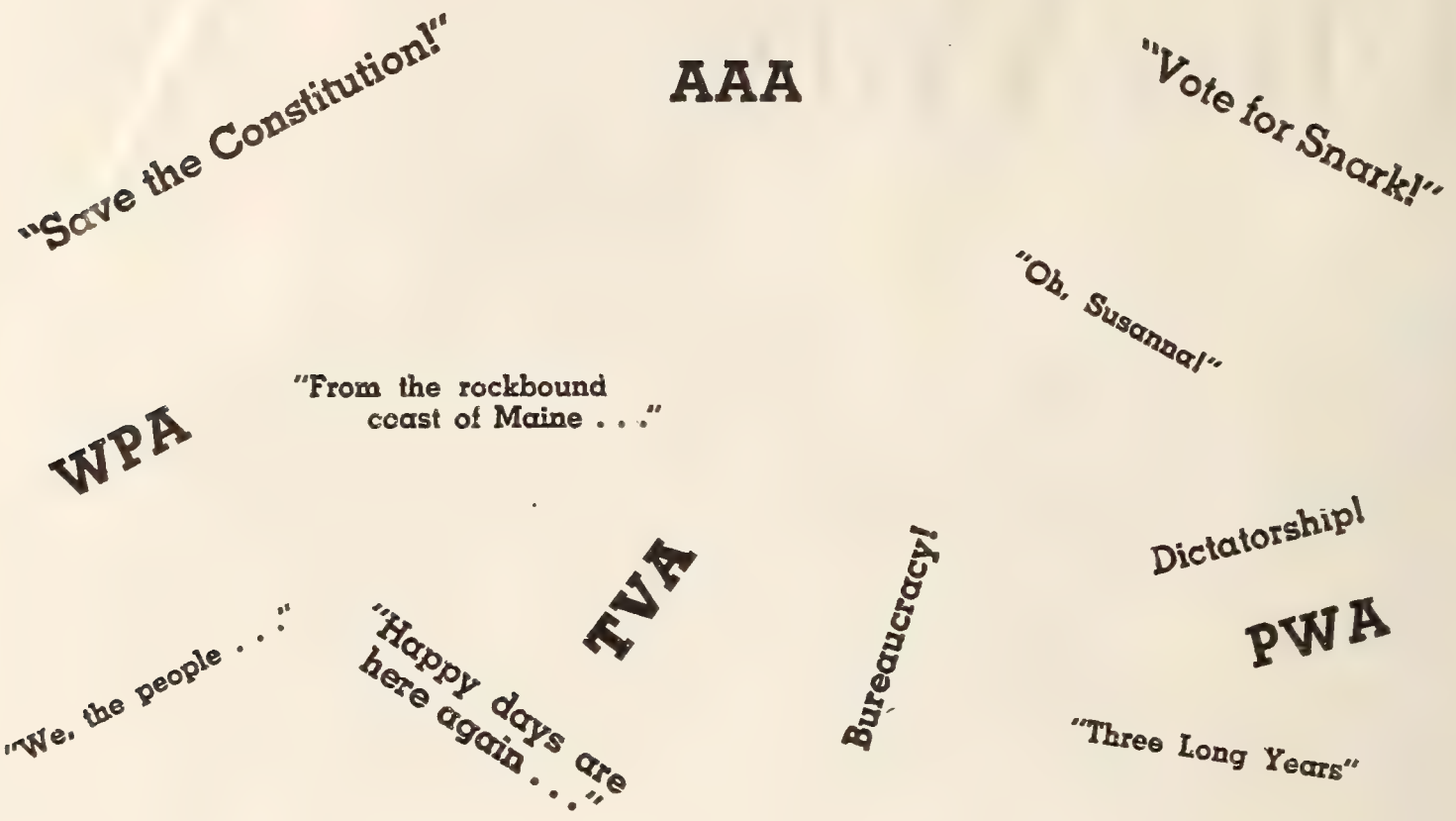
PRESENTING

- NEW ARTISTS
- NEW FEATURES
- NEW SPECIALTIES

A Bigger and More Salable Thesaurus

NBC THESAURUS Exhibit

Suite 505 — HOTEL STEVENS



ELECTION YEAR

It comes again . . . like a high fever . . . to sweep the country and bestir the dullest citizen.

In a blaze of brass bands, oratory, slogans and ballyhoo, it casts a spell over the land more gripping than any stage show or all-star radio program can achieve . . . Of course you will broadcast the campaign speeches. But these won't bring to your audience the news, the color, the excitement and the thrill of the vast spectacle now unfolding from coast to coast.

Transradio will furnish that—in greater measure than was ever offered before—during the big months just ahead.

By leased wire, wireless, teletype or telegraph, TRANSRADIO PRESS SERVICE offers whatever type of news service best suits your needs and your budget—news that is bright, fast, accurate . . . By overnight airmail, TRANSRADIO NEWS FEATURES offers (once, twice or thrice weekly) a news-commentator program, "The Political Promenade," vividly reviewing and interpreting the 1936 election battle.

Transradio Press Service

342 Madison Ave. New York City

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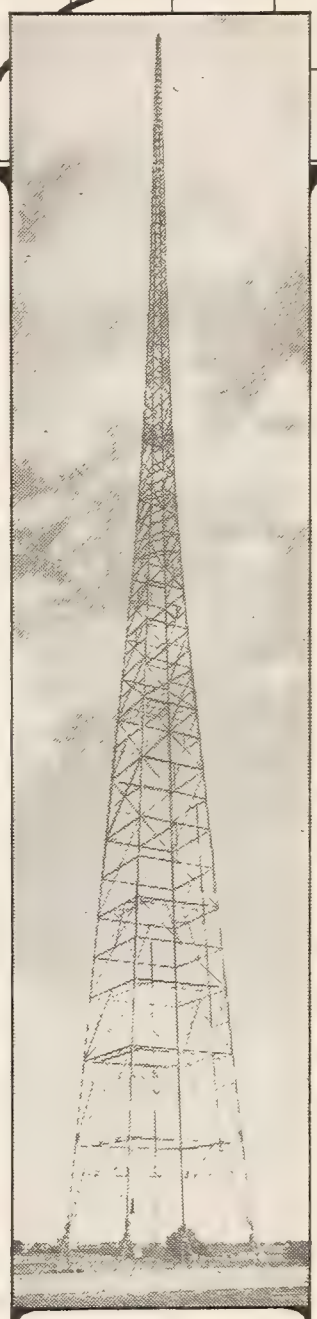
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UP your sales with those of KLZ



NEW 444 VERTICAL ANTENNA

Ten crowded months have changed not only KLZ but the entire radio picture in the Denver-Rocky Mountain Area, changed station prestige—audience popularity—results—everything.

Consider these facts—Since Aug. 1, 1935 (when KLZ was placed under allied management with WKY, Oklahoma City), local program production expenditures are UP 382%. Number full time station employees UP 116%. Audience mail response (to Station only) UP 117%. Local sales UP (increase entirely programs) 31%.

Enlarged studios and offices (that must soon make way for an entirely new layout), new vertical Blaw-Knox Antenna, 444 feet tall, a new 5 K.W. transmitter housed in a modern building—are a few of the tangibles that are evidence of the new Denver situation.

The intangible but important point to sponsors is that KLZ's popularity is mounting by leaps and bounds, that sound promotion is focusing the buying EARS of the Denver area upon this station and sponsors' sales are going UP with those of this, the Pioneer Radio Station of the West.



New 5 K.W. Western Electric Transmitter Building

KLZ CBS AFFILIATE Denver

Represented nationally by E. Katz, Special Advertising Agency

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

50 WATTS "YOUR HOME STATION" 1200 KILOCYCLES

STUDIO AND TRANSMITTER IN **CKNX** THE RADIO & ELECTRIC SHOP

W. T. CRUICKSHANK, MANAGER

WINGHAM,
ONTARIO

June 6th, 1936.

A LETTER...

Sales Research Dept.,
Columbia Broadcasting System,
485 Madison Avenue,
New York City.

Gentlemen:

We are mightily interested in your three "Best Non-Fiction" books of radio, relative to summer time sales, and respectively titled "Radio in 1936", "Radio Listening in Automobiles", and "A Summary of Summer-1936 Radio Facts".

The writer has long admired the CBS policy of extending the courtesy of results of its sales research work to the out-lying network and independent stations. It is no wonder at all that CBS has always enjoyed in such goodly measure the respect and good-will of most station executives.

May we express our deep appreciation of this service, in advance?

Cordially,

RADIO STATION CKNX

B. Howard Bedford

B. Howard Bedford
Commercial Director

AND A PARAGRAPH

One good way of lifting the business of radio to new highs is, we find, to dig deeper and deeper for new facts about the radio audience. In doing this, we feel we serve the industry as much as ourselves; and gladly make available at all times such facts about the audience and its habits as are in our promotion files. The stations of the country should feel free to call on them as much as they wish.

THE COLUMBIA BROADCASTING SYSTEM

Between You and Me and the Fence Post

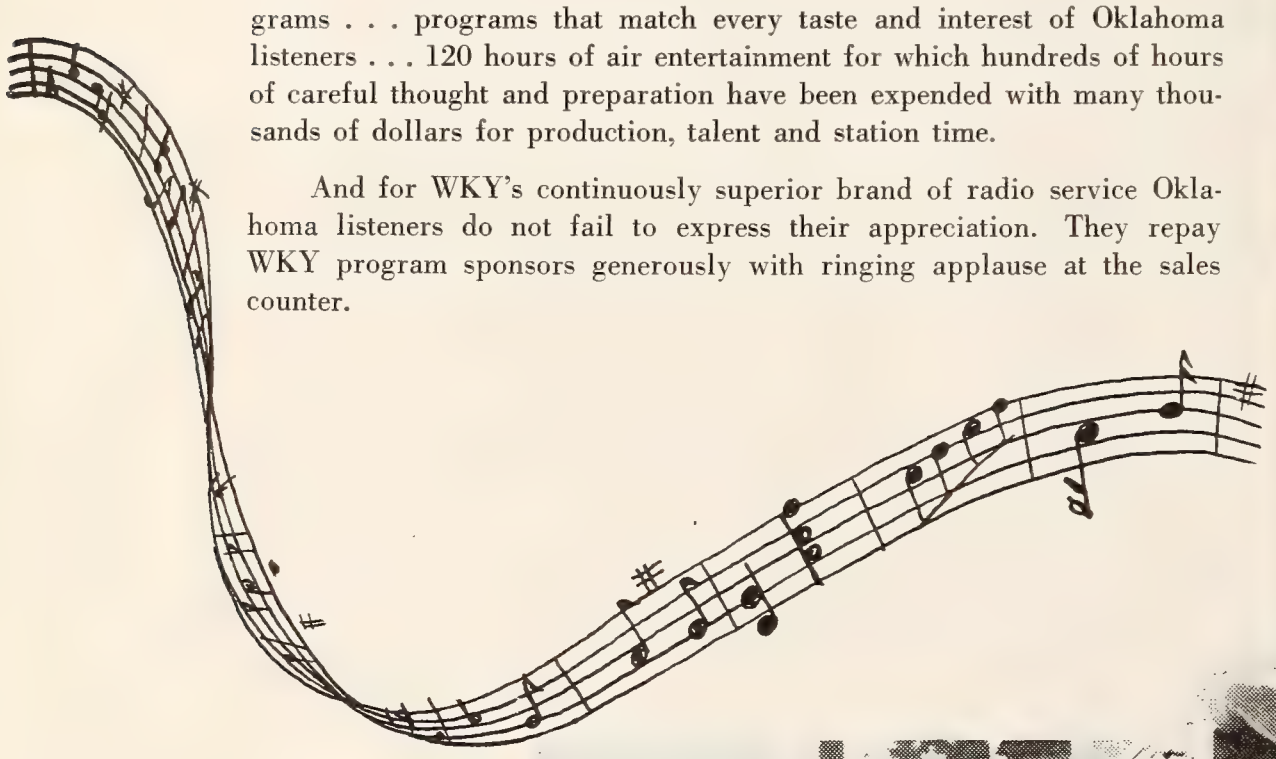
IT'S no state secret that WKY is the most listened-to station in Oklahoma. Even fence posts are getting the WKY listening habit . . . and that makes it just about unanimous. (See story below of the fence post that "listens" to WKY.)

To find the reason for WKY's top preference with Oklahoma listeners you need only to look over WKY's program schedule.

Programs are what people listen to . . . and WKY has the ones the majority of Oklahoma listeners prefer.

Each week WKY airs 120 solid hours of local and network programs . . . programs that match every taste and interest of Oklahoma listeners . . . 120 hours of air entertainment for which hundreds of hours of careful thought and preparation have been expended with many thousands of dollars for production, talent and station time.

And for WKY's continuously superior brand of radio service Oklahoma listeners do not fail to express their appreciation. They repay WKY program sponsors generously with ringing applause at the sales counter.





Left: Dean Riggs, discoverer of the "Singing Post" in Cushing, Oklahoma, listens to a WKY program through the small opening at the base of the post.

Left Below: "It's true!" says Joe Bernard of WKY who drove to Cushing to verify the fantastic reports of a "fence post that sings." Photos by Cordell Studios, Cushing, Okla.

OKLAHOMA'S "SINGING POST" THAT PICKS UP WKY PROGRAMS

• In Cushing, Oklahoma, 74 miles northeast of Oklahoma City, a very unusual fence post stands in the yard of O. D. Pidcock. It "listens" continuously and exclusively to WKY programs.

This strange and mysterious radio receiver has become a center of attraction in this town of 9,301. Curious listeners have worn the grass thin around its base.

The iron post is attached to others by wires which probably serve as antennae and the volume of sound produced seems to depend upon the velocity of the wind, being loudest when a strong wind blows from the South.

While instances of fence posts, lamp posts and other objects picking up radio broadcasts are not uncommon, the "Singing Post" of Cushing is the first phenomenon of its kind ever reported in Oklahoma. Explanations of these oddities by radio engineers, however, continue to leave the average layman pretty much in the dark.



WKY

OKLAHOMA CITY

Affiliated with the Daily Oklahoman the Times and the Farmer-Stockman

Representative · E. Katz Special Adv. Agency

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

I N V I T A T I O N

to

BROADCASTERS

You are cordially invited — during the N. A. B. Convention in Chicago—to visit ASSOCIATED and hear the finest, most complete, most flexible and most *saleable*

TRANSCRIPTION LIBRARY

ever made available to radio stations and advertisers. Complete audition facilities—at your convenience and in a comfortable setting—will be maintained throughout the convention in

SUITE 2104 - 5 - 6 - 7

HOTEL STEVENS

CHICAGO

M. E. Tompkins, Loren L. Watson and J. M. Hayes, executives of Associated, will be in attendance to welcome you and demonstrate this truly different and distinguished recorded program service.

Come and *leisurely* listen!

Associated
Recorded Program Service

produced by ASSOCIATED MUSIC PUBLISHERS, Inc.
25 West 45th St. New York City



US RED RIVER GUYS IS BUYING HEAVY!

Maybe you don't realize it, but this Red River Valley [the western part of Minnesota and the eastern part of North Dakota] is one of the most prosperous sections in the nation.

F'rinstance: Minnesota's new car sales for the first quarter were plus 27% over 1935 [national average was plus 22%] . . . . North Dakota's sales on household refrigerators are up 34%, while the average for West North Central is up only 8%.

Minnesota's farm income is up 12%—North Dakota's up 43%. The national average is a mere plus 7% . . . . Our heavy construction in N. D. is up 271% while the national average is only plus 96%.

Which leads us to believe that we're a pretty durned good medium for manufacturers who want to sell their products.

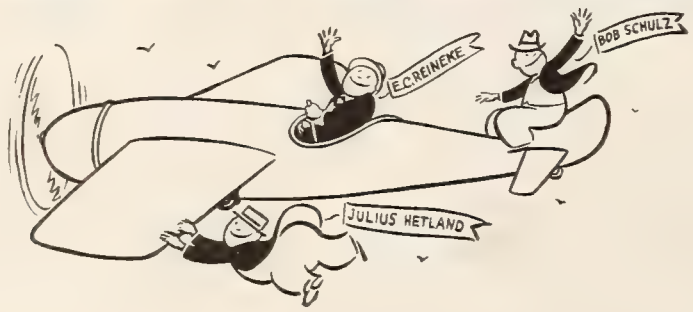
Lets talk it over!

WDAY, INC.

N. B. C.

FARGO, N. D.

MEET US AT THE CONVENTION

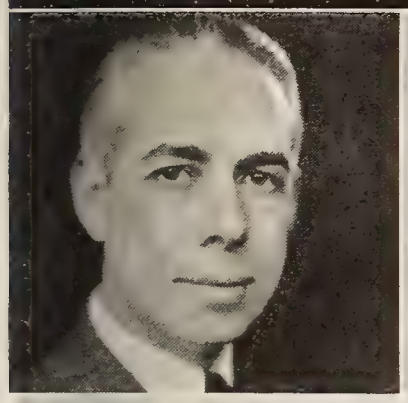


FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

950 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Left to Right, ten Reasons for

BEST PROGRAMS ON THE AIR • • DAWN TO MIDNIGHT



ARTHUR B. CHURCH, President—Pioneer broadcaster and outstanding radio station manager and showman. Hobby: "Educational Entertainment."



TED MALONE—for years KMBC Program Director—now in New York broadcasting "Between the Bookends" on CBS Network; and producing "Phenomenon Electrifying History" on transcription.



FRAN HEYSER, Production Director—Versatile actor, announcer and ace producer of stage and radio plays.



LARRY SHERWOOD, Public Events Director and Special Features Announcer—KMBC and CBS listeners like his dynamic delivery.



"JIMMIE" PATT—Even John at WGAR and Ralph at WJR take off their hats to their younger brother when it comes to successfully threading the maze of program traffic problems—KMBC Traffic Manager.



ERLE H. SMITH, KMBC News Editor, war aviator, veteran editor, publicist and fiction writer—and KMBC Newscaster voice.



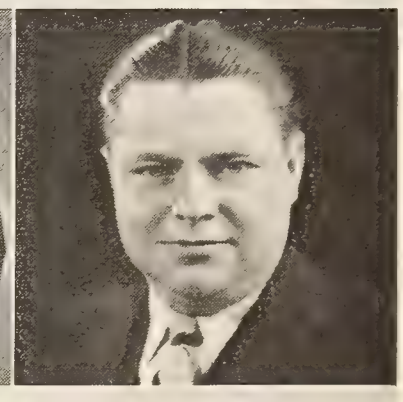
GOMER COOL, writer "Red Horse Ranch" transcription program—featuring Western drama and music by KMBC's nationally famous "Texas Rangers" group.



EVERETT KEMP, "Uncle Ezra Butternut"—in Happy Hollow since 1929, and writer of Happy Hollow feature on Coast to Coast Columbia Network.



PHIL EVANS, voice of the KMBC "Good Morning" Farm Program, and farm market newscaster.



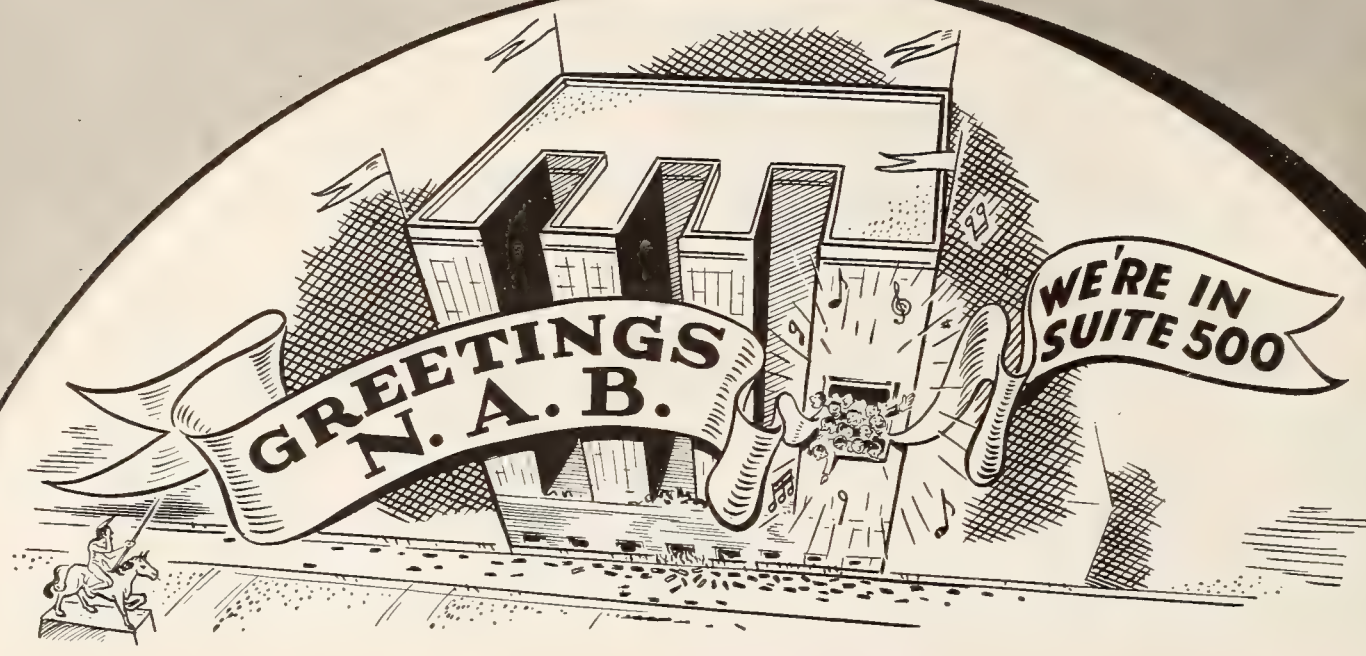
KENNETH KRAHL, Studio Director—whose technical supervision of KMBC programs has been a major factor in their consistent excellence.

One of America's first stations to specialize in quality of transmission as well as quality of programs, KMBC is today modernizing its studios with the latest acoustical developments by Johns-Manville • • • This will enable the new 5,000-watt Western Electric wide-range high fidelity transmitter installation to radiate as nearly perfect as now possible the outstanding program material for which KMBC has become nationally famous.



KMBC of KANSAS CITY

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



LISTEN TO THE REST—
THEN LISTEN TO THE BEST!

BIG DOIN'S in Suite 500 of the Stevens Hotel . . . facilities for you to listen "in comfort" to the STANDARD LIBRARY SERVICE and other STANDARD transcription features . . . Many new commercial angles, and lots of good news . . . f'rinstance: NO MORE TRANSCRIPTION COPYRIGHT FEES . . . and an INCREASE of Library Continuity Programs to TWELVE HOURS Weekly . . . and psst! . . . a real "Surprise Package" . . . come and get it!

★

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO
INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

FOUR LONG YEARS

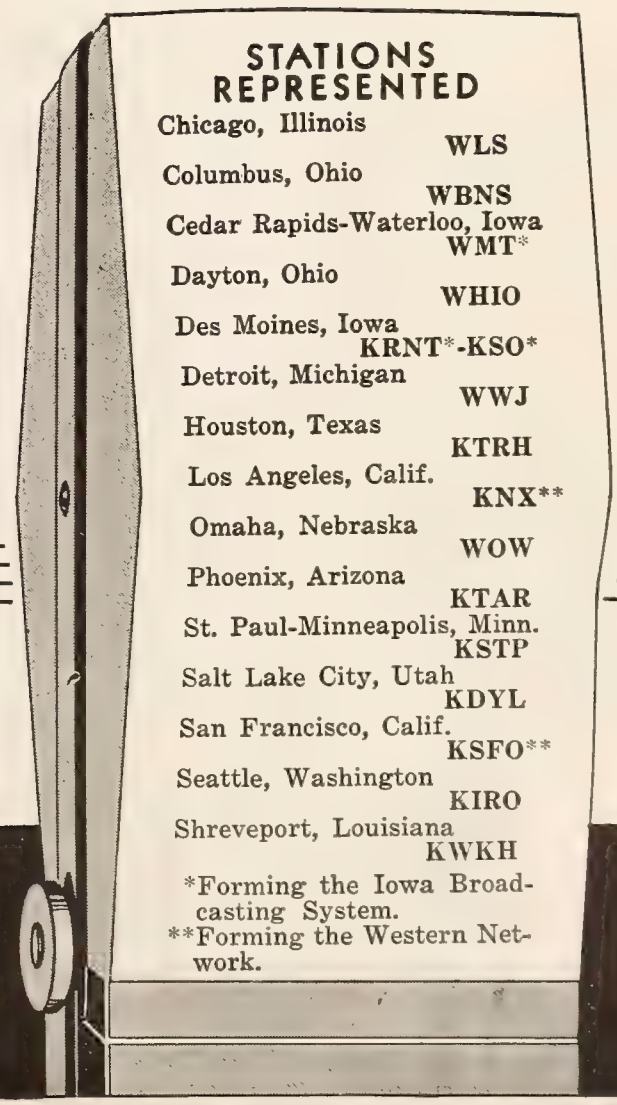
Results: Business Exceeds National Average by Over 300%

You in Convention assembled look back with pride to accomplishment — forward with plans. Keeping pace with you has been and will be our objective.

Four years ago, when the John Blair Organization was formed, the idea of national "spot" was not a generally accepted one. Its development into real volume has been coincident with the evolution of national representation. These have been hard, pioneering years for us—earnings have been plowed back into facts, equipment, and the best of personnel — men with not only general advertising experience in newspapers and agencies, but, more important, *radio* — an *organization* was welded together.

We have worked hard and how well we have succeeded is best shown by the fact that during the last six months period we placed 107% more national business (based upon the same group of 12 stations) than during the corresponding six months period of one year ago. Whereas the N.A.B. figures for the same identical period show a total national increase of only 31% for all stations.

The pioneering is not over, but tempered by experience, we are looking, building to the future. We will continue to keep faith and pace with you.



John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188



Sewing up the South *with WSM*

GENTLE advertiser, if you have a yen to follow the sun southward to the land of rising sales, here's Manna in the wilderness of advertising Claims! The little map above indicates a situation and a chance for you to go the old adage of a "stitch in time"—one better by sewing up the sales prospects of an entire section at one time by using one station, the giant Air Castle of the South—*WSM*. Here's the situation. These twenty (count 'em!) stations think so much of WSM programs that they are willing and eager to pick them up and rebroadcast them to their audiences! And that, we point out modestly, tells a story of southern broadcasting leadership which needs no further comment.

The map above not only spots the location of these stations, but should suggest how completely you can sew up the South by originating your campaign over WSM.

A letter of inquiry will bring facts and figures concerning this wireless network.

WEED	Rocky Mountain, N. C.
WTJS	Jackson, Tennessee
WRBL	Columbus, Georgia
WOPI	Bristol, Tennessee-Virginia
WMFR	High Point, N. C.
WPFB	Hattiesburg, Mississippi
KFXR	Oklahoma City, Oklahoma
WCBS	Springfield, Illinois
WAIM	Anderson, S. C.
WROL	Knoxville, Tennessee
WGCM	Gulfport, Mississippi
WCOC	Meridian, Mississippi
WPAD	Paducah, Kentucky
WATL	Atlanta, Georgia
WDSU	New Orleans, Louisiana
KABC	San Antonio, Texas
KIUN	Pecos, Texas
WLBC	Muncie, Indiana
WGH	Newport News, Virginia
WNBR	Memphis, Tennessee

WSM **50,000 WATTS**

National Representatives, Edward Petry & Co., Inc.

Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., Nashville, Tennessee

★

★

★

THE NATION'S STATION *takes this occasion to pay tribute to the broadcasting industry at the conclusion of a year marked by radio's greatest success as well as some of the industry's greatest problems.*

To the individual men who manage and operate the vital industry of radio broadcasting WLW looks with confidence for continued progress and improvement.

THE CROSLEY RADIO CORPORATION, CINCINNATI

Styled TO NEW YORK!



WMCA caters to the tastes and interests of cosmopolitan New York with programs such as:

Madison Square Garden Sporting Events — direct from ringside broadcasts from New York's greatest sports arena.

Big League Baseball — thrilling reenactments of games played by the New York Yanks, Giants and Brooklyn Dodgers.

Good Will Court — the spectacular human-interest feature in which judges of New York courts give counsel to the law-bedeviled.

Banquets, Testimonials and Gala Theatrical Benefits — WMCA broadcasts more special events of this type than any other station in the world!

"NEW YORK'S OWN STATION" WMCA

WIP "PHILADELPHIA'S PIONEER VOICE"

No line charges on combination with WIP "Philadelphia's Pioneer Voice" or other stations of Inter-City Group.

WMCA

LOCAL INTEREST IS

Fashioned

TO PHILADELPHIA!

WIP



WIP caters to the likes and whims of homey Philadelphia with programs such as:

"The Mayor Speaks" — a civic interest feature broadcast direct from the Mayor's desk in City Hall.

Baseball — daily broadcasts from Shibe Park and Baker Bowl by Dolly Stark, famous National League umpire.

Homemaker's Club — Philadelphia's first Women's Club of the Air.

Remote Orchestras — WIP carries more local dance bands than all other Philadelphia stations combined.

Special Events — in a never ending parade. Recent events include the Davis Cup matches, Democratic National Convention, etc.

No line charges on combination with WMCA "New York's Own Station" or other stations of Inter-City Group.

"NEW YORK'S OWN STATION" WMCA

WIP "PHILADELPHIA'S PIONEER VOICE"

THE CRUX OF ADVERTISING SUCCESS



"People don't buy in summer!"

NAW — people don't buy *anything* in summertime! They don't buy summer clothes, or sport-supplies or electric fans, or beer, or boats, or insulation — or next winter's coal, do they? They don't even *eat*, do they?

And oh yes! — people don't listen to the radio in the summer, either! That's why the Democrats and the Republicans are climbing all over each other to dominate the air!

But enough of the ancient gags. If your customers are planning to sustain life until autumn, they've *got* to buy. How about asking them to buy *your* wares? And to issue the invitation, how about using radio? — the low-cost, high-value medium both winter *and summer!*

We've got some facts, if you want them.

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville		KSD . . (NBC) . . St. Louis	
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul		KFWB . . . . . Los Angeles	
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha		KOIN-KALE (CBS) . . . Portland	
KMBC . . (CBS) . Kansas City			KOL . . (CBS) . . . Seattle	

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 1 WASHINGTON, D. C., JULY 1, 1936 $3.00 A YEAR — 15c A COPY

NAB Faces Show Down at Chicago Conclave

President Launches Session With Encouraging Letter; Net-Independent Issue Seething; Eyes on Baldwin, Levy

WITH THE belief generally prevalent that the NAB has reached the "showdown" stage of a rather stormy existence, an unprecedented number of broadcasters were expected to attend the 14th annual convention of the trade association in Chicago July 6-8 in the hope of composing factional differences.

Since the last convention, just a year ago, more feeling and bitterness has been engendered in broadcasting ranks than at any time since organized broadcasting began. The copyright issue was the main reason, and a clash between the major networks and the independently-owned stations is expected to culminate on the convention floor.

Even though time has had a healing effect since the difficulty first erupted early this year, it is evident that it has not subsided to the point where it will not have repercussions on the convention floor and become the chief issue. The networks have been outspoken in their opposition to James W. Baldwin, NAB managing director, who took office last July and who has been the storm center of the internal strife ever since.

Baldwin's Status

INDEPENDENT stations generally have faithfully rallied to the cause of Managing Director Baldwin, and have pronounced themselves determined to "rid" the NAB of "network control and domination". While network spokesmen are not openly demanding or even espousing Baldwin's replacement, it is known that they still regard him as "temperamentally unfit" for the position he holds, to use the phrase of several network spokesmen.

To those who have been through the NAB convention mill during the last dozen years or so, the independent versus network issue, with Managing Director Baldwin in the middle, is not viewed so importantly. They think it will spend its fury early in the convention and that a united industry will still be represented by NAB, little the worse for oratorical pyrotechnics. Baldwin's reappointment is expected.

Turning to things more basic, broadcasters found much solace in the words of President Roosevelt addressed to the industry through BROADCASTING Magazine on the occasion of the convention. There was far more than mere greeting and well-wishing to his message. They detected in it a well-grounded knowledge of radio and the work it is doing.

The old spectre of government ownership which has arisen annually at NAB conventions to haunt broadcasters, largely has disappeared by virtue of the firm entrenchment of the industry, and the repeatedly expressed statements by the chief executive that it cannot be in this country. President Roosevelt went a step farther in this year's statement. "There should be no monopoly in the moulding of public opinion," he said, "either government or private."

Broadcasters also saw in the President's letter a new peg upon which to hang their plea for three-year licenses, as against the six-month authorizations now issued. In his missive he mentioned "increased industrial stability". The industry long has contended that such stability can only come through a longer span of license life, particularly since the law itself permits three-year licenses. Since the old Radio Commission was created in 1927, broadcasters have existed on what amounts to a month-to-month basis.

Looking to the future of radio, and development of its visual offshoots, the President expressed his faith in the ability of broadcasters to utilize these new developments in the public interest. In one paragraph, he presented a challenge to broadcasters to take advantage of these opportunities, and at the same time dealt a smashing blow to those interlopers who seek to grab these new ultra-high channels for illusory or fantastic pursuits.

Managing Director Baldwin has stripped the convention agenda to the bone, for the avowed purpose of allowing every minute of available time for floor discussion. What develops in the way of industry politics will grow principally out of the results of a series of "rump conventions" contemplated by separate groups in the afternoon of the opening day. Of course, the atti-

President Proclaims Faith in Broadcasters

THE WHITE HOUSE
WASHINGTON

June 16, 1936

My dear Mr. Taishoff:

I note that the nation's broadcasters again are preparing for their annual meeting to take place in Chicago with the convening of the Fourteenth Annual Convention of the National Association of Broadcasters. It is a privilege to extend once again, through the Broadcasting Magazine, my greetings to the broadcasters and my wish for a most successful convention looking toward the goal of improved public service and increased industrial stability.

The importance of broadcasting as a medium for the dissemination of information and of entertainment to the public is recognized everywhere. On several occasions I have expressed my faith in American broadcasting and in American broadcasters. In a short span of time you have made remarkable strides.

Radio broadcasting not only is the great fire-side entertainer but has come to be a great moulder of public opinion. There should be no monopoly in the moulding of public opinion, either government or private.

Today broadcasters are faced with development of new and intriguing innovations in the field of radio. I refer to reports reaching me of laboratory achievements in visual radio and in the short wave field. When they will prove technically and economically practicable, of course, no one can foretell. But I have an abiding faith in American inventive genius and in the ability of the broadcasters to utilize these new developments in a way that will improve their service to the nation as a whole.

Very sincerely yours,

Franklin D. Roosevelt

Mr. Sol Taishoff,
Editor, Broadcasting Magazine,
Washington, D. C.

tude of the networks, as reflected in the floor discussion by their spokesmen will also be a governing factor.

The word "copyright" has no place on the convention agenda. Yet, as always, it will be hot topic because it has never lost the white heat with which it has been imbued since copyright cliques first found out that radio was an easy mark for the collection of tribute, and that the law, which has never been changed, permits them to go almost as far as they like. Even while the convention is under way there may be big developments on copyright (see story elsewhere in this issue).

Almost any day now it is confidently expected that Warner Bros. publishing houses, which caused a near panic in the industry last Dec. 31, will return to ASCAP. Talk of a change in formula for payment of royalties to ASCAP, whereby the same basis of payment would obtain for networks and stations alike, with the cost perhaps passed along directly to the advertiser, has reached serious proportions.

A United Industry

THE copyright spark, it is expected, will be touched off by Isaac D. Levy, NAB treasurer and part-owner of WCAU, as well as an important stockholder in CBS, at the opening day's session. He is scheduled for an address. Mr. Levy has been a prominent figure on copyright for the last half-dozen years and more than once has roused the convention into action.

In response to an inquiry from BROADCASTING, Mr. Levy said June 20: "You may quote me as saying that at the Convention I will tell the membership what has occurred in the past year, and I won't miss anything, nor will I spare anybody."

Varied reports have permeated the industry about the stand Mr. Levy will take. His views and those of Mr. Baldwin, have been as opposite as the poles. He served notice at the last NAB board meeting three months ago he would address the convention and attack the copyright methods employed by Mr. Baldwin. On the other hand a group of strong independents have stated they will align solidly behind Mr. Baldwin on the copyright issue, holding the view that the "networks" in signing five-year renewals a year ago on terms identical with those they had during the preceding three years, acted out of harmony with the industry as a whole.

Early this year the networks openly stated they saw no reason why they should remain in the NAB when its methods resulted in attacks upon them. Now, however, the network views appear to be that the NAB should be kept together as representing a united industry, even though the feeling toward Mr. Baldwin is far from sympathetic.

Our Headquarters

SUITE 1918-A, 1919-A and 1920-A in the Stevens Hotel will be the headquarters of the staff of BROADCASTING Magazine during the NAB convention. Visitors are cordially invited.

Daily Convention Issues of BROADCASTING

DURING the three days of the NAB convention—July 6, 7 and 8—BROADCASTING will publish a regular daily issue covering the spot news developments of the annual meeting. These complimentary issues will be distributed each morning as a service to those who are in attendance at the convention and no advertising space is being accepted for them.

BULLETIN

EXPANSION of Mutual Broadcasting System into a nation-wide network was definitely announced by Alfred J. McCosker, president of WOR, and chairman of MBS, in a statement June 28 disclosing completion of negotiations with the Don Lee Broadcasting System to add its four stations to the hook-up. In addition, it was announced that KFEL-KVOD, Denver, will be a way-link in the haul from Chicago to the coast and that negotiations were also in progress with other stations to be added.

Mr. McCosker's statement also named Fred Weber as general manager of the expanded network. Mr. Weber has been coordinator of MBS since its formation more than a year ago. It said that the national hookup would be in operation not later than Dec. 29, and perhaps earlier, presumably dependent upon FCC approval of CBS purchase of KNX. The Don Lee links will be KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara.

It is expected that, in addition to KFEL-KVOD, MBS programs will be taken by KOIL, Omaha, and possibly KSO, Des Moines, with outlets also in Kansas City and St. Louis. [See detailed article on MBS expansion negotiations on Page 48, which went to press prior to this bulletin.]

The name of Philip G. Loucks, managing director of the NAB for four and one-half years, who resigned last July to reenter a law practice, has again been injected in NAB discussions. Mr. Loucks has stated he would not entertain any proposal to return to the NAB as its executive head. On the other hand, he is believed to be receptive to any proposition that might be advanced for his retention as advisory counsel or general counsel of the trade association.

The opening day's session promises to be exciting from several angles. In addition to addresses by President Leo J. Fitzpatrick, WJR, Detroit; Chairman E. O. Sykes of the FCC Broadcast Division, and Treasurer Levy, Managing Director Baldwin also will deliver his report. His now famous 21,000-word report on copyright, issued last Feb. 18, caused a furore because of its boldness and it is expected that something about this will develop on the floor.

Aside from copyright, Mr. Baldwin is expected to make several far-reaching recommendations for future NAB activity. He has been delving deeply into matters affecting industry economics, which tie into the work of the Joint Committee of Fifteen created by the NAB, Association of National Advertisers and American Association of Advertising Agencies, looking toward establishment of a Radio Research Bureau to devise a method of defining station coverage and listener habits which will be mutually satisfactory to the advertiser, agency and medium.

Mr. Baldwin has been giving serious thought to a proposal that such a bureau might be endowed in some outstanding school like the Pennsylvania University where specialized studies in business administration and research are encouraged. There would be no question about the disinterested, unbiased work of such an institution. His idea, roughly, encompasses contributions from all units of the broadcasting industry on a prorated basis, to maintain such a university bureau as a "proving-ground" for radio research.

Technical Problems

IT ALSO may develop that Mr. Baldwin will propose concentration of technical phases of radio research on an industry-wide basis in some other school or laboratory, to be maintained by industry contribution of the same character.

The proposal advanced in various quarters, and having the tacit approval of Mr. Baldwin, that several autonomous groups might be established within the industry, each to become a part of the NAB, also is expected to receive consideration. It has no place on the convention agenda but there is nothing to prevent it from being raised from the floor.

Crystallization of views on this plan is likely to develop Monday afternoon (July 6), which has been left open for group meetings. Among the groups likely to meet are Associated Independent Radio Stations Inc., potentially powerful alignment of some 150 stations rallied by Powel Crosley, Jr., president of Crosley Radio Corp., for the avowed purpose of combatting the copyright problem. Then there is National Independent Broadcasters Inc., formed last year under the leadership of Edward A. Allen, which admittedly has failed in its mission of procuring national business for local independents, but is still a strong block from the voting standpoint.

In addition, it is not unlikely that newspaper stations, banded together at the last convention by Walter J. Damm, WTMJ manager, will hold a session to decide what stand, if any, they should take in connection with NAB affairs. Moreover, about a dozen State broadcasters associations contemplate sessions during the convention.

A change in the tentative NAB program was made by Mr. Baldwin so that election of officers and a majority of the new board of directors will take place on the closing day, Wednesday, July 8, rather than on the preceding day. The tentative program has provided for the report of the commercial and engineering committees at the Wednesday morning

(*Continued on page 136*)

Program, NAB Convention

Stevens Hotel, Chicago — July 6-8

MONDAY, JULY 6
9:30 A. M.

Call to Order.
Address of Welcome: Edward J. Kelly, Mayor of Chicago.
Address of the President: Leo J. Fitzpatrick, WJR, Detroit.
Address of the Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, Wash., D. C.
Address of the Treasurer: Isaac D. Levy, WCAU, Philadelphia.
Report of the Managing Director: James W. Baldwin, Wash., D. C.
Appointment of Committees.
Announcements.
Adjournment.
No Afternoon Sessions Scheduled.
Committee Meetings (at call of chairman).
- Nominating Committee.
- Commercial Committee.
- Engineering Committee.
- Resolutions Committee.

TUESDAY, JULY 7
9:30 A. M.

Call to Order.
Cooperative Bureau of Radio Research: Arthur B. Church, KMBC, Kansas City.
Discussion.
What the Radio Business Census Means to the Radio Broadcasting Industry: C. H. Sandage, Chief, Division of Transportation and Communications, Bureau of the Census, Philadelphia.
Discussion.
A Panel Discussion: Organizing a station for selling Radio Advertising: H. K. Carpenter, WHK, Cleveland.
Discussion.

2:00 P. M.

Call to Order.
Report of Commercial Committee: Arthur B. Church, Chairman, KMBC, Kansas City.
Report of Engineering Committee: J. H. DeWitt, Chairman, WSM, Nashville.
Report of Resolutions Committee.

7:00 P. M.

Annual NAB Banquet:
- Presentation of BROADCASTING Trophy to winner of Golf Tournament.

Entertainment.

WEDNESDAY, JULY 8
9:30 A. M.

Call to Order.
Report of Nominating Committee.
Election of Officers.

2:00 P. M.

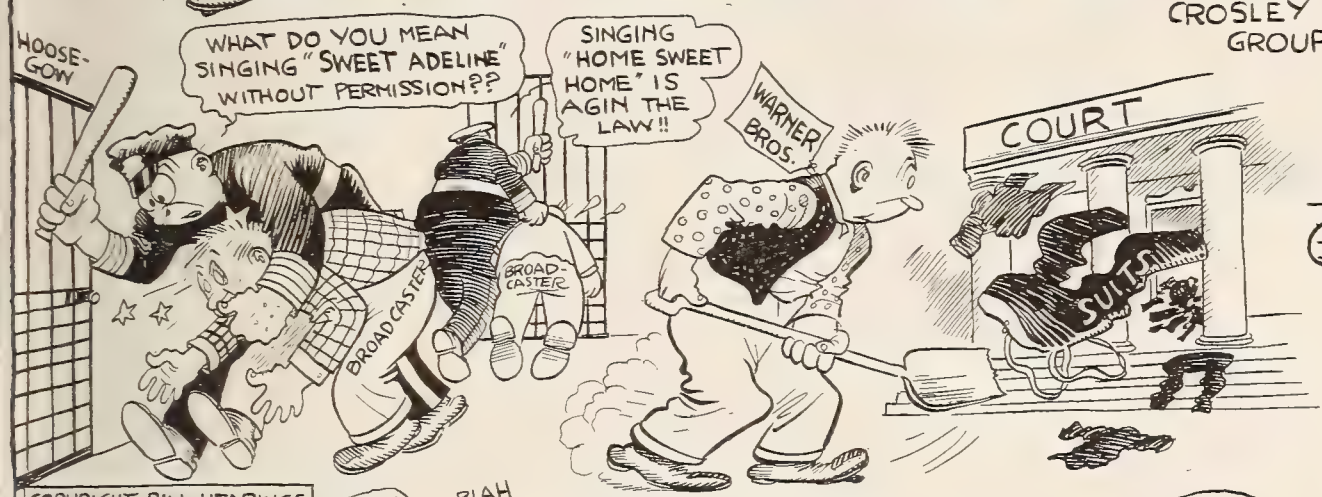
Call to Order.
General Discussion.
Report of Elections Committee.
Installation of Officers.
Adjournment.

GENERAL INFORMATION

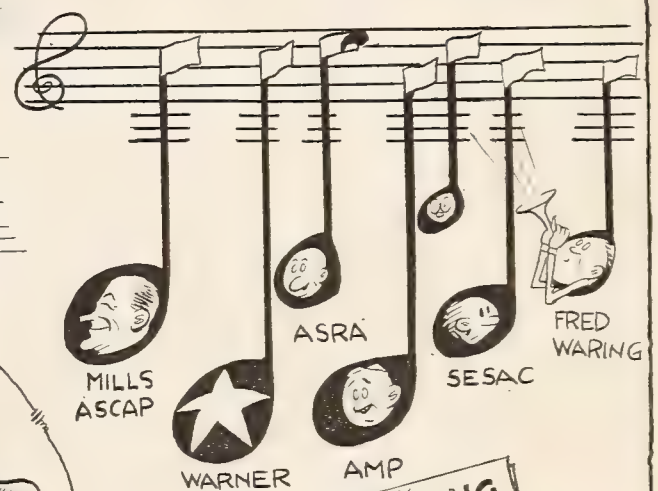
Registration Desk will be open from 10:00 A. M. until 1:00 P. M. Sunday, and from 8:30 A. M. until 5:00 P. M. on Monday, Tuesday and Wednesday.
Registration fee $10 per person. Banquet tickets may be purchased at Registration Desk at $3.50 each.
Sixth Annual NAB Championship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 A. M.
All general sessions start promptly at 9:30 A. M.
All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

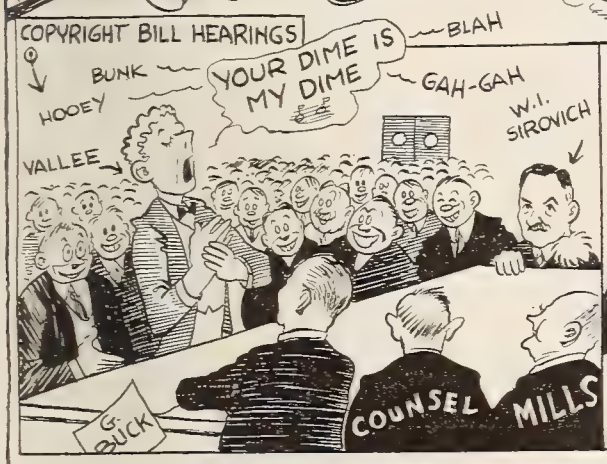
CHICAGO 1936 NAB

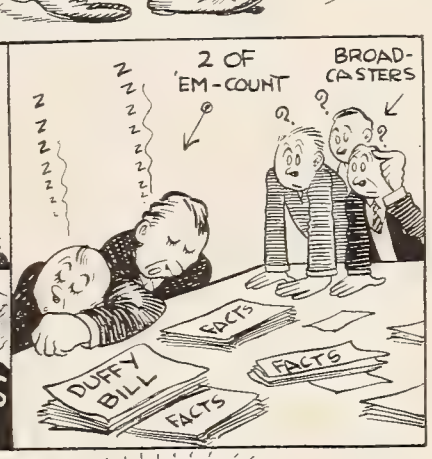




MORE SOUR NOTES AND MINOR DISCORDS

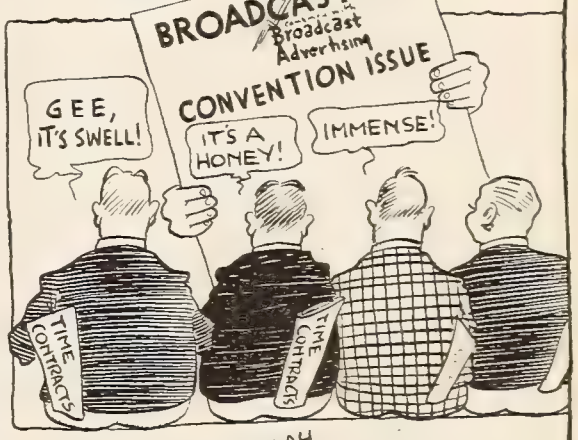








JUDGE EUGENE O. SYKES, CHAIRMAN FCC BROADCAST DIVISION WILL LAY DOWN THE LAW



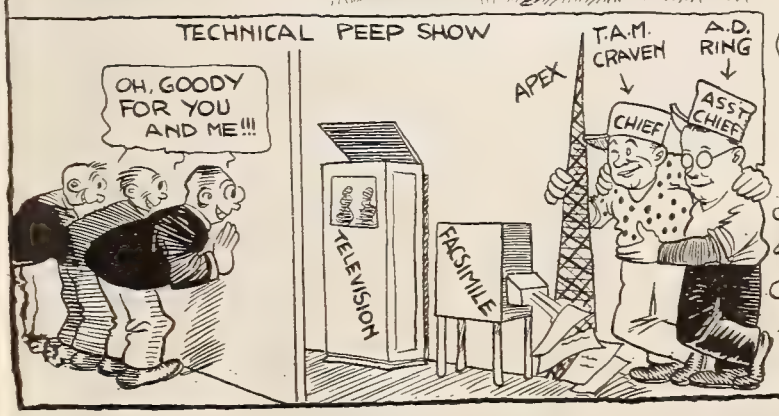


PHOOT LOOSE AND PHANCY PHREE



THE BUSIEST GAL IN TOWN - BERT SEIBERT NAB SECRETARY







NOT ME!!!

THORNTON FISHER

NAB Forms Copyright Bureau With E. J. Fitzgerald as Head

Index of Active Music to Be Compiled as Well as Public Domain Library; Measured Service Later



Mr. Fitzgerald

CREATION of a "Bureau of Copyrights" within the NAB, under authority from the board of directors, was effected June 23 by James W. Baldwin, managing director, with the appointment of Edward J. Fitzgerald, formerly general music director of WLW, Cincinnati, as copyright director.

Mr. Fitzgerald, Mr. Baldwin announced, will begin at once to set up the bureau to undertake two of the three projects recommended by the managing director and approved by the board which are designed eventually to rid the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners. These projects are: (1) To make available to broadcasters a complete and accurate index of active musical compositions; (2) to create a standard library of musical compositions taken, for the most part, from the public domain of music.

Commenting on the action, Mr. Baldwin declared that Congress has adjourned and "has failed to offer any relief to broadcasting by amending the ancient and archaic laws." The NAB, he added, has appointed a director of the Bureau of Copyrights "to execute the plans contained in the report approved by the board of directors on April 27, 1936."

Measured Service

THE THIRD phase of the Baldwin plan approved by the board covers creation of a system of making available to the industry copyrighted musical works on a measured service basis. This obviously must follow completion of the first two phases.

Mr. Fitzgerald will begin at once the cataloging of music in the public domain available at the Library of Congress. Simultaneously, he will work with E. C. Mills, ASCAP general manager, in copying ASCAP records of active compositions, in accordance with an offer made to the NAB several months ago. There are approximately 25,000 active musical compositions in this index, which later will be made available to all stations.

The broad plan for creation of the copyright bureau within the NAB looks also to the possible setting up of a separate corporation to handle copyrighted works for radio. This phase of the project will be considered at the NAB convention, under present plans.

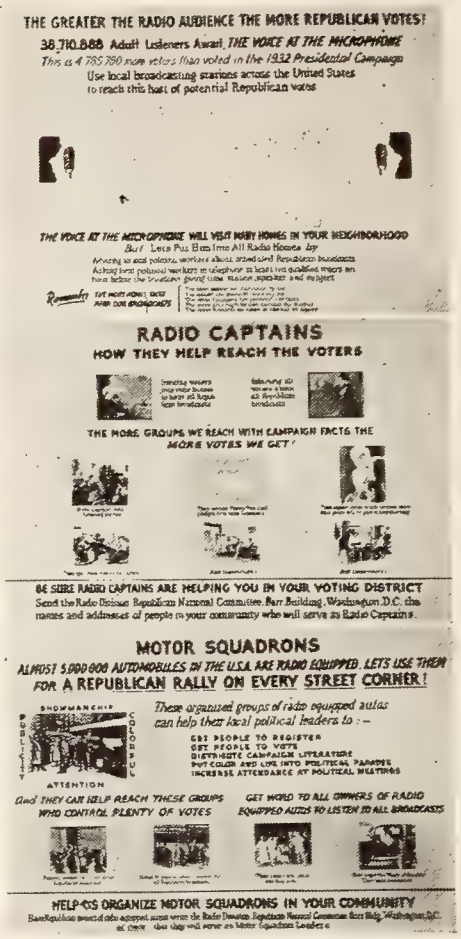
Mr. Fitzgerald was selected by Mr. Baldwin for the important post from among a score of applicants. He was chosen because of his wide experience in publishing, composing, arranging and, most important, his practical radio experience at WLW from January 1934, until May of this year.

Mr. Fitzgerald, 38, is a graduate of Boston Latin School, and for four years attended the New England Conservatory of Music, specializing in theory, harmony, counterpoint, composition, instrumentation and orchestration. From 1922 until 1929 he was an arranger, and wrote special vaudeville material and popular songs for Leo Fiest Inc., Copley Plaza Orchestras, and Jerome Remick & Co.

In 1929 Mr. Fitzgerald became president and managing director of Eddie Fitzgerald Inc., Boston. He engaged in devising, writing, selling and producing advertising style shows, vaudeville units and commercial broadcasts. Some of these were the Stetson Shoe Co. style show, the Kelvinator Choirs, Jordan Marsh Co. broadcasts and Colt Shoe Co. broadcasts. In 1934 he joined Crosley as program idea man and music arranger for WLW and WSAI. Later he was made a member of the audition board and the program planning board, and in 1934 was made general music director. In that capacity he supervised 75 musicians. He had a staff of eight arrangers and eight copyists of music and supervised the arranging of approximately 50 musical numbers a week. Since the inception of the copyright department at WLW, which he organized, not one suit had been filed against the station for infringement up to May 1, when he resigned.

Bosch Discs to 250

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (Bosch radios) in mid-July will place 13 one-minute dramatized announcements, transcribed by RCA - Victor, on some 250 stations. The Bosch agency, E. T. Howard Co., New York, will ship the discs to local distributors to be placed at local rates if possible. Bosch carried out a similar spot campaign last year.



GOP to Use Radio Methods

THE Republican Party has arranged elaborate plans for dramatization of its radio activities and has drawn up a series of display boards depicting its plan of campaign. Thomas G. Sabin, director of the GOP radio division, gave a preview of the campaign at the Cleveland convention.

Three of the panels are shown here. The top one points out that 38,710,888 adult listeners await "The Voice at the Microphone". In it is BROADCASTING'S map of the United States, showing location of radio stations.

The center panel shows how "radio captains" can reach voters. Typical scenes show how voters can be presented with campaign facts by radio and telephone.

In the third photo attention of GOP workers is directed to use of radio-equipped autos and getting word to listeners whose autos have radios.

"Phenomenon" Disc Series to Be Offered Public Utilities for Local Sponsorship

ON THE CREST of an intensive promotion campaign, *Phenomenon*, script feature which won spontaneous approval when sponsored by a Kansas City utility over KMBC, soon will be offered to public utility companies throughout the country for local sponsorship by Associated Music Publishers Inc., which is recording the series in New York.

The feature, conceived and written by Ted Malone, former program director of KMBC, is regarded by M. E. Tompkins, president of AMP, as a "natural" for public utilities because it "sells by suggestion" and "educates by entertaining". The story is devoted entirely to electricity but brings in ancient history and inserts the phenomena of modern electricity in those historical incidents. Every episode attempts to bring in unobtrusively the low cost of electricity and the ease with which everything may be done electrically in the modern home. Mr. Tompkins declares it is an all-family program.

Some weeks ago, when AMP contracted for exclusive rights to *Phenomenon*, a furore was caused because of the publication of an erroneous report that the North American Co., parent of AMP, intended using the program as an anti - administration, anti - government ownership propaganda vehicle. Instead, Mr. Tompkins announces it is being offered competitively to public utilities for local sponsorship.

As part of its promotion campaign, AMP has published a brochure titled *Flick the Switch*, the purpose of which is to show that no program can be completely successful without merchandising. The book goes into plans for pre-broadcast publicity, audience-expansion activities, merchandising plans, contests and other new ideas for bringing the program favorably to the attention of the audience. All merchandising is to be conducted through appliance stores in the territory of the sponsor as well as through his own retail sales outlets.

Mr. Malone is author of several other well-known programs, including *Happy Hollow*, a "hometown" script now heard daily over a nationwide CBS network. Another is *Between the Book Ends*, also on CBS. *Phenomenon* was sponsored over KMBC by the Kansas City Power & Light Co. as a live program.

NEW DAY PROGRAMS PLANNED BY P & G

PROCTER & GAMBLE Co., Cincinnati, has signed three contracts with NBC for new programs to be heard on the NBC-Blue network, thus passing General Mills to become the leading daytime network advertiser. The new programs are *Pepper Young's Family* for Camay soap; an untitled dramatic program for Ivory Flakes and *Five Star Jones* for Oxydol, all to be on the NBC-Blue before the summer is out. In addition P & G has renewed six other programs on NBC networks. Most of the contracts were for a year.

P & G at present is using only daytime radio periods although new programs are expected to be announced shortly. According to the present set-up the 10:45 a. m. and 11 a. m. periods on the Blue network are open with P & G programs scheduled both before and after these time openings. It is understood, however, that the soap manufacturer will take these openings if and when the required stations can clear the time. Edward MacHugh, gospel singer, and a big puller of fan mail, is to be signed for one of these spots.

P & G is understood to be planning to spend a major portion of its 1936-1937 advertising budget for radio. Last year P & G spent $2,105,237 for radio time alone on NBC, which it uses exclusively. The figures, of course, do not include spot, which the sponsor uses to a big extent. So far this year P & G has used announcements and transcriptions for White Naptha, Crisco, Lava soap, Drene soap and other products. An especially heavy schedule is being used behind White Naptha to combat Fels & Co., (Fels-Naptha soap and flakes), also a big radio user.

Three agencies are concerned in the P & G schedules on NBC: Blackett - Sample - Hummert Inc., Chicago, handles the Oxydol accounts; Pedlar & Ryan Inc., New York, is the agency for Camay soap; Blackman Adv. Inc., New York, has Ivory soap, Ivory flakes, Chipso, and Crisco.

Selling Beer to Women

CHRISTIAN FEIGENSPAN BREWING Corp., Newark, (P. O. N. beer) on July 6, 9-9:15 a. m., will start Helen Leighton in a program of interest to women on a three-station network, the program originating at WMCA, New York, and going to WNEW, Newark, and WAAT, Jersey City. It will be heard Mondays through Saturdays and is signed for 13 weeks. Bess & Schillin Inc., New York, placed the account.

Census of
Radio Homes in the United States by States and Counties

(As prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters)

RADIO SET ownership by families in each of the more than 3,000 counties of the United States, along with totals for the individual states, are published herewith. These estimates as of Jan. 1, 1936, were made by the Joint Committee on Radio Research, which is equally representative of the Association of National Advertisers, National Association of Broadcasters, and American Association of Advertising Agencies.

The figures were drafted by the technical subcommittee of the Joint Committee, headed by L. D. H. Weld, research director of McCann-Erickson, Inc. They complete the first task undertaken by the Joint Committee since its creation about a year ago for the projected purpose of setting up a cooperative bureau to audit station coverage and listener habits and gather radio set ownership data. Having completed this first phase of its work, the Joint Committee is speeding forward with other researches and last month named Paul F. Peter, prominent in radio research, as its secretary.

Last April, the Joint Committee made public an estimate of 22,869,000 families in the country owning receivers out of a total of 30,919,300 American families. This figure also was as of Jan. 1, 1936. The totals for the counties and the states, published herewith, equal this original estimate. The county figure compares with the estimate of 21,456,000 radio homes last year, or an increase of 6.6%. [See Page 14 of 1936 BROADCASTING Yearbook.]

There has been no official radio census since 1930 when the U. S. Census Bureau made a count as a part of the decennial population census.

The technical subcommittee of the Joint Committee, which drafted the county figures, in addition to Chairman Weld, includes Herman S. Hettinger, University of Pennsylvania, NAB research consultant; Arthur W. Lehman, ANA; D. E. Robinson, Federal Adv. Agency, New York; John W. Karol, CBS; Hugh M. Bevel Jr., NBC; D. P. Smelser, Procter & Gamble Co., Cincinnati, and George Gallup, Young & Rubicam, N. Y.

The Joint Committee, of which John Benson, AAAA president is chairman, comprises (for the NAB): Arthur B. Church, KMBC, Hugh K. Boice, CBS; Roy O. Witmer, NBC; Alfred J. McCosker, WOR, and J. O. Maland, WHO, with James W. Baldwin, NAB managing director, ex officio; (for AAAA): Mr. Benson, Mr. Weld, Mr. Gallup, Charles S. Gannon, Arthur Kudner, Inc., and Frederick C. Gamble, executive secretary AAAA; (for ANA): Paul B. West, president; M. H. Leister, Sun Oil Co.; Stuart Peabody, Bordon Co.; Mr. Smelser, and Harold Thomas, Centaur Co.

[*Text of Joint Committee's statement covering method of computing county estimates will be found on Page 140.*]

Alabama

Total Radio Homes: 258,000

Autauga	1,300
Baldwin	2,300
Barbour	2,500
Bibb	1,400
Blount	1,700
Bullock	1,400
Butler	2,400
Calhoun	5,900
Chambers	2,700
Cherokee	1,200
Chilton	2,000
Choctaw	1,100
Clarke	2,000
Clay	1,300
Cleburne	800
Coffee	2,300
Colbert	2,700
Conecuh	1,800
Coosa	800
Covington	3,500
Crenshaw	1,800
Cullman	3,500
Dale	1,700
Dallas	5,600
De Kalb	2,800
Elmore	2,700
Escambia	2,800
Etowah	6,800
Fayette	1,300
Franklin	2,000
Geneva	2,100
Greene	1,300
Hale	1,600
Henry	1,500
Houston	4,300
Jackson	2,500
Jefferson	62,100
Lamar	1,200
Lauderdale	4,500
Lawrence	1,600
Lee	3,500
Limestone	2,700
Lowndes	1,300
Macon	2,000
Madison	6,300
Marengo	2,600
Marion	1,700
Marshall	3,200
Mobile	19,300
Monroe	2,000
Montgomery	15,400
Morgan	4,800
Perry	1,900
Pickens	1,600
Pike	2,800
Randolph	2,000
Russell	1,900
St. Clair	1,800
Shelby	2,200
Sumter	1,800
Talladega	4,200
Tallapoosa	2,500
Tuscaloosa	6,700
Walker	5,100
Washington	1,000
Wilcox	1,600
Winston	1,300

Arizona

Total Radio Homes: 62,500

Apache	1,400
Cochise	4,900
Coconino	2,500
Gila	3,000
Graham	1,200
Greenlee	700
Maricopa	25,500
Mohave	1,000
Navajo	2,700
Pima	9,400
Pinal	2,100
Santa Cruz	1,300
Yavapai	4,200
Yuma	2,600

Arkansas

Total Radio Homes: 187,300

Arkansas	2,700
Ashley	2,100
Baxter	700
Benton	3,900
Boone	1,800
Bradley	1,800
Calhoun	600
Carroll	1,500
Chicot	2,000
Clark	2,500
Clay	2,100
Cleburne	800
Cleveland	900
Columbia	2,300
Conway	1,800
Craighead	4,900
Crawford	1,900
Crittenden	3,100
Cross	2,100
Dallas	1,300
Desha	2,000
Drew	1,600
Faulkner	2,500
Franklin	1,200
Fulton	700
Garland	5,900
Grant	700
Greene	2,300
Hempstead	2,800
Hot Spring	1,400
Howard	1,600
Independence	2,200
Izard	800
Jackson	2,400
Jefferson	7,200
Johnson	1,600
Lafayette	1,300
Lawrence	1,800
Lee	1,900
Lincoln	1,400
Little River	1,100
Logan	2,000
Lonoke	2,500
Madison	900
Marion	500
Miller	3,800
Mississippi	6,900
Monroe	1,700
Montgomery	700
Nevada	1,600
Newton	600
Ouachita	3,300
Perry	400
Phillips	4,600
Pike	800
Poinsett	2,300
Polk	1,400
Pope	2,500
Prairie	1,200
Pulaski	24,900
Randolph	1,300
St. Francis	2,900
Saline	1,200
Scott	1,000
Searcy	700
Sebastian	9,600
Sevier	1,300
Sharp	700
Stone	500
Union	7,000
Van Buren	700
Washington	5,900
White	3,400
Woodruff	1,800
Yell	1,500

California

Total Radio Homes: 1,398,900

Alameda	132,100
Alpine	20
Amador	1,600
Butte	7,200
Calaveras	730
Colusa	2,200
Contra Costa	13,500
Del Norte	910
Eldorado	1,500
Fresno	32,100
Glenn	2,300
Humboldt	7,900
Imperial	9,700
Inye	1,100
Kern	17,600
Kings	4,400
Lake	1,200
Lassen	2,800
Los Angeles	592,800
Madera	2,400
Marin	9,300
Mariposa	670
Mendocino	3,900
Merced	6,100
Modoc	990
Mono	200
Monterey	13,200
Napa	4,900
Nevada	3,000
Orange	21,900
Placer	4,800
Plumas	1,100
Riverside	14,300
Sacramento	33,400
San Benito	2,200
San Bernardino	25,900
San Diego	54,300
San Francisco	170,000
San Joaquin	22,300
San Luis Obispo	6,700
San Mateo	18,600
Santa Barbara	16,900
Santa Clara	38,400
Santa Cruz	9,100
Shasta	3,200
Sierra	300
Siskiyou	4,500
Solano	7,800
Sonoma	16,300
Stanislaus	12,700
Sutter	1,700
Tehama	2,700
Trinity	380
Tulare	12,900
Tuolumne	1,600
Ventura	11,300
Yolo	4,300
Yuba	3,000

Colorado

Total Radio Homes: 206,600

Adams	3,000
Alamosa	1,910
Arapahoe	3,600
Archuleta	460
Baca	1,150
Bent	1,260
Boulder	7,600
Chaffee	1,720
Cheyenne	460
Clear Creek	460
Conejos	920
Costillo	460
Crowley	690
Custer	230
Delta	2,600
Denver	73,800
Dolores	120
Douglas	500
Eagle	580
Elbert	800
El Paso	13,100
Fremont	3,200
Garfield	1,840
Gilpin	250
Grand	460
Gunnison	1,040
Hinsdale	80
Huerfano	2,100
Jackson	340
Jefferson	3,400
Kiowa	350
Kit Carson	1,380
Lake	1,270
La Plata	2,400
Larimer	6,800
Las Animas	4,900
Lincoln	1,150
Logan	3,700
Mesa	5,600
Mineral	120
Moffat	800
Montezuma	1,040
Montrose	2,300
Morgan	3,300
Otero	4,400
Ouray	350
Park	460
Phillips	1,270
Pitkin	230
Prowers	2,200
Pueblo	14,000
Rio Blanco	460
Rio Grande	1,700
Routt	1,500
Saguache	800
San Juan	350
San Miguel	350
Sedgwick	920
Summit	230
Teller	920
Washington	1,150
Weld	10,000
Yuma	2,070

Connecticut

Total Radio Homes: 372,200

Fairfield	90,300
Hartford	98,500
Litchfield	19,600
Middlesex	11,600
New Haven	106,100
New London	27,400
Tolland	6,200
Windham	12,500

Delaware

Total Radio Homes: 47,100

Kent	5,100
New Castle	35,000
Sussex	7,000

District of Columbia

Total Radio Homes: 125,800

Florida

Total Radio Homes: 233,900

Alachua	4,400
Baker	500
Bay	1,600
Bradford	800
Brevard	1,900
Broward	3,200
Calhoun	500
Charlotte	600
Citrus	500
Clay	600
Collier	300
Columbia	1,300
Dade	35,800
De Soto	1,200
Dixie	600
Duval	30,800
Escambia	8,200
Flagler	300
Franklin	600
Gadsden	2,500
Gilchrist	300
Glades	300
Gulf	200
Hamilton	700
Hardee	1,100
Hendry	500
Hernando	600
Highlands	1,600
Hillsborough	28,100
Holmes	700
Indian River	800
Jackson	2,800
Jefferson	900
Lafayette	300
Lake	3,300
Lee	2,500
Leon	3,500
Levy	800
Liberty	200
Madison	1,200
Manatee	3,500
Marion	3,700
Martin	700
Monroe	1,600
Nassau	800
Okaloosa	700
Okeechobee	400
Orange	10,400
Osceola	1,000
Palm Beach	10,200
Pasco	1,200
Pinellas	15,500
Polk	11,900
Putnam	2,200
St. Johns	2,900
St. Lucie	1,300
Santa Rosa	1,100
Sarasota	2,400
Seminole	2,500
Sumter	800
Suwannee	1,300
Taylor	1,200
Union	400
Volusia	7,300
Wakulla	300
Walton	1,100
Washington	900

Georgia

Total Radio Homes: 334,500

Appling	1,100
Atkinson	500
Bacon	600
Baker	500
Baldwin	2,300
Banks	500
Barrow	1,100
Bartow	2,400
Ben Hill	1,500
Berrien	1,100
Bibb	14,200
Bleckley	800
Brantley	400
Brooks	1,600
Bryan	400
Bulloch	1,900
Burke	2,300
Butts	900
Calhoun	900
Camden	500
Campbell (Incl. in Fulton)	
Candler	700
Carroll	3,100
Catoosa	600
Charlton	400
Chatham	18,900
Chattahoochee	300
Chattooga	1,600
Cherokee	1,700
Clarke	5,200
Clay	500
Clayton	800
Clinch	600
Cobb	3,600
Coffee	1,500
Colquitt	3,100
Columbia	500
Cook	1,000
Coweta	2,600
Crawford	400
Crisp	2,000
Dade	200
Dawson	200
Decatur	2,000
De Kalb	9,400
Dodge	1,800
Dooly	1,300
Dougherty	3,700
Douglas	900
Early	1,200
Echols	200
Effingham	700
Elbert	1,800
Emanuel	2,000
Evans	600
Fannin	800
Fayette	600
Floyd	7,600
Forsyth	600
Franklin	1,200
Fulton	68,300
(Incl. Campbell & Milton)	
Gilmer	400
Glascock	300
Glynn	2,800
Gordon	1,400
Grady	1,500
Greene	1,100
Gwinnett	2,300
Habersham	1,200
Hall	3,800
Hancock	900
Haralson	1,100
Harris	800
Hart	1,200
Heard	500
Henry	1,200
Houston	900
Irwin	800
Jackson	1,700
Jasper	700
Jeff Davis	700
Jefferson	1,600

(Continued on page 24)

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 23)

Georgia (Cont'd)

Jenkins	1,000
Johnson	900
Jones	500
Lamar	900
Lanier	300
Laurens	3,000
Lee	500
Liberty	500
Lincoln	500
Long	300
Lowndes	3,800
Lumpkin	400
McDuffie	900
McIntosh	500
Macon	1,300
Madison	1,100
Marion	500
Meriwether	1,800
Miller	600
Milton (Incl. in Fulton)	
Mitchell	1,700
Monroe	1,000
Montgomery	700
Morgan	1,100
Murray	500
Muscogee	12,700
Newton	1,900
Oconee	400
Oglethorpe	800
Paulding	800
Peach	1,100
Pickens	800
Pierce	900
Pike	700
Polk	2,800
Pulaski	800
Putnam	700
Quitman	200
Rabun	500
Randolph	1,400
Richmond	13,500
Rockdale	600
Schley	400
Screven	1,500
Seminole	500
Spalding	3,300
Stephens	1,200
Stewart	900
Sumter	2,800
Talbot	600
Taliaferro	400
Tattnall	900
Taylor	900
Telfair	1,400
Terrell	1,500
Thomas	3,500
Tift	1,700
Toombs	1,600
Towns	200
Treutlen	600
Troup	5,300
Turner	900
Twiggs	500
Union	300
Upson	2,300
Walker	2,300
Walton	1,800
Ware	3,700
Warren	800
Washington	2,100
Wayne	1,100
Webster	300
Wheeler	500
White	300
Whitfield	2,600
Wilcox	900
Wilkes	1,300
Wilkinson	700
Worth	1,400

Idaho

Total Radio Homes: 75,800

Ada	8,900
Adams	400
Bannock	6,200
Bear Lake	1,200
Benewah	800
Bingham	2,400
Blaine	600
Boise	200
Bonner	1,700
Bonneville	3,400
Boundary	700
Butte	220
Camas	210
Canyon	5,400
Caribou	400
Cassia	2,100
Clark	120
Clearwater	900
Custer	440
Elmore	900
Franklin	1,300
Fremont	1,200
Gem	1,000
Gooding	1,000
Idaho	1,600
Jefferson	900
Jerome	1,100
Kootenai	2,600
Latah	3,600
Lemhi	700
Lewis	900
Lincoln	500
Madison	1,300
Minidoka	1,200
Nez Perce	4,400
Oneida	700
Owyhee	300
Payette	1,400
Power	600
Sheshone	3,500
Teton	400
Twin Falls	6,300
Valley	600
Washington	1,500
Yellowstone National Park	10

Idaho (Cont'd)

Illinois

Total Radio Homes: 1,674,300

Adams	15,000
Alexander	4,100
Bond	2,900
Boone	3,800
Brown	1,700
Bureau	7,100
Calhoun	1,000
Carroll	4,600
Cass	3,400
Champaign	15,200
Christian	7,500
Clark	3,500
Clay	3,000
Clinton	3,300
Coles	8,000
Cook	908,300
Crawford	4,600
Cumberland	1,300
De Kalb	8,700
De Witt	3,500
Douglas	3,400
Du Page	22,200
Edgar	4,700
Edwards	1,400
Effingham	4,500
Fayette	3,600
Ford	3,500
Franklin	8,100
Fulton	9,000
Gallatin	1,400
Greene	3,400
Grundy	3,800
Hamilton	1,800
Hancock	5,300
Hardin	700
Henderson	1,200
Jefferson	4,800
Jersey	2,300
Jo Daviess	4,200
Johnson	1,100
Kane	29,700
Kankakee	10,600
Kendall	1,900
Knox	13,900
Lake	24,300
La Salle	22,500
Lawrence	4,000
Lee	7,400
Livingston	8,100
Logan	6,000
McDonough	7,200
McHenry	8,500
McLean	18,900
Macon	20,200
Macoupin	8,000
Madison	28,100
Marion	7,800
Marshall	2,600
Mason	3,800
Massac	2,000
Menard	1,900
Mercer	4,000
Monroe	2,900
Montgomery	6,700
Morgan	8,000
Moultrie	2,200
Ogle	6,400
Peoria	32,300
Perry	4,000
Piatt	2,700
Pike	3,800
Pope	1,000
Pulaski	1,800
Putnam	900
Randolph	5,200
Richland	3,200
Rock Island	21,700
St. Clair	32,300
Saline	5,700
Sangamon	26,300
Schuyler	2,000
Scott	1,500
Shelby	5,100
Stark	2,000
Stephenson	10,500
Tazewell	8,800
Union	3,100
Vermilion	18,100
Wabash	2,500
Warren	5,300
Washington	3,300
Wayne	2,800
White	3,300
Whiteside	9,500
Will	21,900
Williamson	7,500
Winnebago	27,900
Woodford	4,400

Illinois (Cont'd)

Indiana

Total Radio Homes: 616,800

Adams	3,000
Allen	34,900
Bartholomew	5,200
Benton	2,000
Blackford	2,100
Boone	4,600
Brown	400
Carroll	3,000
Cass	7,000
Clark	4,500
Clay	4,100
Clinton	5,900
Crawford	900
Daviess	2,700
Dearborn	3,600
Decatur	3,100
De Kalb	4,000
Delaware	13,100
DuBois	3,300
Elkhart	15,000
Fayette	3,700
Floyd	6,600
Fountain	2,800
Franklin	2,000
Fulton	3,500
Gibson	5,200
Grant	10,800
Greene	4,100
Hamilton	4,000
Hancock	3,200
Harrison	2,500
Hendricks	3,300
Henry	6,100
Howard	7,700
Huntington	6,000
Jackson	3,600
Jasper	2,200
Jay	5,100
Jefferson	3,200
Jennings	1,500
Johnson	3,100
Knox	7,600
Kosciusko	5,500
Lagrange	2,200
Lake	46,100
La Porte	12,600
Lawrence	4,800
Madison	15,700
Marion	102,900
Marshall	4,500
Martin	1,000
Miami	5,500
Monroe	6,100
Montgomery	5,500
Morgan	3,000
Newton	1,900
Noble	3,900
Ohio	600
Orange	2,000
Owen	1,600
Parke	2,600
Perry	2,000
Pike	1,900
Porter	4,400
Posey	2,700
Pulaski	1,800
Putnam	3,600
Randolph	4,900
Ripley	3,000
Rush	3,600
St. Joseph	29,400
Scott	900
Shelby	4,700
Spencer	2,100
Starke	1,600
Steuben	2,300
Sullivan	4,200
Switzerland	1,200
Tippecanoe	11,700
Tipton	2,800
Union	1,000
Vanderburg	24,300
Vermillion	2,900
Vigo	21,300
Wabash	4,800
Warren	1,100
Warrick	2,500
Washington	2,000
Wayne	11,100
Wells	2,900
White	2,900
Whitley	3,000

Iowa

Total Radio Homes: 503,100

Adair	2,500
Adams	1,900
Allamakee	2,800
Appanoose	3,800
Audubon	2,100
Benton	4,600
Black Hawk	15,900
Boone	4,900
Bremer	3,400
Buchanan	3,200
Buena Vista	3,800
Butler	3,100
Calhoun	2,600
Carroll	5,100
Cass	5,000
Cedar	3,200
Cerro Gordo	8,600
Cherokee	3,400
Chickasaw	2,200
Clarke	1,900
Clay	3,600
Clayton	4,200
Clinton	9,800
Crawford	3,500
Dallas	4,900
Davis	2,100
Decatur	2,100
Delaware	2,600
Des Moines	8,400
Dickinson	2,000
Dubuque	13,500
Emmet	2,700
Fayette	5,400
Floyd	3,400
Franklin	2,400
Fremont	2,300
Greene	3,200
Grundy	2,400
Guthrie	3,400
Hamilton	3,600
Hancock	2,400
Hardin	4,700
Harrison	3,900
Henry	3,100
Howard	2,700
Humboldt	1,800
Ida	2,200
Iowa	3,300
Jackson	3,700
Jasper	5,700
Jefferson	3,100
Johnson	7,900
Jones	3,200
Keokuk	3,500
Kossuth	4,500
Lee	9,000
Linn	21,800
Louisa	1,800
Lucas	3,100
Lyon	2,400
Madison	2,400
Mahaska	5,200
Marion	4,400
Marshall	7,700
Mills	2,200
Mitchell	2,600
Monona	2,600
Monroe	2,000
Montgomery	4,100
Muscatine	6,800
O'Brien	3,900
Osceola	1,700
Page	6,200
Palo Alto	2,800
Plymouth	4,200
Pocahontas	2,500
Polk	44,400
Pottawattamie	14,100
Poweshiek	4,100
Ringgold	1,900
Sac	3,200
Scott	18,200
Shelby	3,300
Sioux	4,700
Story	7,100
Tama	4,300
Taylor	2,800
Union	3,300
Van Buren	2,500
Wapello	9,000
Warren	3,100
Washington	4,500
Wayne	2,500
Webster	8,900
Winnebago	2,600
Winneshiek	3,800
Woodbury	24,600
Worth	1,800
Wright	3,800

Iowa (Cont'd)

Kansas

Total Radio Homes: 348,000

Allen	3,300
Anderson	2,000
Atchison	4,200
Barber	1,600
Barton	4,200
Bourbon	4,100
Brown	3,600
Butler	5,400
Chase	1,100
Chautauqua	1,500
Cherokee	4,500
Cheyenne	1,100
Clark	800
Clay	3,000
Cloud	3,100
Coffey	2,300
Comanche	1,000
Cowley	7,700
Crawford	9,200
Decatur	1,500
Dickinson	5,500
Doniphan	2,100
Douglas	5,000
Edwards	1,200
Elk	1,200
Ellis	2,800
Ellsworth	2,000
Finney	2,100
Ford	3,900
Franklin	4,300
Geary	3,100
Gove	700
Graham	800
Grant	400
Gray	700
Greeley	200
Greenwood	3,200
Hamilton	500
Harper	2,400
Harvey	4,300
Haskell	300
Hodgeman	600
Jackson	2,200
Jefferson	1,900
Jewell	2,400
Johnson	4,300
Kearny	400
Kingman	2,000
Kiowa	800
Labette	6,000
Lane	700
Leavenworth	7,100
Lincoln	1,600
Linn	2,200
Logan	700
Lyon	6,400
McPherson	5,500
Marion	3,900
Marshall	4,200
Meade	1,000
Miami	3,700
Mitchell	3,000
Montgomery	9,500
Morris	2,100
Morton	600
Nemaha	3,500
Neosho	4,100
Ness	1,600
Norton	2,600
Osage	2,300
Osborne	2,100
Ottawa	1,600
Pawnee	1,900
Phillips	2,000
Pottawatomie	2,600
Pratt	2,300
Rawlins	1,200
Reno	10,000
Republic	2,400
Rice	2,500
Riley	4,800
Rooks	1,600
Rush	1,700
Russell	1,800
Saline	7,300
Scott	600
Sedgwick	34,600
Seward	1,500
Shawnee	21,700
Sheridan	800
Sherman	1,300
Smith	2,200
Stafford	1,700
Stanton	300
Stevens	500
Sumner	4,700
Thomas	1,600
Trego	900
Wabaunsee	1,800
Wallace	300
Washington	2,800
Wichita	300
Wilson	2,800
Woodson	1,100
Wyandotte	21,900

Kansas (Cont'd)

Kentucky

Total Radio Homes: 313,800

Adair	1,100
Allen	1,500
Anderson	900
Ballard	1,000
Barren	2,700
Bath	800
Bell	4,100
Boone	1,100
Bourbon	2,500
Boyd	7,500
Boyle	2,500
Bracken	1,200
Breathitt	1,200
Breckinridge	1,400
Bullitt	800
Butler	800
Caldwell	1,600
Calloway	2,200
Campbell	10,000
Carlisle	800
Carroll	1,100
Carter	1,700
Casey	1,000
Christian	4,000
Clark	2,500
Clay	1,000
Clinton	500
Crittenden	1,100
Cumberland	700
Daviess	6,000
Edmonson	700
Elliott	400
Estill	1,400
Fayette	16,100
Fleming	1,400
Floyd	2,900
Franklin	3,100
Fulton	2,300
Gallatin	400
Garrard	1,100
Grant	1,000
Graves	3,500
Grayson	1,600
Green	800
Greenup	2,000
Hancock	600
Hardin	2,600
Harlan	5,900
Harrison	2,000
Hart	1,300
Henderson	3,000
Henry	1,300
Hickman	1,000
Hopkins	4,100
Jackson	600
Jefferson	71,700
Jessamine	1,300
Johnson	1,900
Kenton	17,100
Knott	800
Knox	1,700
Larue	800
Laurel	1,500
Lawrence	1,200
Lee	600
Leslie	600
Letcher	2,900
Lewis	1,100
Lincoln	1,500
Livingston	700
Logan	2,200
Lyon	600
McCracken	7,600
McCreary	1,200
McLean	1,000
Madison	3,500
Magoffin	1,200
Marion	1,700
Marshall	1,300
Martin	500
Mason	2,700
Meade	800
Menifee	300
Mercer	1,900
Metcalfe	500
Monroe	1,000
Montgomery	1,600
Morgan	900
Muhlenberg	3,500
Nelson	2,100
Nicholas	900
Ohio	2,100
Oldham	800
Owen	1,000
Owsley	400
Pendleton	1,000
Perry	4,000
Pike	4,200
Powell	300
Pulaski	3,000
Robertson	200
Rockcastle	1,100
Rowan	900
Russell	800
Scott	1,800
Shelby	2,100
Simpson	1,300
Spencer	600
Taylor	1,300
Todd	1,200
Trigg	1,000
Trimble	500
Union	1,800
Warren	4,500
Washington	1,300
Wayne	1,000
Webster	2,000
Whitley	2,900
Wolfe	500
Woodford	1,400

Louisiana

Total Radio Homes: 260,000

Acadia	4,000
Allen	1,400
Ascension	1,700
Assumption	1,300
Avoyelles	2,600
Beauregard	1,300
Bienville	1,800
Bossier	2,200
Caddo	23,600
Calcasieu	6,500
Caldwell	900
Cameron	300
Catahoula	900
Claiborne	2,800
Concordia	1,000
De Soto	2,600
East Baton Rouge	12,100
East Carroll	1,400
East Feliciana	1,200
Evangeline	1,600
Franklin	2,400
Grant	1,300
Iberia	2,800
Iberville	2,300
Jackson	1,400
Jefferson	3,500
Jefferson Davis	2,200
Lafayette	4,200
Lafourche	3,000

(Continued on page 28)

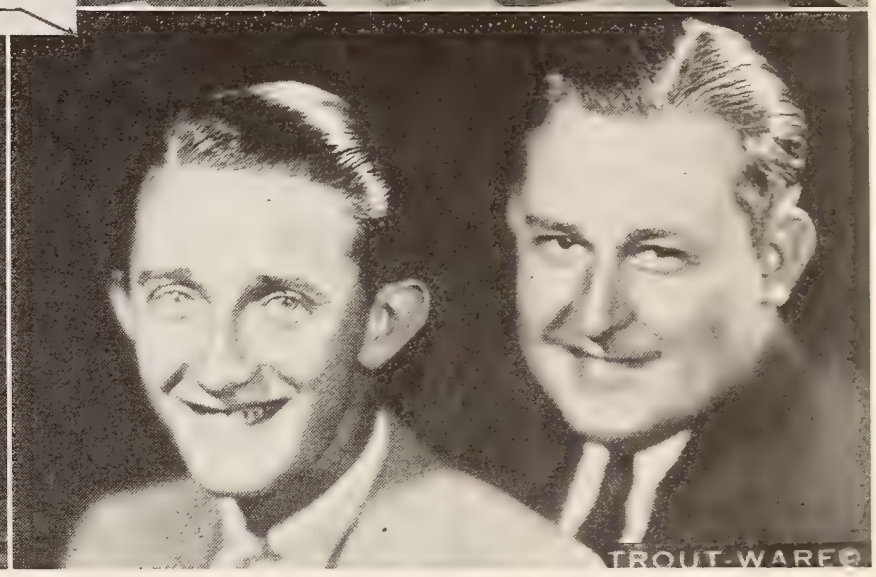
W·H·O TALENT PAYS SALES DIVIDENDS





FOR GRAIN BELT
FOR GINGHAM GIRL
FOR CHEVROLET
FOR KELLOGG





POWER AND AUDIENCE JUSTIFY BIG-TIME ACTS

In studios, production staff and talent, Station WHO is in position to produce any type of "live" broadcast. Whether the advertiser wants a modest show or big-time talent, WHO can meet his requirements. Here are current examples:

GRAIN BELT BEER—Tunes from the Songfellows, who came to WHO from Chicago NBC, are clicking cash registers for Grain Belt Beer. They cost $400 per week, but the tremendous audience that can tune them in on WHO more than justifies the cost. Evening, three quarter hours weekly.

GINGHAM GIRL—Organ, harp, violin and soprano soloist provide a pleasing yet economical program that is doing an effective sales job for Gingham Girl Flour. Daytime, two quarter hours weekly.

CHEVROLET—"Guardians of the Highway," a dramatic broadcast, written and produced by the WHO program department, has just finished a thirteen-week series for Chevrolet. Daytime, five quarter hours weekly.

KELLOGG PRODUCTS—Since last September, Gene & Glenn broadcasts have originated at WHO. Wholesale grocers report they're doing a sweet sales job for Kellogg. Daytime, six half hours weekly.

The programs mentioned and pictured above do not include any orchestra-and-soloist shows, of which several are running on WHO, including: Barnsdall's "The Old and the New"—Mid-Continent's "Rocking Chair Melodies"—and Des Moines Drug Company's "Hour of Smiles."

We repeat—in studios, production staff and talent, WHO is in position to produce any type of show required by the advertiser. In broad station coverage and listener-loyalty, WHO is in position to make each show pay the advertiser a substantial profit in sales.

CENTRAL BROADCASTING CO., Des Moines
J. O. Maland, Mgr. **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Know WLS — What WE DID THE

New

RECORDS
Month after Month

JANUARY

Mail: 216,627 letters—third biggest mail month in WLS history. 50,133 responses from Chicago alone.

Advertising: 10% increase over corresponding month in 1935.

FEBRUARY

Mail: 264,231 letters — all-time WLS mail record for single month. 95,810 letters in one week (single-week record).

Advertising: 42% increase over February, 1935.

MARCH

Mail: 196,545 letters — all-time March response record. 37% above March, 1935.

Advertising: Nine advertisers (spot) renewed or increased schedules during month.

APRIL

Mail: 153,466 letters — all-time April record. 210% above the corresponding month in 1935.

Advertising: 20% increase over April 1935. 81% of advertisers (spot) had used WLS on previous schedules.

MAY

Mail: 108,319 letters — all-time record for May. The first time the May total has exceeded the 100,000 mark.

Advertising: 56% increase over May, 1935. Eight advertisers (spot) renewed schedules.

JUNE

Mail: (Incomplete) Nearly 100% over corresponding period in 1935. Looks like another all-time mail record.

Advertising: (Incomplete) Already far ahead of June, 1935. Summer business heaviest in station's history.

ADVERTISING RESULTS follow listener interest! This simple advertising truth never was shown more convincingly than during the first half of 1936. In this period WLS listener interest was greater than ever before. Listener response far exceeded previous records. For example:

- **966,094 letters received at the station (to June 13th) . . . 36% above previous corresponding peak period in 1935 . . . 267,940 from Chicago alone.**
- **$21,799.79 contributed by 6,900 listeners and 865 organizations for Red Cross Flood Relief.**
- **67,319 ballots mailed to station in one week on Chicago time-ordinance question.**
- **56,000 copies of 1936 WLS Family Album and 29,000 copies of new WLS song book purchased by listeners.**
- **87,144 paid-in-advance subscriptions to Stand By (WLS-Prairie Farmer Weekly) Magazine.**
- **Continued capacity audiences at WLS National Barn Dance (479,362 paid admissions in 224 consecutive weeks).**
- **WLS artists and programs among leaders in three of eleven classifications of Radio Guide's Third Annual Nationwide Popularity Poll.**

And advertising results followed apace. For example:

- **18% increase in advertising revenue over corresponding period in 1935.**
- **Average of eight renewals or schedule increases per month.**
- **186,632 letters received by spot-station food advertisers (95% with proof of purchase).**
- **Summer business heaviest in station's history.**
- **Almost complete time sell-out for Fall.**

That's proof of a good half-year—with an even better one to follow. And that's reason for you to consider WLS for your summer and fall advertising. Count on WLS for results!

THE PRAIRIE FARMER STATION
CHICAGO, ILLINOIS

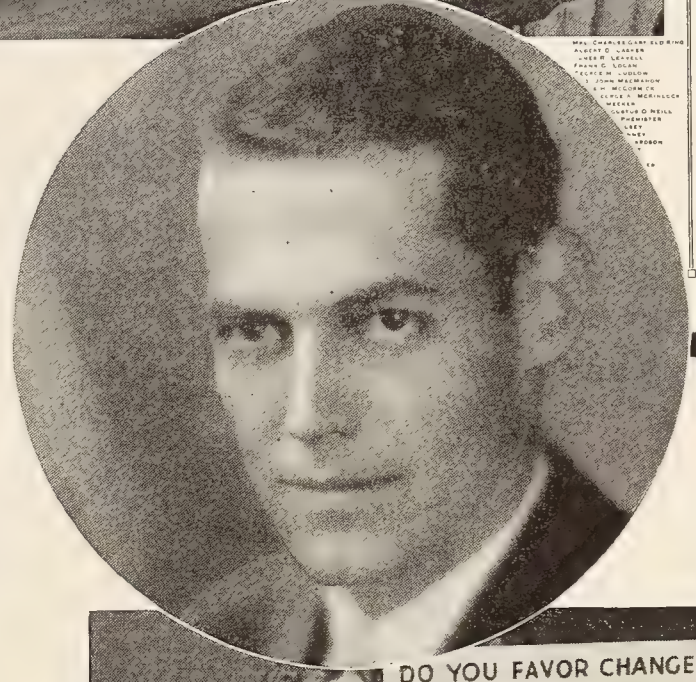
Burridge D. Butler, President **Glenn Snyder, Manager**

National Representatives: John Blair and Co.

FIRST HALF OF 1936!



The WLS National Barn Dance was 4th among all musical programs on the air in Radio Guide's Annual Popularity Poll. Only Show Boat, Hit Parade and Hollywood Hotel were ahead. And Lulu Belle, exclusive WLS artist, was 5th in the Star of Stars group, surpassed only by Jack Benny, Eddie Cantor, Nelson Eddy and Lanny Ross.



Julian Bentley, WLS News Reporter, ranked 6th in the News Commentator division of the Poll. Only Lowell Thomas, Boake Carter, Walter Winchell, Edwin C. Hill and Jimmy Fidler were ahead. Bentley is exclusively on WLS.

IN THE PUBLIC INTEREST

The American Red Cross

CHICAGO CHAPTER
615 S MICHIGAN AVENUE - CHICAGO
TELEPHONE HARRISON 6164
JAMES T NICHOLSON, MANAGER

April 23, 1936.

My dear Mr. Biggar:

We regret that it is impossible for us to thank by individual letter the many thousands of Prairie Farmer Station WLS listeners who contributed so promptly and so generously to the Red Cross Flood Relief Fund. However, we do hope that many heard James B. Forgan, Chairman of our Board of Directors, express our appreciation during your twelfth anniversary program on Saturday night, April 18th.

The Chicago Chapter, American Red Cross has received through WLS a total of $21,977.79. This fine sum came from at least 6,900 individual listeners and from 863 organizations, including farms, churches and groups within churches, war veterans' groups, farm organizations, women's clubs, lodges, fraternities, city and rural schools and other organizations. It was a wonderful response.

We would be very appreciative if you would, in some way, express the very real gratitude of the American Red Cross to the thousands who helped to raise this fund. All of the money went directly to the areas affected by the floods and tornadoes, covering 120 counties of 18 states, where it helped to enable our Red Cross workers to provide food, shelter, clothing and medical care. Thousands of families must be cared for during many months to come.

We learned to depend upon the "WLS Family" - your staff and your listeners - long ago. Ever since the first radio Red Cross appeal for southern Illinois-Indiana tornado sufferers in March, 1925, you have worked with us in emergencies. Not only do you prove your own neighborliness to those less fortunate, but you inspire many others to help, either through their local Red Cross chapters or our Chicago office.

Again we thank you for what you have done.

Very sincerely yours,

Mr. George C. Biggar
Prairie Farmer Station WLS
1230 Wasnington Blvd.
Chicago, Illinois.

James T. Nicholson
Manager.

National Convention—Chicago, Illinois—May 11-14, 1936.

Over $400,000 has been contributed through WLS in the past twelve years to alleviate human suffering. The most recent instance is cited above.

WLS FAMILY ALBUM

Complimentary Copies to Advertisers

Nearly 100 large-sized photographs of WLS artists, staff members and scenes are contained in the 1936 WLS Family Album. 56,000 listeners already have purchased this edition—the 7th in an annual series. Write for your copy today!





(Left) Not all the letters are shown here. Actually 67,319 ballots were received. WLS asked listeners to vote whether they wanted Chicago to operate on year-around Eastern Standard Time.

50,000 Watts
WLS
Clear Channel

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 24)

Louisiana (Cont'd)

La Salle	1,200
Lincoln	1,100
Livingston	1,100
Madison	1,500
Morehouse	2,500
Natchitoches	3,100
Orleans	90,800
Ouachita	8,900
Plaquemines	700
Pointe Coupee	1,500
Rapides	7,900
Red River	1,200
Richland	2,100
Sabine	2,200
St. Bernard	400
St. Charles	900
St. Helena	500
St. James	1,100
St. John the Baptist	1,100
St. Landry	5,100
St. Martin	1,700
St. Mary	2,800
St. Tammany	2,200
Tangipahoa	4,300
Tensas	1,300
Terrebonne	2,900
Union	1,500
Vermilion	2,600
Vernon	1,600
Washington	3,400
Webster	2,600
West Baton Rouge	800
West Carroll	1,000
West Feliciana	800
Winn	1,300

Maine

Total Radio Homes: 163,600

Androscoggin	16,600
Aroostook	14,600
Cumberland	30,300
Franklin	4,000
Hancock	7,000
Kennebec	15,500
Knox	6,600
Lincoln	3,200
Oxford	7,600
Penobscot	20,000
Piscataquis	3,300
Sagadahoc	3,800
Somerset	6,700
Waldo	3,800
Washington	6,400
York	14,200

Maryland

Total Radio Homes: 320,000

Allegany	13,300
Anne Arundel	8,500
Baltimore	211,300
Baltimore City, Included in Baltimore County	
Calvert	1,300
Caroline	2,400
Carroll	5,600
Cecil	4,000
Charles	1,600
Dorchester	3,400
Frederick	8,300
Garrett	2,000
Harford	5,200
Howard	2,200
Kent	2,200
Montgomery	11,100
Prince Georges	9,400
Queen Annes	1,600
St. Marys	1,500
Somerset	2,400
Talbot	3,100
Washington	10,900
Wicomico	5,500
Worcester	3,200

Massachusetts

Total Radio Homes: 946,900

Barnstable	8,700
Berkshire	27,300
Bristol	73,700
Dukes	1,300
Essex	117,900
Franklin	11,800
Hampden	80,000
Hampshire	15,800
Middlesex	203,200
Nantucket	1,000
Norfolk	68,800
Plymouth	40,900
Suffolk	190,900
Worcester	105,600

Michigan

Total Radio Homes: 936,600

Alcona	500
Alger	1,400
Allegan	5,400
Alpena	3,700
Antrim	1,300
Arenac	1,000
Baraga	1,100
Barry	3,500
Bay	12,400
Benzie	1,100
Berrien	16,200
Branch	4,200
Calhoun	18,700

Michigan (Cont'd)

Cass	3,000
Charlevoix	2,100
Cheboygan	2,000
Chippewa	4,700
Clare	1,100
Clinton	3,400
Crawford	700
Delta	6,000
Dickinson	4,200
Eaton	5,100
Emmet	3,200
Genesee	39,900
Gladwin	900
Gogebic	5,500
Grand Traverse	4,500
Gratiot	4,600
Hillsdale	5,300
Houghton	8,200
Huron	5,400
Ingham	26,100
Ionia	4,900
Iosco	1,200
Iron	3,000
Isabella	3,600
Jackson	17,300
Kalamazoo	21,900
Kalkaska	500
Kent	51,800
Keweenaw	400
Lake	400
Lapeer	4,200
Leelanau	900
Lenawee	10,200
Livingston	3,400
Luce	1,000
Mackinac	1,300
Macomb	12,400
Manistee	3,000
Marquette	8,300
Mason	3,400
Mecosta	2,300
Menominee	3,800
Midland	3,200
Missaukee	1,000
Monroe	8,100
Montcalm	4,100
Montmorency	300
Muskegon	16,500
Newaygo	2,500
Oakland	34,200
Oceana	2,000
Ogemaw	1,300
Ontonagon	1,300
Osceola	1,900
Oscoda	200
Otsego	800
Ottawa	10,200
Presque Isle	1,300
Roscommon	300
Saginaw	22,000
St. Clair	13,600
St. Joseph	5,100
Sanilac	3,700
Schoolcraft	1,600
Shiawassee	6,600
Tuscola	5,200
Van Buren	5,200
Washtenaw	17,000
Wayne	398,300
Wexford	2,800

Minnesota

Total Radio Homes: 535,600

Aitkin	2,900
Anoka	3,100
Becker	3,600
Beltrami	4,000
Benton	14,100
(Includes Sherburne and Stearns)	
Big Stone	2,000
Blue Earth	8,300
Brown	5,500
Carlton	3,800
Carver	3,200
Cass	2,800
Chippewa	3,400
Chisago	2,700
Clay	5,100
Clearwater	1,400
Cook	500
Cottonwood	2,800
Crow Wing	5,500
Dakota	5,900
Dodge	2,200
Douglas	3,800
Faribault	5,100
Fillmore	5,800
Freeborn	6,100
Goodhue	7,600
Grant	2,000
Hennepin	122,300
Houston	2,900
Hubbard	1,500
Isanti	2,400
Itasca	5,100
Jackson	3,000
Kanabec	1,400
Kandiyohi	4,700
Kittson	1,800
Koochiching	2,400
Lac qui Parle	2,400
Lake	1,600
Lake of the Woods	700
Le Sueur	3,500

Minnesota (Cont'd)

Lincoln	1,600
Lyon	4,400
McLeod	4,300
Mahnomen	700
Marshall	3,000
Martin	5,200
Meeker	3,300
Mille Lacs	3,200
Morrison	4,100
Mower	6,700
Murray	2,100
Nicollet	2,600
Nobles	4,100
Norman	2,500
Olmsted	7,900
Otter Tail	9,700
Pennington	2,300
Pine	3,400
Pipestone	2,800
Polk	7,300
Pope	2,400
Ramsey	65,200
Red Lake	1,100
Redwood	4,200
Renville	4,400
Rice	5,900
Rock	2,000
Roseau	2,200
St. Louis	41,500
Scott	3,000
Sherburne (Incl. in Benton)	
Sibley	2,700
Stearns (Incl. in Benton)	
Steele	4,400
Stevens	1,900
Swift	2,800
Todd	4,700
Traverse	1,500
Wabasha	4,000
Wadena	2,500
Waseca	3,000
Washington	5,100
Watonwan	3,000
Wilkin	1,500
Winona	8,800
Wright	5,100
Yellow Medicine	2,600

Mississippi

Total Radio Homes: 166,400

Adams	2,700
Alcorn	2,100
Amite	1,000
Attala	2,000
Benton	500
Bolivar	5,300
Calhoun	1,000
Carroll	1,100
Chickasaw	1,500
Choctaw	700
Claiborne	900
Clarke	1,300
Clay	1,500
Coahoma	4,700
Copiah	2,900
Covington	1,000
De Soto	1,600
Forrest	3,900
Franklin	700
George	600
Greene	600
Grenada	1,400
Hancock	900
Harrison	5,400
Hinds	13,000
Holmes	3,000
Humphreys	1,600
Issaquena	300
Itawamba	900
Jackson	1,500
Jasper	1,000
Jefferson	900
Jefferson Davis	900
Jones	4,500
Kemper	1,100
Lafayette	1,600
Lamar	700
Lauderdale	6,800
Lawrence	800
Leake	1,100
Lee	3,400
Leflore	4,700
Lincoln	2,300
Lowndes	2,800
Madison	2,300
Marion	1,600
Marshall	1,600
Monroe	3,000
Montgomery	1,200
Neshoba	1,700
Newton	1,500
Noxubee	1,700
Oktibeeha	1,800
Panola	2,200
Pearl River	1,500
Perry	500
Pike	3,200
Pontotoc	1,300
Prentiss	1,400
Quitman	1,500
Rankin	1,200
Scott	1,600
Sharkey	1,100
Simpson	1,300
Smith	1,000
Stone	500

Mississippi (Cont'd)

Sunflower	4,700
Tallahatchie	2,100
Tate	1,200
Tippah	1,200
Tishomingo	1,000
Tunica	1,500
Union	1,600
Walthall	1,100
Warren	4,500
Washington	6,100
Wayne	1,000
Webster	700
Wilkinson	1,000
Winston	1,500
Yalabusha	1,400
Yazoo	2,900

Missouri

Total Radio Homes: 708,500

Adair	3,900
Andrew	2,200
Atchison	2,400
Audrain	4,100
Barry	2,900
Barton	2,200
Bates	3,500
Benton	1,600
Bollinger	900
Boone	7,300
Buchanan	22,800
Butler	3,500
Caldwell	2,500
Callaway	3,300
Camden	700
Cape Girardeau	7,000
Carroll	3,900
Carter	400
Cass	3,700
Cedar	1,800
Chariton	3,300
Christian	1,700
Clark	1,600
Clay	5,800
Clinton	2,500
Cole	5,500
Cooper	3,500
Crawford	1,600
Dade	1,500
Dallas	1,000
Daviess	2,200
DeKalb	1,800
Dent	1,300
Douglas	1,100
Dunklin	4,200
Franklin	6,100
Gasconade	1,900
Gentry	2,800
Greene	18,500
Grundy	2,800
Harrison	2,900
Henry	5,900
Hickory	700
Holt	2,300
Howard	2,200
Howell	2,500
Iron	1,100
Jackson	121,000
Jasper	15,200
Jefferson	3,800
Johnson	4,300
Knox	1,500
Laclede	2,200
Lafayette	5,500
Lawrence	3,100
Lewis	2,400
Lincoln	2,700
Linn	5,000
Livingston	3,300
McDonald	1,700
Macon	3,900
Madison	1,000
Maries	700
Marion	6,900
Mercer	1,000
Miller	2,100
Mississippi	1,900
Moniteau	2,200
Monroe	2,900
Montgomery	2,500
Morgan	1,600
New Madrid	2,600
Newton	3,100
Nodaway	5,400
Oregon	1,200
Osage	1,400
Ozark	700
Pemiscot	3,900
Perry	2,300
Pettis	6,900
Phelps	2,500
Pike	3,300
Platte	1,900
Polk	2,700
Pulaski	1,500
Putnam	1,500
Ralls	1,600
Randolph	5,300
Ray	3,000
Reynolds	600
Ripley	1,000
St. Charles	4,100
St. Clair	1,400
St. Francois	4,700
St. Louis	240,200
St. Louis City (Incl. in St. Louis County)	

Missouri (Cont'd)

Ste. Genevieve	1,500
Saline	5,400
Schuyler	1,100
Scotland	1,600
Scott	3,200
Shannon	700
Shelby	2,600
Stoddard	2,900
Stone	1,000
Sullivan	2,100
Taney	800
Texas	1,700
Vernon	4,600
Warren	1,500
Washington	1,200
Wayne	1,000
Webster	2,400
Worth	1,300
Wright	1,800

Montana

Total Radio Homes: 91,700

Beaverhead	1,500
Big Horn	1,000
Blaine	1,300
Broadwater	400
Carbon	1,500
Carter	400
Cascade	8,700
Chouteau	1,100
Custer	2,400
Daniels	600
Dawson	1,500
Deer Lodge	2,300
Fallon	600
Fergus	2,900
Flathead	3,400
Gallatin	3,500
Garfield	400
Glacier	1,100
Golden Valley	300
Granite	400
Hill	2,400
Jefferson	500
Judith Basin	500
Lake	1,200
Lewis and Clark	4,500
Liberty	300
Lincoln	800
McCone	600
Madison	900
Meagher	300
Mineral	200
Missoula	5,200
Musselshell	800
Park	2,400
Petroleum	300
Phillips	1,000
Pondera	1,000
Powder River	400
Powell	1,000
Prairie	400
Ravalli	1,800
Richland	1,500
Roosevelt	1,600
Rosebud	800
Sanders	700
Sheridan	1,200
Silver Bow	11,500
Stillwater	700
Sweet Grass	600
Teton	800
Toole	1,200
Treasure	200
Valley	1,300
Wheatland	600
Wibaux	300
Yellowstone	6,900
Yellowstone Nat'l Pk. (part)	

Nebraska

Total Radio Homes: 266,800

Adams	6,000
Antelope	2,300
Arthur	120
Banner	210
Blaine	200
Boone	2,600
Box Butte	2,700
Boyd	900
Brown	1,200
Buffalo	5,400
Burt	2,400
Butler	2,500
Cass	3,000
Cedar	2,500
Chase	1,100
Cherry	1,600
Cheyenne	2,100
Clay	2,100
Colfax	2,600
Cuming	2,200
Custer	4,300
Dakota	1,300
Dawes	2,400
Dawson	4,000
Deuel	700
Dixon	1,900
Dodge	5,900
Douglas	53,700
Dundy	800
Fillmore	2,200
Franklin	1,800
Frontier	1,300
Furnas	2,300
Gage	6,100

Nebraska (Cont'd)

Garden	600
Garfield	500
Gosper	600
Grant	240
Greeley	1,200
Hall	6,800
Hamilton	2,200
Harlan	1,300
Hayes	400
Hitchcock	1,300
Holt	2,600
Hooker	200
Howard	1,300
Jefferson	3,200
Johnson	1,500
Kearney	1,600
Keith	1,200
Keyapaha	400
Kimball	800
Knox	2,400
Lancaster	22,300
Lincoln	5,100
Logan	300
Loup	200
McPherson	100
Madison	5,800
Merrick	1,900
Morrill	1,400
Nance	1,400
Nemaha	2,300
Nuckolls	2,100
Otoe	4,100
Pawnee	1,400
Perkins	800
Phelps	2,400
Pierce	1,600
Platte	4,200
Polk	1,900
Redwillow	3,300
Richardson	3,900
Rock	500
Saline	2,900
Sarpy	1,400
Saunders	3,400
Scotts Bluff	6,300
Seward	2,900
Sheridan	1,900
Sherman	1,100
Sioux	400
Stanton	1,100
Thayer	2,500
Thomas	200
Thurston	1,300
Valley	1,700
Washington	1,900
Wayne	2,000
Webster	1,900
Wheeler	230
York	3,900

Nevada

Total Radio Homes: 21,700

Churchill	1,200
Clark	2,400
Douglass	300
Elko	2,300
Esmeralda	400
Eureka	240
Humboldt	900
Lander	400
Lincoln	500
Lyon	800
Mineral	400
Nye	1,200
Ormsby	500
Pershing	600
Storey	160
Washoe	6,900
White Pine	2,500

New Hampshire

Total Radio Homes: 99,700

Belknap	5,100
Carroll	2,800
Cheshire	6,200
Coos	6,900
Grafton	9,700
Hillsborough	30,900
Merrimack	12,900
Rockingham	12,000
Strafford	8,600
Sullivan	4,600

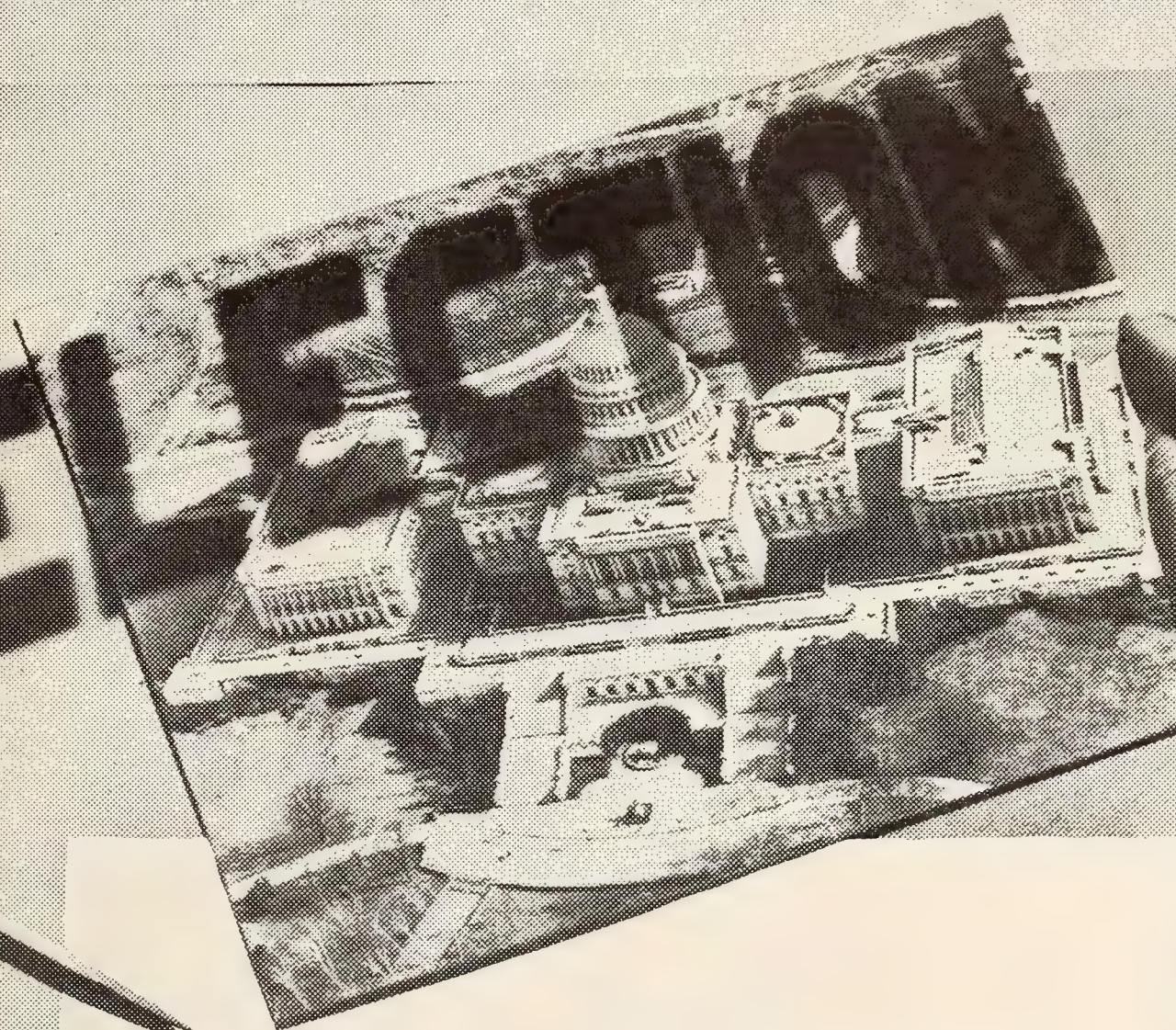
New Jersey

Total Radio Homes: 897,500

Atlantic	30,600
Bergen	88,000
Burlington	17,000
Camden	51,700
Cape May	7,900
Cumberland	17,100
Essex	200,300
Gloucester	13,400
Hudson	137,500
Hunterdon	6,400
Mercer	38,800
Middlesex	43,200
Monmouth	34,600
Morris	25,400
Ocean	9,000
Passaic	67,300
Salem	7,900
Somerset	14,200
Sussex	6,900
Union	71,000
Warren	9,300

(Continued on page 33)

COMING EVENTS CAST...



Coming events cast their shadows before. So do elections. That is why there is no more interesting topic today than politics. Discussion of candidates, platforms, administration policies and who will win, can be heard on every side. • As the 1936 election casts its shadow over the Capitol, United Press political writers are swinging into action. National surveys are being made; intimate background knowledge is being gathered on political situations in crucial states; interviews with political leaders are being obtained. Every side and phase of the swiftly changing political picture is being covered in the traditionally objective, accurate United Press manner. • This is one of the many factors recognized as making the United Press the greatest world-wide news service.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Do You Agre

STATIONS will develop the most from their possibilities in national spot business if they employ a national representative who:

1. Values above all else the respect and confidence of recognized, progressive advertising agencies.

2. Gives prompt and dependable information to be worthy of this respect and confidence.

3. Sells effectively without exaggeration or high pressure.

4. Employs only men with experience of ten or more successful years in selling national advertising.

5. Has enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.

6. Directs its entire energy to selling radio time, and is not dominated by the demands of competing media.

7. Reports to stations not only on business they will get, but in advance on orders that are slated for a competitor.

PAUL H. RAY

Radio Station

NEW YORK
366 Madison Ave.
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

E WITH THIS?

8. Sells each station individually as a unit, not just as part of a list.

9. Has held consistently to the same policies, without reorganization, refinancing or frequent change of men, over a period of years.

10. Has firmly established a proven record of success.

These are the essential qualities which have accounted for the steady growth and development of this company. We may fall short of one or another from time to time, but are constantly working with these qualities in mind.

We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station's organization rather than the station as "added to our list." We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the seventeen important stations with which we are associated.

ER COMPANY

Representatives

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

Greatest Day and Night Coverage of any Station in Western Washington

Mail Returns from King County: 32.28 Letters per 1000 Radio Homes



KIRO Primary and Secondary Coverage

The Preferred Radio Station of the 400,000 People who live in Seattle!

Seattle is the leading manufacturing and distributing center in the Pacific Northwest. It stands second in percentage of home ownership among all American cities over 300,000 in population. Tacoma, thirty miles southwest of Seattle, is the second important city within the primary listening area of KIRO. Because of its independence from network obligations, KIRO is the only major station in the Puget Sound area that can maintain regular schedules of time on the air for commercial and sustaining programs.

● CASE HISTORY — Diesel Engineering Schools

Original contract consisting of two daytime announcements per day, made for one month—Renewed for second month and at expiration of second month renewed for one year. Sales resulting from KIRO inquiries were approximately 5% of the cost of local newspaper.

5 Minute News Periods Open for Sponsorship

KIRO has spotted INS news periods in five-minute bulletins, hourly on the half hour, from 7:30 to 7:35 A. M. to 5:30 to 5:35 P. M., daily except Sunday. The news is rewritten and broadcast by Peter Mertens, KIRO's news announcer.

Approximately half of the periods are now sold.

For costs and details and periods available for sponsorship, call John Blair Company.

● CASE HISTORY — A Hand Lotion

Original contract for 3 months — Bought a one-minute announcement per day, seven days per week — Offer of a free sample to anyone writing in for one — Drew inquiries at one of the lowest costs of any station used by this sponsor.

GREATEST COVERAGE OF ANY STATION IN WESTERN WASHINGTON

1,000 WATTS **KIRO** 710 KILOCYCLES

QUEEN CITY BROADCASTING CO., INC.
COBB BLDG., SEATTLE, WASH.

National Representatives: John Blair & Co. • New York • Chicago • Detroit • San Francisco

CENSUS OF U. S RADIO HOMES BY STATES AND COUNTIES

(Continued from page 28)

New Mexico

Total Radio Homes: 48,300

Bernalillo	9,100
Catron	200
Chaves	2,900
Colfax	2,300
Curry	2,100
De Baca	300
Dona Ana	2,400
Eddy	2,300
Grant	2,100
Guadalupe	600
Harding	300
Hidalgo	600
Lea	800
Lincoln	800
Luna	900
McKinley	2,500
Mora	600
Otero	1,000
Quay	1,300
Rio Arriba	1,200
Roosevelt	1,100
Sandoval	600
San Juan	1,200
San Miguel	2,600
Santa Fe	2,800
Sierra	500
Socorro	900
Taos	1,000
Torrance	800
Union	1,100
Valencia	1,400

New York

Total Radio Homes: 2,993,100

Albany	53,500
Allegany	7,900
Bronx	317,000
Broome	34,900
Cattaraugus	17,500
Cayuga	16,400
Chautauqua	30,500
Chemung	18,100
Chenango	8,000
Clinton	9,800
Columbia	10,400
Cortland	8,300
Delaware	9,200
Dutchess	23,400
Erie	178,200
Essex	7,200
Franklin	9,900
Fulton	12,700
Genesee	9,900
Greene	6,000
Hamilton	800
Harkimer	13,600
Jefferson	20,700
Kings	608,000
Lewis	4,300
Livingston	7,900
Madison	9,600
Monroe	103,500
Montgomery	13,500
Nassau	72,700
New York	427,000
Niagara	33,300
Oneida	45,300
Onondaga	71,200
Ontario	12,400
Orange	31,300
Orleans	5,300
Oswego	15,700
Otsego	12,000
Putnam	3,300
Queens	276,000
Rensselaer	30,700
Richmond	35,000
Rockland	12,900
St. Lawrence	17,800
Saratoga	14,500
Schenectady	30,800
Schoharie	4,500
Schuyler	2,600
Seneca	5,100
Steuben	19,700
Suffolk	36,900
Sullivan	8,900
Tioga	6,100
Tompkins	11,000
Ulster	20,500
Warren	8,900
Washington	9,200
Wayne	11,200
Westchester	120,400
Wyoming	6,300
Yates	3,900

North Carolina

Total Radio Homes: 341,800

Alamance	6,100
Alexander	900
Alleghany	500
Anson	2,300
Ashe	1,200
Avery	700
Beaufort	3,800
Bertie	1,700
Bladen	1,500
Brunswick	800
Buncombe	15,200
Burke	2,700
Cabarrus	5,400
Caldwell	2,700
Camden	300
Carteret	1,700
Caswell	900
Catawba	4,900
Chatham	1,700
Cherokee	1,100
Chowan	1,100
Clay	400
Cleveland	5,000
Columbus	3,000
Craven	3,500
Cumberland	5,200
Currituck	400
Dare	500
Davidson	5,100
Davie	1,000
Duplin	2,500
Durham	11,900
Edgecombe	5,400
Forsyth	15,200
Franklin	2,000
Gaston	8,700
Gates	600
Graham	300
Granville	2,400
Greene	1,100
Guilford	22,300
Halifax	5,100
Harnett	3,400
Haywood	2,900
Henderson	2,700
Hertford	1,300
Hoke	1,000
Hyde	500
Iredell	4,500
Jackson	1,300
Johnston	4,400
Jones	600
Lee	1,700
Lenoir	4,600
Lincoln	2,100
McDowell	1,900
Macon	1,000
Madison	1,300
Martin	2,400
Mecklenburg	24,600
Mitchell	1,100
Montgomery	1,500
Moore	3,000
Nash	4,900
New Hanover	7,400
Northampton	1,800
Onslow	900
Orange	1,900
Pamlico	600
Pasquotank	2,800
Pender	900
Perquimans	700
Person	1,500
Pitt	6,300
Polk	1,000
Randolph	3,000
Richmond	3,600
Robeson	6,200
Rockingham	5,500
Rowan	7,600
Rutherford	3,600
Sampson	2,800
Scotland	1,800
Stanly	3,200
Stokes	1,100
Surry	3,700
Swain	800
Transylvania	900
Tyrell	300
Union	3,400
Vance	3,200
Wake	14,500
Warren	1,700
Washington	1,100
Watauga	1,100
Wayne	5,800
Wilkes	2,700
Wilson	5,200
Yadkin	900
Yancey	800

North Dakota

Total Radio Homes: 100,500

Adams	1,000
Barnes	3,400
Benson	1,500
Billings	200
Bottineau	1,800
Bowman	900
Burke	1,200
Burleigh	3,100
Cass	8,900
Cavalier	1,400
Dickey	1,600
Divide	1,300
Dunn	900
Eddy	1,000
Emmons	1,200
Foster	1,200
Golden Valley	600
Grand Forks	6,900
Grant	800
Griggs	900
Hettinger	1,400
Kidder	700
La Moure	1,600
Logan	700
McHenry	1,900
McIntosh	800
McKenzie	900
McLean	2,000
Mercer	1,000
Morton	3,600
Mountrail	1,700
Nelson	1,500
Oliver	400
Pembina	2,000
Pierce	1,100
Ramsey	3,300
Ransom	1,600
Renville	1,000
Richland	3,400
Rolette	1,100
Sargent	1,100
Sheridan	800
Sioux	400
Slope	500
Stark	2,700
Steele	700
Stutsman	4,100
Towner	1,000
Traill	2,300
Walsh	3,200
Ward	7,100
Wells	1,700
Williams	3,400

Ohio

Total Radio Homes: 1,396,900

Adams	2,300
Allen	17,000
Ashland	7,000
Ashtabula	14,900
Athens	8,400
Auglaize	5,600
Belmont	18,000
Brown	3,200
Butler	24,200
Carroll	2,000
Champaign	4,600
Clark	18,100
Clermont	5,600
Clinton	4,800
Columbiana	18,000
Coshocton	5,000
Crawford	7,600
Cuyahoga	272,200
Darke	6,400
Defiance	4,500
Delaware	4,600
Erie	9,700
Fairfield	8,100
Fayette	3,700
Franklin	89,100
Fulton	4,800
Gallia	3,200
Geauga	2,900
Greene	5,800
Guernsey	7,300
Hamilton	141,100
Hancock	7,600
Hardin	5,000
Harrison	2,800
Henry	4,300
Highland	4,700
Hocking	2,800
Holmes	2,300
Huron	8,000
Jackson	3,300
Jefferson	17,400
Knox	5,800
Lake	9,400
Lawrence	6,200
Licking	12,700
Logan	6,100
Lorain	23,500
Lucas	78,200
Madison	3,600
Mahoning	47,000
Marion	9,800
Medina	6,400
Meigs	4,100
Mercer	4,200
Miami	10,100
Monroe	2,400
Montgomery	63,500
Morgan	2,400
Morrow	1,900
Muskingum	13,900
Noble	2,500
Ottawa	4,100
Paulding	2,400
Perry	4,600
Pickaway	4,000
Pike	1,800
Portage	7,500
Preble	3,800
Putnam	4,400
Richland	14,000
Ross	8,700
Sandusky	8,200
Scioto	14,800
Seneca	9,400
Shelby	4,500
Stark	46,200
Summit	76,900
Trumbull	21,700
Tuscarawas	12,000
Union	2,900
Van Wert	4,800
Vinton	1,000
Warren	3,900
Washington	7,800
Wayne	10,000
Williams	5,200
Wood	7,100
Wyandot	3,600

Oklahoma

Total Radio Homes: 335,000

Adair	1,100
Alfalfa	2,300
Atoka	1,100
Beaver	1,000
Beckham	3,900
Blaine	2,700
Bryan	3,600
Caddo	5,800
Canadian	4,200
Carter	6,800
Cherokee	1,400
Choctaw	2,200
Cimarron	600
Cleveland	3,700
Coal	1,100
Comanche	5,400
Cotton	1,900
Craig	2,000
Creek	8,200
Custer	4,200
Delaware	800
Dewey	1,500
Ellis	1,200
Garfield	9,800
Garvin	3,300
Grady	6,500
Grant	2,300
Greer	2,300
Harmon	1,600
Harper	1,000
Haskell	1,300
Hughes	3,100
Jackson	4,000
Jefferson	2,000
Johnston	1,100
Kay	9,200
Kingfisher	2,300
Kiowa	4,100
Latimer	900
Le Flore	3,600
Lincoln	3,800
Logan	4,100
Love	900
McClain	1,800
McCurtain	2,900
McIntosh	1,900
Major	1,500
Marshall	1,100
Mayes	1,500
Murray	1,400
Muskogee	10,100
Noble	2,100
Nowata	1,500
Okfuskee	2,600
Oklahoma	50,100
Okmulgee	7,400
Osage	5,600
Ottawa	4,100
Pawnee	2,200
Payne	5,600
Pittsburg	5,400
Pontotoc	3,800
Pottawatomie	7,900
Pushmataha	1,100
Roger Mills	1,200
Rogers	2,200
Seminole	7,300
Sequoyah	1,400
Stephens	4,100
Texas	1,600
Tillman	3,500
Tulsa	43,400
Wagoner	1,700
Washington	5,000
Washita	3,200
Woods	2,800
Woodward	2,100

Oregon

Total Radio Homes: 216,400

Baker	3,700
Benton	3,600
Clackamas	8,100
Clatsop	5,200
Columbia	2,800
Coos	5,800
Crook	600
Curry	500
Deschutes	3,400
Douglas	4,500
Gilliam	800
Grant	800
Harney	1,000
Hood River	2,100
Jackson	7,600
Jefferson	300
Josephine	2,500
Klamath	7,400
Lake	1,100
Lane	11,700
Lincoln	1,600
Linn	4,800
Malheur	2,000
Marion	13,300
Morrow	900
Multnomah	91,400
Polk	2,400
Sherman	600
Tillamook	2,100
Umatilla	5,400
Union	3,800
Wallowa	1,300
Wasco	3,300
Washington	5,000
Wheeler	500
Yamhill	4,500

Pennsylvania

Total Radio Homes: 1,938,400

Adams	5,500
Allegheny	301,600
Armstrong	11,600
Beaver	26,100
Bedford	5,000
Berks	54,100
Blair	28,200
Bradford	11,800
Bucks	18,000
Butler	15,400
Cambria	33,200
Cameron	1,100
Carbon	9,700
Centre	9,400
Chester	26,500
Clarion	6,100
Clearfield	12,800
Clinton	5,800
Columbia	8,000
Crawford	12,400
Cumberland	12,100
Dauphin	40,700
Delaware	62,500
Elk	5,200
Erie	38,200
Fayette	28,200
Forest	700
Franklin	10,600
Fulton	800
Greene	6,300
Huntingdon	6,200
Indiana	11,400
Jefferson	9,000
Juniata	1,700
Lackawanna	65,200
Lancaster	43,200
Lawrence	18,700
Lebanon	12,400
Lehigh	34,400
Luzerne	87,300
Lycoming	20,300
McKean	13,000
Mercer	17,700
Mifflin	6,500
Monroe	6,900
Montgomery	60,000
Montour	1,900
Northampton	38,600
Northumberland	19,600
Perry	3,200
Philadelphia	430,300
Pike	1,300
Potter	3,500
Schuylkill	40,600
Snyder	2,300
Somerset	10,700
Sullivan	1,000
Susquehanna	5,600
Tioga	7,000
Union	3,000
Venango	13,000
Warren	9,400
Washington	35,400
Wayne	6,400
Westmoreland	46,500
Wyoming	3,100
York	34,500

Rhode Island

Total Radio Homes: 150,000

Bristol	3,900
Kent	8,400
Newport	9,800
Providence	120,700
Washington	7,200

South Carolina

Total Radio Homes: 174,600

Abbeville	1,800
Aiken	4,300
Allendale	900
Anderson	8,400
Bamberg	1,600
Barnwell	1,600
Beaufort	1,600
Berkeley	1,300
Calhoun	1,100
Charleston	15,600
Cherokee	2,800
Chester	3,100
Chesterfield	2,700
Clarendon	1,800
Colleton	1,900
Darlington	4,300
Dillon	2,000
Dorchester	1,400
Edgefield	1,400
Fairfield	1,700
Florence	6,800
Georgetown	1,800
Greenville	17,300
Greenwood	4,300
Hampton	1,300
Horry	3,300
Jasper	700
Kershaw	2,700
Lancaster	2,600
Laurens	3,800
Lee	1,700
Lexington	2,900
McCormick	700
Marion	2,500
Marlboro	2,800
Newberry	3,300
Oconee	3,000
Orangeburg	4,900
Pickens	2,900
Richland	14,100
Saluda	1,200
Spartanburg	13,100
Sumter	4,900
Union	3,000
Williamsburg	2,200
York	5,500

South Dakota

Total Radio Homes: 107,000

Armstrong	10
Aurora	1,100
Beadle	4,100
Bennett	400
Bon Homme	1,600
Brookings	2,900
Brown	6,100
Brule	1,100
Buffalo	150
Butte	1,400
Campbell	500
Charles Mix	2,300
Clark	1,500
Clay	1,500
Codington	3,800
Corson	700
Custer	700
Davison	3,700
Day	1,700
Deuel	1,000
Dewey	600
Douglas	1,000
Edmunds	1,000
Fall River	1,400
Faulk	1,000
Grant	1,400
Gregory	1,500
Haakon	700
Hamlin	900
Hand	1,200
Hanson	900
Harding	400
Hughes	1,600
Hutchinson	1,800
Hyde	500
Jackson	300
Jerauld	900
Jones	400
Kingsbury	1,700
Lake	2,200
Lawrence	2,700
Lincoln	1,800
Lyman	700
McCook	1,400
McPherson	1,000
Marshall	1,100
Meade	1,500
Mellette	400
Miner	1,100
Minnehaha	11,300
Moody	1,300
Pennington	4,600
Perkins	1,300
Potter	800
Roberts	2,300
Sanborn	1,000
Shannon	300
Spink	2,500
Stanley	400
Sully	500
Todd	900
Tripp	2,200
Turner	2,200
Union	1,700
Walworth	1,300
Washabaugh	140
Washington	100
Yankton	2,500
Ziebach	300

Tennessee

Total Radio Homes: 328,900

Anderson	1,800
Bedford	2,100
Benton	800
Bledsoe	500
Blount	2,700
Bradley	2,700
Campbell	2,300
Cannon	800
Carroll	2,800
Carter	2,900
Cheatham	600
Chester	900
Claiborne	1,500
Clay	500
Cocke	1,500
Coffee	1,700
Crockett	1,600
Cumberland	900
Davidson	47,300
Decatur	800
De Kalb	1,200
Dickson	1,600

(Continued on page 34)

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 33)

Tennessee (Cont'd)

Dyer	3,800
Fayette	1,800
Fentress	800
Franklin	2,300
Gibson	5,200
Giles	2,100
Grainger	700
Greene	2,900
Grundy	700
Hamblen	1,800
Hamilton	28,300
Hancock	500
Hardeman	1,700
Hardin	1,100
Hawkins	1,700
Haywood	2,300
Henderson	1,600
Henry	2,800
Hickman	900
Houston	400
Humphreys	900
Jackson	900
Jefferson	1,300
Johnson	900
Knox	25,300
Lake	1,000
Lauderdale	2,300
Lawrence	2,200
Lewis	400
Lincoln	2,600
Loudon	1,600
McMinn	2,900
McNairy	1,600
Macon	1,200
Madison	6,800
Marion	1,600
Marshall	1,600
Maury	4,100
Meigs	300
Monroe	1,700
Montgomery	3,700
Moore	300
Morgan	1,000
Obion	3,400
Overton	1,100
Perry	500
Pickett	300
Polk	1,400
Putnam	2,300
Rhea	1,200
Roane	2,400
Robertson	2,800
Rutherford	3,800
Scott	1,000
Sequatchie	300
Sevier	1,400
Shelby	61,400
Smith	1,500
Stewart	900
Sullivan	8,000
Sumner	2,700
Tipton	2,400
Trousdale	600
Unicoi	1,300
Union	600
Van Buren	200
Warren	1,900
Washington	5,900
Wayne	1,000
Weakley	3,400
White	1,300
Williamson	2,100
Wilson	2,700

Texas

Total Radio Homes: 862,100

Anderson	4,300
Andrews	50
Angelina	3,400
Aransas	200
Archer	900
Armstrong	400
Atascosa	1,400
Austin	2,500
Bailey	500
Bandera	400
Bastrop	2,200
Baylor	1,000
Bee	2,000
Bell	6,300
Bexar	58,200
Blanco	400
Borden	70
Bosque	1,700
Bowie	4,500
Brazoria	2,500
Brazos	3,400
Brewster	900
Briscoe	500
Brooks	600
Brown	3,900
Burleson	1,600
Burnet	1,300
Caldwell	3,500
Calhoun	600
Callahan	1,200
Cameron	9,500
Camp	1,000
Carson	1,000
Cass	2,600
Castro	400
Chambers	500
Cherokee	4,200
Childress	2,500
Clay	1,600

Texas (Cont'd)

Cochran	140
Coke	400
Coleman	2,800
Collin	5,100
Collingsworth	1,700
Colorado	2,500
Comal	1,900
Comanche	1,900
Concho	800
Cooke	3,100
Coryell	2,100
Cottle	1,200
Crane	200
Crockett	400
Crosby	1,300
Culberson	300
Dallam	1,300
Dallas	80,400
Dawson	1,400
Deaf Smith	900
Delta	1,400
Denton	4,800
DeWitt	3,700
Dickens	1,200
Dimmit	1,000
Donley	1,200
Duval	900
Eastland	4,000
Ector	600
Edwards	300
Ellis	6,000
El Paso	20,300
Erath	2,600
Falls	3,400
Fannin	4,300
Fayette	3,600
Fisher	1,400
Floyd	1,800
Foard	800
Fort Bend	3,400
Franklin	600
Freestone	2,200
Frio	800
Gaines	300
Galveston	15,200
Garza	800
Gillespie	1,900
Glasscock	100
Goliad	800
Gonzales	2,900
Gray	3,800
Grayson	9,200
Gregg	2,500
Grimes	2,300
Guadalupe	3,100
Hale	3,200
Hall	1,900
Hamilton	1,800
Hansford	400
Hardeman	2,000
Hardin	1,500
Harris	88,300
Harrison	3,900
Hartley	200
Haskell	1,800
Hays	2,000
Hemphill	700
Henderson	3,000
Hidalgo	7,700
Hill	4,500
Hockley	900
Hood	800
Hopkins	3,100
Houston	2,900
Howard	3,500
Hudspeth	400
Hunt	6,900
Hutchinson	2,100
Irion	200
Jack	1,100
Jackson	1,200
Jasper	1,900
Jeff Davis	200
Jefferson	23,600
Jim Hogg	500
Jim Wells	1,300
Johnson	4,100
Jones	3,500
Karnes	2,300
Kaufman	4,300
Kendall	1,000
Kenedy	60
Kent	400
Kerr	1,600
Kimble	600
King	100
Kinney	400
Kleberg	1,600
Knox	900
Lamas	5,600
Lamb	1,600
Lampasas	1,400
La Salle	700
Lavaca	2,900
Lee	1,200
Leon	1,800
Liberty	2,100
Limestone	4,000
Lipscomb	700
Live Oak	600
Llano	800
Loving	30
Lubbock	7,400
Lynn	1,100
McCulloch	2,100

Texas (Cont'd)

McLennan	16,300
McMullen	80
Madison	1,400
Marion	800
Martin	400
Mason	900
Matagorda	2,200
Maverick	900
Medina	1,600
Menard	600
Midland	1,400
Milam	3,300
Mills	1,100
Mitchell	1,700
Montague	2,200
Montgomery	2,800
Moore	200
Morris	900
Motley	600
Nacogdoches	3,100
Navarro	6,300
Newton	1,000
Nolan	2,800
Nueces	8,600
Ochiltree	900
Oldham	200
Orange	1,800
Palo Pinto	2,500
Panola	1,700
Parker	2,300
Parmer	600
Pecos	1,000
Polk	1,600
Potter	10,700
Presidio	900
Rains	500
Randall	800
Reagan	500
Real	300
Red River	2,700
Reeves	1,200
Refugio	1,500
Roberts	200
Robertson	2,600
Rockwall	800
Runnels	3,300
Rusk	5,500
Sabine	1,000
San Augustine	1,100
San Jacinto	600
San Patricio	2,400
San Saba	1,100
Schleicher	400
Scurry	1,400
Shackelford	900
Shelby	2,700
Sherman	200
Smith	10,200
Somervell	300
Starr	700
Stephens	2,300
Sterling	300
Stonewall	600
Sutton	600
Swisher	1,100
Tarrant	40,700
Taylor	7,400
Terrell	400
Terry	800
Throckmorton	500
Titus	1,600
Tom Green	7,700
Travis	16,300
Trinity	1,000
Tyler	900
Upshur	2,100
Upton	1,100
Uvalde	1,800
Val Verde	2,100
Van Zandt	3,000
Victoria	3,400
Walker	1,900
Waller	1,200
Ward	500
Washington	3,100
Webb	5,500
Wharton	4,000
Wheeler	1,800
Wichita	14,100
Wilbarger	3,500
Willacy	800
Williamson	5,600
Wilson	1,900
Winkler	600
Wise	2,000
Wood	2,700
Yoakum	70
Young	2,600
Zapata	100
Zavala	1,000

Utah

Total Radio Homes: 85,000

Beaver	600
Box Elder	2,400
Cache	4,300
Carbon	2,800
Daggett	30
Davis	1,800
Duchesne	800
Emery	500
Garfield	400
Grand	280
Iron	1,200

Utah (Cont'd)

Juab	1,100
Kane	180
Millard	1,000
Morgan	300
Piute	150
Rich	140
Salt Lake	41,600
San Juan	300
Sanpete	1,800
Sevier	1,500
Summit	1,100
Tooele	1,000
Uintah	900
Utah	7,000
Wasatch	600
Washington	1,000
Wayne	120
Weber	10,100

Vermont

Total Radio Homes: 72,400

Addison	3,400
Bennington	4,500
Caledonia	5,100
Chittenden	10,600
Essex	900
Franklin	5,700
Grand Isle	600
Lamoille	2,000
Orange	2,700
Orleans	3,900
Rutland	10,200
Washington	9,000
Windham	6,200
Windsor	7,600

Virginia

Total Radio Homes: 336,900

Accomac	3,600
Albemarle	7,900
Alleghany	3,900
Amelia	400
Amherst	1,300
Appomattox	600
Arlington	12,200
Augusta	7,700
Bath	900
Bedford	2,500
Bland	300
Botetourt	2,800
Brunswick	1,600
Buchanan	900
Buckingham	800
Campbell	12,400
Caroline	1,200
Carroll	2,000
Charles City	300
Charlotte	900
Chesterfield	1,900
Clarke	900
Craig	300
Culpeper	1,800
Cumberland	400
Dickenson	1,100
Dinwiddie	8,200
Elizabeth City	4,300
Essex	600
Fairfax	2,900
Fauquier	2,900
Floyd	1,400
Fluvanna	600
Franklin	2,300
Frederick	4,300
Giles	1,300
Gloucester	1,000
Goochland	500
Grayson	2,200
Greene	400
Greensville	1,400
Halifax	3,200
Hanover	1,600
Henrico	47,100
Henry	3,200
Highland	500
Isle of Wight	1,200
James City	1,200
King and Queen	500
King George	300
King William	900
Lancaster	1,100
Lee	2,100
Loudoun	2,700
Louisa	1,100
Lunenburg	1,100
Madison	700
Mathews	700
Mecklenburg	2,600
Middlesex	600
Montgomery	3,300
Nansemond	4,100
Nelson	1,200
New Kent	400
Norfolk	44,800
Northampton	2,200
Northumberland	900
Nottoway	1,700
Orange	1,900
Page	1,600
Patrick	1,200
Pittsylvania	9,100
Powhatan	400

Virginia (Cont'd)

Prince Edward	1,600
Prince George	2,600
Prince William	1,700
Princess Anne	1,700
Pulaski	2,700
Rappahannock	500
Richmond	700
Roanoke	22,300
Rockbridge	3,300
Rockingham	6,500
Russell	1,800
Scott	1,400
Shenandoah	2,800
Smyth	2,500
Southampton	2,300
Spotsylvania	3,000
Stafford	500
Surrey	500
Sussex	1,000
Tazewell	3,100
Warren	1,300
Warwick	9,000
Washington	5,200
Westmoreland	800
Wise	4,900
Wythe	2,500
York	600

Washington

Total Radio Homes: 346,900

Adams	1,300
Asotin	800
Benton	1,800
Chelan	7,900
Clallam	4,400
Clark	6,900
Columbia	1,100
Cowlitz	5,400
Douglas	900
Ferry	400
Franklin	1,400
Garfield	800
Grant	900
Grays Harbor	10,400
Island	900
Jefferson	1,500
King	120,200
Kitsap	7,300
Kittitas	3,700
Klickitat	1,800
Lewis	6,800
Lincoln	2,400
Mason	1,700
Okanogan	3,300
Pacific	2,400
Pend Oreille	800
Pierce	35,800
San Juan	600
Skagit	6,600
Skamania	300
Snohomish	16,100
Spokane	38,000
Stevens	2,400
Thurston	6,100
Wahkiakum	700
Walla Walla	7,000
Whatcom	12,600
Whitman	6,600
Yakima	16,900

West Virginia

Total Radio Homes: 240,000

Barbour	1,400
Berkeley	4,200
Boone	2,500
Braxton	1,800
Brooke	5,000
Cabell	16,400
Calhoun	1,200
Clay	1,000
Doddridge	1,100
Fayette	8,800
Gilmer	800
Grant	700
Greenbrier	3,800
Hampshire	1,200
Hancock	4,200
Hardy	700
Harrison	13,600
Jackson	2,100
Jefferson	2,200
Kanawha	28,800
Lewis	3,100
Lincoln	1,300
Logan	6,900
McDowell	9,200
Marion	10,900
Marshall	4,800
Mason	2,000
Mercer	9,500
Mineral	2,500
Mingo	4,600
Monongalia	8,000
Monroe	900
Morgan	700
Nicholas	1,800
Ohio	16,900
Pendleton	600
Pleasants	900
Pocahontas	1,400
Preston	2,700
Putnam	1,300
Raleigh	9,200
Randolph	2,900

W. Virginia (Cont'd)

Ritchie	2,100
Roane	2,300
Summers	2,500
Taylor	2,800
Tucker	1,200
Tyler	1,800
Upshur	1,800
Wayne	4,500
Webster	1,200
Wetzel	2,700
Wirt	700
Wood	11,000
Wyoming	1,800

Wisconsin

Total Radio Homes: 576,600

Adams	900
Ashland	3,300
Barron	6,100
Bayfield	1,700
Brown	14,300
Buffalo	2,600
Burnett	1,300
Calumet	2,300
Chippewa	6,300
Clark	4,800
Columbia	6,400
Crawford	2,300
Dane	27,100
Dodge	8,500
Door	3,000
Douglas	9,200
Dunn	4,000
Eau Claire	9,100
Florence	400
Fond du Lac	13,100
Forest	1,200
Grant	7,500
Green	5,100
Green Lake	2,400
Iowa	2,900
Iron	1,200
Jackson	2,400
Jefferson	8,700
Juneau	2,500
Kenosha	11,400
Kewaunee	2,700
La Crosse	12,600
Lafayette	3,100
Langlade	3,300
Lincoln	3,700
Manitowoc	11,100
Marathon	10,000
Marinette	4,600
Marquette	1,300
Milwaukee	167,800
Monroe	4,200
Oconto	3,000
Oneida	3,300
Outagamie	13,500
Ozaukee	3,000
Pepin	1,400
Pierce	3,600
Polk	4,300
Portage	5,500
Price	2,600
Racine	18,200
Richland	2,900
Rock	16,100
Rusk	2,100
St. Croix	4,100
Sauk	6,300
Sawyer	1,300
Shawano	4,500
Sheboygan	14,800
Taylor	2,100
Trempealeau	4,200
Vernon	3,900
Vilas	1,300
Walworth	7,900
Washburn	1,600
Washington	5,300
Waukesha	10,700
Waupaca	6,100
Waushara	1,900
Winnebago	17,000
Wood	7,700

Wyoming

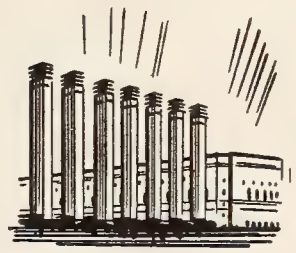
Total Radio Homes: 44,600

Albany	2,800
Big Horn	1,700
Campbell	800
Carbon	2,500
Converse	1,200
Crook	600
Fremont	2,300
Goshen	1,900
Hot Springs	800
Johnson	800
Laramie	6,200
Lincoln	1,700
Natrona	6,400
Niobrara	700
Park	1,600
Platte	1,200
Sheridan	3,800
Sublette	280
Sweetwater	3,900
Teton	370
Uinta	1,300
Washakie	900
Weston	800
Yellowstone Park	50

We call it Cleveland -- but Advertisers

SAY IT'S "*TEST TOWN*"





Old Moses Cleaveland certainly would be surprised to see the way things are going these days in the old home town.

More wage earners are at work than since the days of way-back-when. The weekly payroll of the community is up to three and one-half million. Nearly as much building has been done in the first five months of this year as during all of '35. Lakes shippers are having their busiest year since '29. Bank debits are en route to a cool billion increase over last year. The mammoth Great Lakes Exposition is entertaining seven million visitors. Two hundred conventions are scheduled here. Money, and more money, is being put into Cleveland pockets . . . money to be spent for your goods.

No wonder, even though we still call it Cleveland, that advertisers say it's "Test Town," the place with money to spend, people with the inclination to spend it . . . and a real radio station to do the selling job!

And the fact that WGAR is* first *in number of accounts and total dollar volume of all stations in this area is good reason why the "Friendly Station" should be* your *choice in "Test Town" too.

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network
John F. Patt, *Vice-President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

Station Operation, Management Is Planned by Trans-American

John L. Clark, President; E. J. Rosenberg, Executive V. P.; Officials of Group of Stations to Affiliate



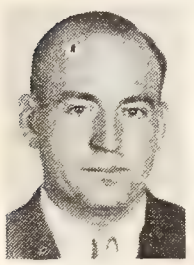
Mr. Clark

FORMATION of Trans-American Broadcasting & Television Corp. as an entirely new entity in the broadcasting field to devote itself to station operation and commercial program sales and development, was announced June 17 by John L. Clark, general manager of WLW, Cincinnati, who becomes its president. E. J. Rosenberg, for the last three years general manager of Society of European Stage Authors and Composers (SESAC) has been elected executive vice president of Trans-American, and has resigned his SESAC post effective July 1.

Mr. Clark asserted the company has financial resources in excess of $2,000,000, and has been incorporated in New York, culminating two years of planning. He declared any announcement beyond the formation of the company is premature, and that no details could be divulged as to other executive personnel, financial backing and projected plans until other resignations of key officials take place next month.

Offices of the new company have been leased at 521 Fifth Ave., New York City.

Corporate Powers



Mr. Rosenberg

A SEARCH of corporation records in Albany disclosed that Trans-American had filed incorporation papers with the Secretary of State for the purpose of engaging in "radio broadcasting, television and network business." The papers were filed by Sol A. Rosenblatt, New York attorney, who is identified with Associated Independent Radio Stations, in which Powel Crosley and Mr. Clark are the prime movers. Mr. Rosenblatt is a former NRA Division Administrator and prior to that was in the law firm of the late Nathan Burkan, general counsel for ASCAP. The association of both Mr. Rosenberg and Mr. Rosenblatt, both experts in music copyright, with Trans-American, has given rise to speculation as to the part this organization may play as a music licensing and supply source.

Beyond the statement that the company would engage in broadcasting and television operations on a national scale as the eventual plan, Mr. Clark said he was not at liberty to speak further. It is understood, however, that a number of broadcasting stations in important markets are definitely identified with the project through ownership which would figure in the Trans-American operations. The television phase, of course, looks into the future.

Mr. Clark resigned from WLW, with which he has been identified for the last decade, as of July 1. His contract with Trans-American is for five years. He probably will continue in an executive advisory capacity with WLW for an indefinite period, since the plan is known to Mr. Crosley, although the latter is not identified with Trans-American.

In addition to Mr. Clark and Mr. Rosenberg it is understood there are a half-dozen other individuals identified with broadcasting who are associated with Trans-American. Within the next month, it is indicated, the company will be a "going concern" by virtue of the ownership of several stations by individuals in the group, and the identity of these individuals and the scope of the project will be clearly defined. Large interests now outside of broadcasting are understood to be identified with Trans-American.

It is emphasized by Mr. Clark that Warner Bros. motion picture interests, which have been seeking a broadcasting network, are in no way identified with Trans-American. Warner Bros. some time ago offered Mr. Clark a position at a salary of $50,000 per year to organize a broadcasting subsidiary, and it also is understood to have broached a partnership arrangement with Mutual Broadcasting System.

Mr. Clark plans to be in the East July 2, after which he will attend the NAB convention in Chicago July 5-8. Who his successor will be at WLW has not yet been indicated, and it may be that for the next several weeks Mr. Clark himself will continue his management by remote control.

Broadly, it is indicated that Trans-American plans may embrace not only the operation of stations to be identified with it, but also the lease-management of other stations much after the fashion Ralph Hitz manages a group of hotels through identical operation methods.

In station sales, it is presumed group rate structures will be worked out. National representation also may fall within the scope of the organization, along with transcription production. Trans-American, Mr. Clark declared, is not a holding company but one which will engage in operations.

One of the best known radio executives in the country, Mr. Clark has been with WLW since 1927, serving initially as an announcer, production man, continuity writer, salesman and finally becoming its general manager. He is credited with having sold upwards of $6,000,000 of broadcast time over the station. He also has been general manager of WSAI, Crosley's regional station in Cincinnati.

Mr. Clark, who is 34, has been prominently identified, among other things, with the formation of Associated Independent Radio Stations Inc., a group of independently owned stations which has as its objective handling of problems of mutual interest to such stations, notably in the field of copyright. Prior to joining Crosley he worked in various sales jobs, running the gamut from automobiles and accessories to stocks and bonds, life insurance, collapsible garages, steel signs and phonographs.

Mr. Rosenberg, who also is in his thirties, has had wide experience in the motion-picture and theatrical field in New York, as well as in radio. He recently made a swing about the country visiting stations. He is a graduate of Harvard University and Harvard School of Business Administration.

Corporate Provisions

CAPITAL stock of the corporation was listed at 3,500 shares. 2,500 shares having a par value of $100 each as preferred stock and 1,000 shares of common stock of no par value in the papers filed in Albany. The incorporators are identified only as Elizabeth Woods, Sydney Spector, and Marjorie L. Soper, all of 630 Fifth Ave., New York, which is Mr. Rosenblatt's office. They hold one share each.

The corporation would be permitted to apply for, hold, and elect and operate one or more radio stations to "broadcast, communicate or receive for the purpose of entertainment and informing and generally engage in radio broadcasting, television and network business."

The papers also authorize Trans-American to ""manufacture, buy, sell or deal in electrical, automotive or radio equipment used in connection with radio; to deal with scenarios and manuscripts, to acquire property, etc. necessary to corporate purposes; to have trade mark, etc., to print, publish, issue pamphlets and magazines of every character and distribute them; to conduct advertising and publicity business; to make, own and acquire scenery, costumes, effects, etc.; to represent as managers, artists, actors, etc.; to deal in every type of literary, dramatic and musical property by purchase or exchange to other firms, associations, etc.; to deal with shares of capital stock; to borrow or raise money without limit."

Authentic Remote

AFTER interviewing a prisoner at the San Francisco County Jail, recently where he was gathering material for his serial *Your Fellow Man's Opinion*, Bill Davidson, writer and producer at KFRC, that city, found himself a prisoner. Completing his task, a jail-keeper pointed, indicating the direction of exit, but Davidson confused by the maze of steel gratings and bars wandered about the huge building without success. Prisoners thinking Davidson a newcomer, welcomed him with pleasantries. It was 30 minutes before he was able to attract attention of a jailer and was "let out" under guard.

Radio Markets Inc. Is Formed By Deutsch for Local Stations

FORMATION of Radio Markets Inc., as a subsidiary of World Broadcasting System Inc., to undertake exclusive representation for a group of stations affiliated with the spot-transcription company, was announced June 19 by Percy L. Deutsch, WBS president.

Mr. Deutsch announced the enterprise "is in no way competitive with existing representation organizations, but instead is designed to provide a much-needed service for small stations in the smaller markets which heretofore have not been able to interest representatives in the sale of their facilities." Sales operation will begin in the fall.

Basic Requirements

TO QUALIFY for representation by Radio Markets, Mr. Deutsch said, a station must be an affiliate of WBS and one that is located in a market without local radio station competition. The purpose of these qualifications is to simplify the sales story that will be presented by Radio Markets, on a national basis, by reason of the fact that all of the stations will more or less fit into a single category, and all will have World Program Service to be sold with uniform and matched reproducing equipment. The statement continued:

"It is the belief of WBS that a selected group of smaller stations should be extremely valuable to national and regional advertisers that require the same type of intensive market coverage in radio that these same advertisers are now securing through their newspaper campaigns. Radio Markets has been organized, therefore, for the purpose of selling this basic concept of radio coverage in the markets it will represent. Radio Markets' activities will be general, and in no way confined to the accounts using WBS facilities.

"A considerable investment is contemplated for Radio Markets in the work of securing complete market data for each station represented. It is believed that in achieving more widespread use by national and regional advertisers of these markets and the radio stations they serve, a considerable contribution will have been made to spot broadcasting in general, for it is logical to assume that with the sale of the Radio Markets idea to agencies and advertisers, stations in the major markets would also be used.

"Radio Markets does not contemplate representation of stations in the larger centers due to the fact that these markets already have a widespread acceptance on the part of radio time buyers, and the stations therein for the most part already have representation.

"While Radio Markets has already been formed, its operation in a sales capacity will not get under way until fall. During the interim the stations selected from the WBS list will be called upon and preparation of market data will be undertaken for those outlets availing themselves of the Radio Markets plan. Operations of the new company will be under the management of a marketing expert."

Wanted--A Finder for Three Billion Dollars

By JOHN BLACK
Textile Merchandising Specialist, Radio Commentator, Assistant Editor, Textile World

Gigantic Textile Industry All Dressed Up and Ready to Go As Soon as Radio Gets Busy and Goes After the Business

WITH bathing suits and feminine fineries, the EYE appeal wins. But when it comes to the hard-boiled business of selling them, as distinguished from looking, the EAR appeal comes into its own. The textile industry hasn't really discovered radio, and vice versa. There was Real Silk, of course, but really there haven't been enough textile decibels to make many decimals on the sales charts. John Black knows his textiles from warp to woof, and while broadcasters of the revenue-minded type will find a mild kick-in-the-pants message here, it may turn out to be just what the doctor ordered.

THE RISE of the broadcasting advertising industry from nothing to a gross revenue of nearly $100,000,000 yearly in slightly over ten years is one of the remarkable business developments of our time. Indeed, it is not surprising, considering such a rapid-fire growth, that broadcasting should have more or less overlooked certain rich and important markets.

Today, however, things are different. Increasing competition within the broadcasting industry is having a sobering effect. May I suggest then that it is time that broadcasters ceased neglecting prospects that lie right under their noses? The present article will concern itself with one rich vein of golden ore that it just waiting to be tapped.

I refer to a major branch of American industry—my own field of textile manufacture. The following thoughts are laid before you because I am convinced that we of the textile industry and you of the broadcasting field stand to gain mutually by a closer understanding of what radio could do toward helping us to sell textiles.

Let us consider first the scope of the textile industry. According to Bureau of the Census data textile products have a total value of nearly $3,000,000,000. Now, the great majority of this business has no sales message for the consumer at present.

Not a Handout

THAT must be clearly understood to start with. The radio market in the textile industry is not waiting on the doorstep to be picked up; it has to be dug out carefully and patiently. But remember, it will reward such patience. The portion of this three billion dollar industry which does promote to the consumer has a selling budget well worth going after.

Here is our story from the textile side. And it is this that convinces me that textiles *could* and *should* broadcast. During the last ten years one of the most significant developments of the textile industry has been the rising importance of the brand name.

It is my business to come in frequent contact with advertising managers from all branches of the textile industry. They find the problem of selling the brand name to be a major issue. Among them, I hear but one thought and that thought is being dinned into my ears constantly.

It is this: "We must get closer to the consumer!" Go anywhere you will among textile firms which sell through brands and you will hear the same message. Now, is there any more effective way to accomplish that purpose than by a well-rounded all-media campaign which would give radio its proper share of the selling job? I'm sure I don't know of any.

But let us ask ourselves another



MR. BLACK

question. Where do textiles stand at present among the total of broadcast advertisers? It is a sad story. The truth is that textile expenditure for radio is so small that it just does not count. In the broadcasting data compiled by NBC textiles are anonymously included in two groups (a) house furnishings and (b) clothing and dry goods. The grand total of both of these groups (including the very considerable total of retail store broadcasting) is only $800,000. It is obvious then that the textile total is quite negligible compared to the textile industry's size and its promotion outlay as a whole.

Now, I am convinced that radio is missing a bet in not going out, hammer and tongs, after textile advertising. Glance over these figures and see whether I'm not right. We will break down the textile industry into fiber and fabric divisions. Of the industry's total value, cotton represents 33.0%; wool 20.6%; knit goods 18%; silk and rayon fabrics 10.5%. The others—bleaching, dyeing and finishing, miscellaneous and rayon are of minor size.

The biggest promise of the whole group is in the knit goods field. The knit goods industry is a business of some $500,000,000 yearly, virtually all of which is sold to the consumer. A substantial part of its business is in brand name merchandise. Thus, even when we subtract the portion represented by unbranded merchandise, the remainder is a sizeable market for radio. It is a legitimate market for any medium which can popularize these names with the consumer. And radio's value in that regard is no longer open to question.

Now let us look at the other divisions. Of cotton's $900,000,000 yearly business a substantial though minor part is sold to the consumer. Even making further deductions for the unbranded cotton goods, the remaining branded merchandise leaves us an important market which could tell its story profitably on the air. Likewise in the wool industry the total $570,000,000 output includes some branded merchandise which has a direct consumer message. And the same may be said even more definitely for the silk and rayon fabric industry.

What then does this mean in terms of merchandising? It means, briefly that for the benefit of both, the broadcasting industry and the textile industry should get closer together. The textile industry, even when we deduct the large non-consumer output, even when we concede every possible "if" and "but" the skeptic may raise—with all that the textile industry still has remaining a nice business in brand goods which must be sold by name (of goods or of manufacturer). The most efficient way to popularize that name is by campaigns which will combine the printed with the radio appeal.

What are textiles doing on the air today? Again the answer is a sad one. They are doing little or nothing. A few firms — hosiery, floor coverings, foundation garments, silk fabrics, suitings—have dabbled with radio. Some really enterprising ones are now on the air, and the rise in their sales figures is its own testimony to the wisdom of the move.

I need only refer you to the amazing success of Real Silk Hosiery which was described in BROADCASTING a few weeks ago. I wonder how many broadcasting firms have used that story of Real Silk as sales talk for their salesmen in contacting other branded hosiery firms? Few, I suspect.

Of course, it must be kept in mind that promotion of radio to the textile industry demands specialized planning. A radio project effective with one mill might be a total failure with another, even in the same field. For instance, Real Silk's success is not a good argument for other brands of hosiery because Real Silk has a sales problem unique unto themselves, as they are the only hosiery firm of their size selling door-to-door.

Selling Brands

OUR most conspicuously available market for radio is in the group of nationally famous textile brand names. Bathing suits, for instance. Outstanding lines of sheets and other domestics. Well known types of underwear, etc., etc. Mention these various garments in an average American crowd and instantly a sizeable list of famous brand names comes to mind. These names are a "natural" for radio. The whole success of such firms depends on keeping their names constantly before the public.

Yet these firms to date have done little or no broadcasting. Now, it is no answer to say that radio costs too much. Don't get the idea that substantial sums are not spent by some of our firms for consumer promotion. True, we do not spend anything like the sums laid out by such gold-plated industries as the automotive field, for instance. But *we do spend*! You can see that when you glance through the advertising pages of the class magazines and to a less extent the general magazines. And note too that our total for other promotion, including fashion shows, runs into big figures.

What do textile firms advertising to the consumer think of broadcasting? My files are filled with correspondence proving that there exists among certain groups of textile advertisers a very definite interest in radio and that they are only waiting to be approached in a convincing way.

Now, what is a convincing way? Recently I made a survey of opinion among textile mills which have been or now are on the air. The answers were enlighening. The main thought expressed went something like this: "We would go further in radio if the broadcasting industry would give us more complete cooperation in planning to tie radio in with other selling. They don't help us to a follow-through, and often because of

(*Continued on page 134*)

Opening of New Radio Frontiers Portrayed

By MARTIN CODEL and SOL TAISHOFF

Billion Dollar Industries Seen in New Broadcast Fields By Industry Leaders at FCC Ultra-Shortwave Hearing

THE GROUNDWORK for new radio industries ranging into billions of dollars, and encompassing such developments as television, facsimile and "apex" broadcasting, was laid during a fortnight of hearings before the full FCC which began in Washington June 15, with some 600 representatives of the best brains and biggest capital in radio present to listen to the views, experiences and demands of about 75 leaders from all branches of the radio arts, industry and science.

From the accumulation of thousands of pages of testimony, the FCC later will attempt to work out a coordinated method of allocating the channels in the ultra-high frequency range above 30,000 kc. to foster development and convert them into maximum use for the public and the nation. A herculean task confronts the FCC and its engineers, for the demand for facilities was ten times greater than the supply. Now it is a problem of choosing the services and pursuits which shall be rewarded with the right to occupy the bands.

The hearings were regarded as the most important before a government agency since the birth of broadcasting 15 years ago. There was the expected stampede of services, both government and private, for wave lengths in this virgin radio area which remains to be subdivided by Uncle Sam.

At the Crossroads

THE KEYNOTE for the sessions was sounded by Chief Engineer T. A. M. Craven, of the FCC, who was prime mover in calling and organizing the hearings, when he referred to radio today as being "at the crossroads". The cue was picked up by many other witnesses. Of significance was the rather general conclusion that if television is to be accommodated in the way its sponsors wish, many other proposed services and operations must go by the boards. Conversely, if these other services are to be accommodated, there may be no room for television on a competitive basis.

There was rather general agreement that television, while technically a great achievement, is still several years away from the public. The testimony also seemed to indicate that a serious patent fight must be adjudicated in or out of court before television patents are sufficiently clarified to make possible its popular introduction. Testimony on this score, in several instances, smacked of the old "anti-trust" onslaught against RCA, which is also in the forefront of visual radio development. The only way in which such patent litigation can be averted, it was generally conceded, would be through arrangements which might be worked out with leading experimenters who have recognizedly basic claims.

Because the ultra-high range is new radio territory, the International Telecommunications Conference to be held in Cairo in 1938 will consider allocation of these frequencies among the nations. The data gathered at the FCC hearings will presumably be used as a basic for American proposals to the international conclave.

Future services on the short and ultra-short waves, with even some suggestions for opening up certain long waves below 550 kc. for super-power broadcasting of the order of 1,000,000 watts, were the subjects of testimony which literally held the big gathering spellbound at some junctures of the protracted sessions.

Wide Interest Aroused

FOR THE most part, the hearings were devoted to proposals for uses in the immediate future of the frequencies from 30 to 200,000 kc., with broadcasting interests naturally concerned because television, facsimile, relay, international and very high frequency broadcasting (apex) services apparently are destined to find their places within those limits. General and specific demands for channels and bands ran between five and ten times the number of available space in the spectrum, dispelling the oft-expressed theories that the ultra-highs offer limitless "avenues of the ether" for the prospective future services.

The hearings were conducted under the direction of Comdr. Craven, who with Chairman Anning S. Prall opened them with discussions of their scope and purpose. [See June 15 BROADCASTING.] While many of the demands were specific, the purpose was to review the broad field of uses and needs foreseen by the various services—after which the FCC and its engineers presumably will divide the available spectrum into service allocations, to be followed by further hearings on specific company assignments within the service bands.

So important were the hearings regarded by the FCC, that they have been under discussion at the White House. No service bands will be reserved, it is expected, until presidential approval of the principles involved has been obtained in view of the broad powers residing in the chief executive to allocate by executive order for national and governmental needs.

Starting with the government demands for more than 50% of the channels between 30 and 200,000 kc., the list of witnesses (the testimony of the chief of whom is excerpted or digested in these columns) included such important industry figures as David Sarnoff, William S. Paley, President William Green of the A. F. of L., Dr. Frank Jewett, S. M. Kintner, James M. Skinner, A. F. Murray, Samuel E. Darby Jr., Maj. Edward Armstrong, Dr. F. A. Kolster, K. B. Warner, Philo T. Farnsworth and many others from such diverse fields as broadcasting, television, facsimile, aviation, marine, police, forestry, amateur and a variety of other services.

Dr. J. H. Dellinger, radio chief of the Bureau of Standards, speaking on behalf of the Interdepartment Radio Advisory Committee of the federal government, provoked a furore at the outset of the hearings by presenting allocations for government use in the 30 to 200,000 kc. band that would reserve 1012 of the 1907 frequencies for government use and only 895 for non-government. He based his calculations of the number of frequencies on a 0.1% frequency separation basis, which some engineers insisted was entirely too wide.

Almost with one accord, the representatives of private services, large and small, attacked these demands as too great in view of the fact that the greatest equipment and service developments will come from private rather than governmental sources—all of which can be taken over by the government in time of war or national emergency.

There were fancy flights of imagination during the course of the hearings, such as Mr. Sarnoff's prediction that "private wave lengths" for individual use may some day be discovered on the ultra-shorts; there were practical demonstrations of new things on the ultra-shorts, such as the "frequency modulation" system for staticless radio demonstrated by Maj. Armstrong, and the first disclosure of amateur findings in the bands below 30,000 kc. by Maj. K. B. Warner, secretary of the American Radio Relay League; and there were words of caution, such as Dr. Jewett's admonition not to go too hastily into unknown realms without definite knowledge, and Mr. Paley's plea that television be approached in an evolutionary way.

What of Television?

TELEVISION, naturally, held the center of interest, the consensus being that it is already a remarkable technical achievement, probably acceptable to the public, but that its inauguration as a system is still some years away. For the first time, as disclosed elsewhere in these columns, such researchers in television as RCA, Farnsworth, Lubcke and others lesser known revealed what they have in the laboratories and what they expect.

The broadcasters, represented by NAB Managing Director James W. Baldwin and Dr. Charles B. Aiken, of Purdue University, as special consulting engineer, were somewhat at variance from the radio manufacturers, represented by President James M. Skinner of the Philadelphia Storage Battery Co. and A. F. Murray of the same concern, for the Radio Manufacturers Association, on proposed television allocations. But they were together on their request that seven 6,000 kc. bands be reserved with sound tracks in the 42,000 to 90,000 kc.



Photo by Times Wide World

AN ABSORBED COMMISSION—This is a candid shot of the full FCC during the ultra-high frequency hearings last month. Maj. Edward Armstrong, Columbia professor and inventor of the superheterodyne, one of the many score of witnesses, is describing his new system of "staticless" broadcasting on the ultra-highs, elsewhere discussed in this issue. Left to right at the Commission table are: Commissioners Brown, Stewart (obscured by microphone), Sykes, Chairman Prall, Case, Walker and Payne. The official transcript of the hearing, incidentally was recorded, hence the numerous microphones scattered on table and dais.

spectrum for television services; and that liberal experimental bands beyond 120,000 kc. also be reserved.

Facsimile likewise was seen as a perfected service whose biggest future development apparently rests on economic considerations. Those attending the conference were particularly impressed by the demonstration of his staticless system of "frequency modulation" by Maj. Armstrong, inventor of the superheterodyne circuit, which is described elsewhere in this issue. While broad claims for ultra-shortwave broadcasting service efficiency were made for this service, it was brought out that it might be particularly adaptable to facsimile in enabling faithful reproductions of high definition pictures to be transmitted and received, removing the "fuzz" still persistent in the present pictures.

Broadcasters Ready

ON THE PART of the broadcasters, they urged the use of ordinary broadcast wave lengths from midnight-to-morning for facsimile.

The broadcasters proceeded on the premise that visual radio—both television and facsimile — as well as apex broadcasting are rightful heritages of those who have developed the sound broadcasting system of this country, and their spokesmen indicated that the industry is ready and willing to invest the huge sums needed when these services are ready for the public.

It was agreed that safety of life and property services, such as maritime, aviation and police, deserved certain priority—but it was also pointed out that the commercial services were always available for emergencies. Demands by certain minor groups were not regarded as having any great chance of success because of their poor showing of contribution toward the science of radio and the public service needs.

One demand in particular aroused great interest — that of Dr. John W. Studebaker, U. S. Commissioner of Education, that a block of frequencies be set aside so that each and every one of the 127,000 local school districts in the United States, as well as the other state and local educational agencies, might have its own broadcasting station for educational broadcasts to the schools.

Police and forestry services asked for more frequencies for their expanding needs, and so did the amateurs, leaving to the FCC one of the greatest problems of evaluating various services one against the other it has ever faced. In the following pages an effort has been made to summarize, so far as possible, the individual statements and demands presented at the hearings.

* * *

Commissioner E. O. Sykes June 24 announced, in a statement read at the conference on behalf of the Interdepartment Radio Advisory Committee, that the government was most desirous of cooperating and collaborating with the radio industry and the FCC in securing adequate allocations for all worthwhile private services. He declared that the original statement for the committee, which was presented June 15 by Dr. J. H. Dellinger of the Bureau of Standards, was in the form of preliminary estimates of government radio needs and should be considered in that light. The government, he added, fully recognized the efforts and developments of the radio industry and in its frequency requests did not wish to place any barrier in the path of any private service of value to the public.



TALKING TELEVISION?—Three of the radio notables attending FCC hearings on future uses of ultra-shortwaves confer in lobby. Left to right: William S. Paley, CBS president; FCC Chairman Anning S. Prall, and James M. Skinner, president of Philadelphia Storage Battery Co. and chairman of RMA television committee.

SARNOFF SEES PROGRESS

Excerpts from statement submitted by David Sarnoff, president, Radio Corporation of America.

IN SUCH a fast moving art as radio, government regulation must have wide powers of discretion. A strait-jacket of rigid rules would cripple its energies. In the Radio Act of 1927 and in the Communications Act of 1934, Congress recognized this fact and wisely refrained from prescribing hard-and-fast formulas. Instead it set up a high standard for flexible regulation, the standard of "public interest, convenience and necessity." That standard gives your Commission the power, and therefore the responsibility, of judging issues on the basis of past accomplishments, of present activities, and particularly on the capacity for future progress.

We of the RCA are especially conscious of the complexity of the problems your Commission must solve in the public interest. That complexity results from a number of circumstances unique to the radio industry.

First: It is the youngest of our country's great industries. Because of the aggressive and dynamic development of the radio art, it has reached its present proportions and its vast social significance in less than 15 years. It has few precedents and no rules of thumb to formulate its policies. At every stage of its progress it must break new ground. It must always be a daring pioneer.

Second: It is an industry that functions in the present, although it lives also for a greater future. Important new radio services are ready today for practical demonstration. Tomorrow they will be ready to serve the public. Others are still in the laboratory stage of development. But beyond are widening perspectives of usefulness: the promises of further radio possibilities which may well out-weigh all the achievements of the past. These developments must be safeguarded against unnecessary restrictions. Radio progress must not be "frozen" at any point.

Third: We deal in radio with a public treasure that—for the moment—is limited in its extent. The frequencies which make up the radio spectrum constitute one of the nation's most valuable natural resources. Each of them must be made to yield its maximum of service under the stimulation of every new discovery.

Billion Hours a Week

THESE are the realities of today. But tomorrow, the pioneers in the radio laboratories may open up unlimited reservoirs of new frequencies and then your Commission must be ready to remold its rules to take advantage of the new opportunities, so that the public may benefit at once from these achievements.

Broadcasting has made even more dramatic strides. When the Harding-Cox election returns were broadcast in 1920, only a few hundred radio amateurs listened in. Today 23,000,000 homes in our country, more than 70% of the total, are equipped with radio receivers, and 3,000,000 American automobiles, more than 10% of all registered motor cars, are radio-equipped. If all receiving sets were tuned to the same program, 90,000,000 persons, approximately three-quarters of our population, could listen at the same time to a single voice. The United States and its territorial possessions have 623 broadcasting stations, representing in ownership a cross-section of American life: Industrial organizations, newspapers, labor groups, colleges, cultural and religious institutions. Affiliated with the two major networks are 196 broadcasting stations. Of these 22 are owned and managed by the network companies. The rest are independently owned and operated.

Not only do the American listeners enjoy the finest broadcast programs in the world without

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Dr. J. H. Dellinger
Chief, Radio Section, National Bureau of Standards

AS SPOKESMAN for the various government departments, represented by the Interdepartment Radio Committee, Dr. Dellinger startled the hearing with a demand for government service of over 50% of the available channels in the range from 30 to 200 mc., using 0.1% tolerances. He said this would mean allocation of 1012 frequencies for government services with the remaining 895 for all private services. If granted, this would make impossible proper allocations not only for television, but for many other services other than broadcasting.

He introduced a chart designed to show how these ultra-highs would be "blocked" for use of various services, but said it is not intended as necessarily representing the government's ultimate conclusion as to the particular location of the bands required. A certain amount of shifting may be made in the light of the requirements of various non-government services based on the findings at the hearings. That information, he said, will be fully considered by the committee in eventual collaboration with the FCC to work out a system of allocation.

Dr. John W. Studebaker
U. S. Commissioner of Education

ASSIGNMENT, for use by state and local school systems, of a band of ultra-high frequencies measuring between 3,000 and 4,000 kc., was asked to set up nationwide school broadcasting. Dr. Studebaker asked that the band be adjacent to the ultra-highs assigned for regular broadcast use.

Financing, declared the witness, could be arranged through savings that would come from the release of school teachers—perhaps three or four from each school, and through the ability to teach larger classes with local radio and with "educational artists" as teachers. Dr. Studebaker's plan envisaged a local station for each of the 127,000 school districts of the country.

William Green
President, American Federation of Labor

BRANDING radio the greatest single public service agency of all times, Mr. Green said it transcended in importance the daily press and any other form of communication or transportation. The printed word, he said, is not comparable to radio. He made no specific plea for additional wave lengths for labor, but emphasized the status of WCFL, Chicago Federation of Labor station, as the "voice of labor".

Allocations, he said, should be measured by the degree of service rendered to society and he urged the FCC to see to it that progress is made along that line in America. He stressed particularly the fact that most people are now "ear-minded" rather than "eye-minded" and that the great laboring classes should be catered to with radio.

Alfred J. McCosker
President, WOR;
Chairman, MBS

SINCE the American broadcasting industry has an enormous investment in property, Mr. McCosker in a short statement urged the FCC to extend the greatest possible latitude to those persons and corporations ready and willing to hazard new investments in the future of the arts of broadcasting. Mr. McCosker spoke from the point of view of the broadcasters, who presumably will be first to take up the opportunities foreseen on the ultra-shortwaves.

In today's broadcasting, said Mr. McCosker, we see "freedom of the press personified". Freedom of future technical development as well as of social obligation was urged.

Mr. McCosker said that television, facsimile and high-frequency broadcasting are not yet ready for the public, and may not be for years to come. Even if successful technically, he added, it will require several years before suitable receiving sets can be distributed.

E. N. Nockels
Mgr., Station WCFL, Chicago;
Secretary,
Chicago Federation of Labor

ATTACKING monopoly in radio, Mr. Nockels called the ultra-highs the last of the great public domains and urged that they be allocated to those who can use them in the public service. He spoke particularly of the public service performance of WCFL, which he said was not interested in profit, but which did sell sufficient time to make possible maintenance of equipment and good programs. Whoever controls radio in the future, he predicted, will control the nation, and he urged therefore that vested interests be not allowed to become entrenched.

KENTUCKY Legislature has killed a bill to place a $1 tax on radio sets.

BALDWIN ASKS MORE BANDS

Excerpts of statement by James W. Baldwin, NAB managing director:

THE broadcasters appreciate this opportunity to appear at hearings designed to develop long term planning for the most effective utilization of American radio for the social welfare. A long range view point is particularly necessary now because of the impending development of new services such as facsimile and television broadcasting. In addition to their technical implications, the imminence of such services raises important economic and social questions regarding American broadcasting. These are far-reaching in scope. They include not only a forward looking evaluation of the general services of broadcasting as a means of mass communication, but in addition, raise highly fundamental considerations such as the safeguarding of the free flow of ideas and information which is the cornerstone of American democracy.

It is my wish to present a concise but comprehensive picture of the social and economic significance of American broadcasting, to indicate the relation of these factors to the problems which the Commission is now considering and to set forth an estimation of the social and economic principles which must underline any policy of future development; and I shall leave the technical considerations involved to another witness.

The first and controlling principle of radio regulation must always be the safeguarding of life and property. However, the highly important and, indeed, unique public service of radio broadcasting as a medium of mass communication must also be given the most careful consideration. This is all the more important because, in times of local and national emergency, a broadcasting system such as the American one, renders service in the way of safeguarding life and property which cannot be duplicated by any other means.

Entertain, Inform, Inspire

THE REGULAR day-to-day service of radio broadcasting as a medium of mass communication is three-fold: To entertain, to inform, and to inspire. Broadcasting renders unique services in each of these three fields which cannot be duplicated by any other means.

Broadcasting also fulfills an important economic function. It facilitates the process of distribution through its activities as an advertising medium. Moreover, the service which it renders makes possible the existence of the radio set manufacturing industry and allied fields of business. Again in times of emergency it becomes an irreplaceable medium of immediate communication with large masses of people; as evidenced in the banking crisis of 1933 and in the floods of this past spring.

It may be said that to entertain is a principal function of radio broadcasting. It is a most worthy one. To take people out of themselves, make them forget their troubles and petty annoyances, aid them in relaxing from the strain of modern life—is a social function *of first magnitude.* For millions of our people radio is the only source of entertainment. Society instinctively recognizes the importance of this function, and it is not without reason that it always has given particular recognition and tribute to those who entertain it.

The information service of radio broadcasting is highly varied. In the past several years it has become one of the services most appreciated by listeners. Broadcasting furnishes purely vocational information such as market reports. It supplements the formal instruction furnished by our school system. It has become a most important agency for the dissemination of news. It adds materially to the general cultural background of listeners. In the United States, where free competitive broadcasting exists, it has constituted an instrument of civic education unparalleled in the modern world.

Broadcasting has rendered these services to a wide variety of people. It has provided the farmer with a great deal of highly essential business information which would lose much of its value if not disseminated immediately upon receipt. Commodity prices, crop, market, weather, irrigation and similar reports are examples to point. It provides the farmer with educational material regarding new developments in agricultural methods.

The appeal which radio possesses in the use of the human voice enables the presentation of this material in a much more persuasive and entertaining manner than possible merely in pamphlet form; so that broadcasting serves to heighten the farmer's curiosity in the various developments and to stimulate his interest in securing further information. Broadcasting also has increased the social consciousness of the farmer and has made him more aware of the problems which he faces. In a comparable degree it serves all classes of our people.

In rendering these services broadcasting has exerted an influence entirely out of proportion with the number of sets available in rural areas. This is accomplished by the gathering of groups to listen to broadcasts which are of special interest to them.

The Wire Problem

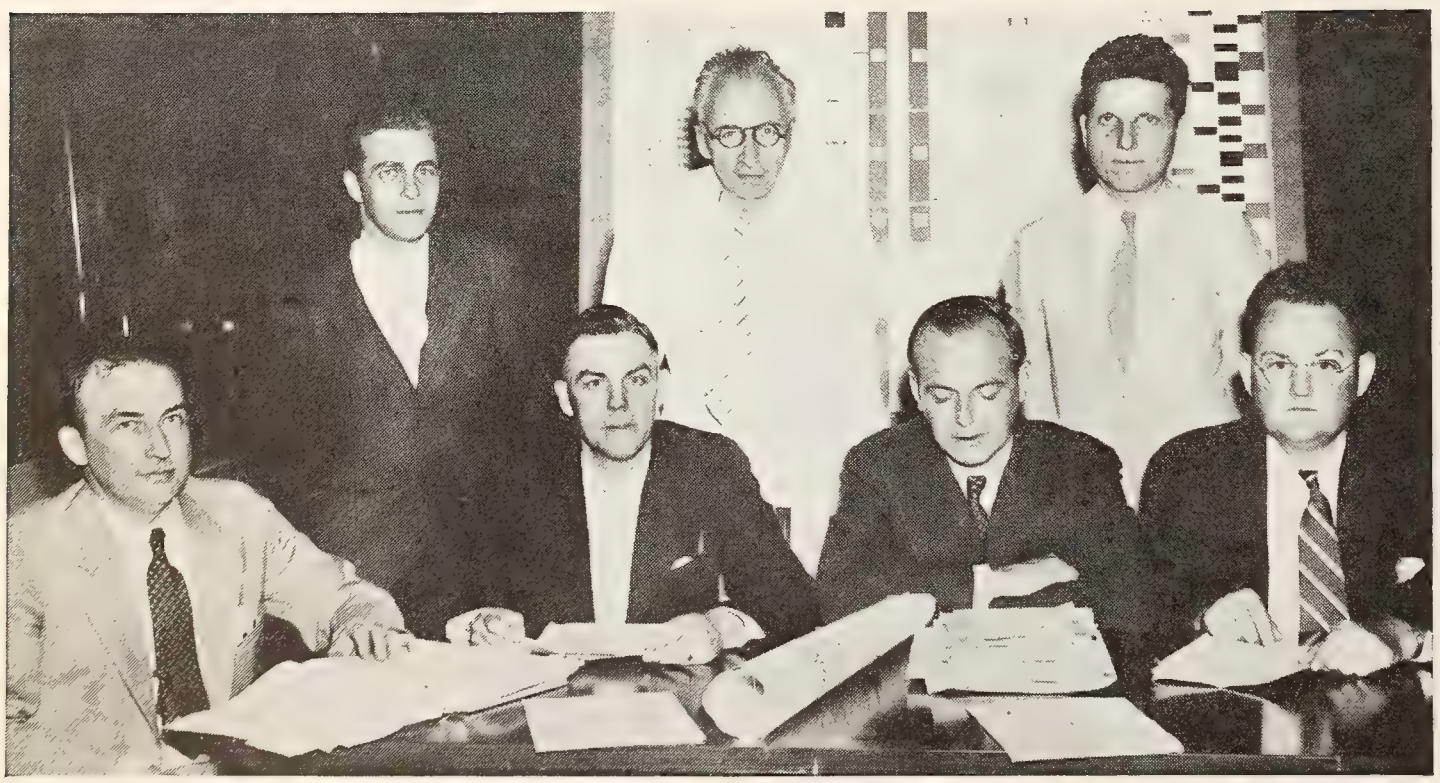
THE QUESTION now arises, in the words of the Commission, as to "the dependence of the service on radio rather than wire lines". There are two kinds of wire lines that can technically be used to carry radio service—the telephone lines and the power lines. Both are controlled by powerful monopolies; one of which is the subject of investigation by this Commission.

To divert the service of radio broadcasting from the air to wire lines would be to deny radio service to all who are without telephones or electric lights and to subject those who do have telephones or electric lights to costs which would place wired radio service beyond the reach of the great majority. This would amount to a denial of what ought to be considered one of the necessities of life.

When one considers that the usual monthly telephone service charge is $2.50 or $30 per year it is easy to see why radio set ownership exceeds residence telephones to such a great degree. It is also easy to see how wired radio cannot be expected to render service at a charge which can be met by the great majority of present day receiving set owners, even assuming they would be willing to pay it.

Again wire lines are so often interrupted by storms, floods, fires, etc., that radio broadcasting's present value for the protection of life and property would

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TECHNICAL "BRAIN TRUSTERS"—FCC engineering executives and attorney closely quizzed spokesmen for interests making specific assignment recommendations at allocation hearings. Seated left to right: William H. Bauer, attorney; Lieut. E. K. Jett, assistant chief engineer in charge of telegraph services; Comdr. T. A. M. Craven, chief engineer; Andrew D. Ring, assistant chief engineer in charge of broadcasting services. Standing left to right: Paul Lion, Ray Asserson and K. A. Norton, FCC engineers.

NAB SEEKS LONG WAVES

Summary of testimony of Dr. Charles B. Aiken, special engineering consultant for the National Association of Broadcasters on leave of absence from Purdue University.

DR. AIKEN began by pointing out that the existing broadcast band is greatly overcrowded, showing that of the 38 stations not included in the "local" classification 182, or 47.6%, already are involved in violating the FCC's own minimum distance separations for night operation, and that 60 stations violate daytime separations. Directive antennas, he said, might modify these figures but only to a slight extent.

For the expanded needs of broadcasting, Dr. Aiken foresaw only two possible avenues (1) below 550 kc., and (2) in the high-frequency range. For the future he urged a policy of evolution and experimentation, without any early commitments, that would penalize sound engineering principles in an effort to protect poor equipment. He also suggested that unimportant low power transmitters should not be allowed to prevent the use of high power on important channels.

Facsimile, the speaker said, should be permitted on all channels set aside for aural broadcasting, including the 550 - 1600 kc. band. While midnight to morning is a convenient time for experimental work on facsimile, he said, it seems likely that on some channels it should eventually be allowed to alternate with regular broadcasting, or even to constitute a 24-hour service.

The NAB technical spokesman, in his introduction, proposed that the following bands be made available to aural broadcasting, subject to certain variations: 180-210, 520-1600, 25,600-26,600, 36,000-38,000, 62,000-64,000 and 94,000-100,000 kc. Above 120,000 kc., he suggested that allocations be kept flexible for various experimentation.

Long-wave Stations

GOING into the specific proposals, which led to a severe cross examination by FCC engineers when he concluded, Dr. Aiken began by contrasting European and North American uses of the long waves. He asserted there were now 78 longwave broadcasting stations in the world, of which 36 are in Soviet Russia. The properties of the 180-210 kc. band for superpower of the order of 1,000,000 watts were discussed, and contour maps were exhibited, indicating the estimated 3 millivolt and 1 millivolt lines of five such stations which would cover the United States. One such station located about 70 miles east of Cincinnati, it was stated, would service 25,000,000 people within its 3 millivolt contour, including such widely separated cities as St. Louis, Milwaukee, Detroit, Pittsburgh, Chattanooga and Nashville. The five stations would serve the whole country and still have overlap, and the fading-free service area would have a radius of between 250 and 400 miles.

Dr. Aiken tabulated the stations shown in the Berne listings now operating between 175 and 215 kc., and gave suggestions for accommodating them elsewhere. It was shown that many low power units, such as Pennsylvania's state police code stations, the Ontario hydro-electric power commission's stations, etc., need not occupy these valuable long waves.

Even with substantial power, Dr. Aiken pointed out, the International Ice Patrol in the North Atlantic, operating on 175 does not seem to suffer from an existing 75,000 watt station on 174 kc. in Paris, which would certainly seem to be a greater threat than would a broadcasting station on 180 kc. in the Western part of the United States.

It was suggested that Air Commerce stations now operating below 230 kc. would, without loss of usefulness, be moved to one or more of four frequencies between 403 and 432 kc., leaving a clear space between 215 and 230 kc. for use by Army aircraft stations.

Ultra-high Problems

THE QUESTION of broadcasting on 520, 530 and 540 kc. was next taken up and suggestions were made for modern marine apparatus that would greatly improve the efficiency of marine communication services, and at the same time make it entirely possible to operate 50,000 watt broadcasting stations on those frequencies if the stations were located in the North Central part of the U. S. He pointed out that there are already 13 broadcasting stations in the world operating below 550 kc., including a 1,000 watter each on 530 and 540 in Canada, and that a fourteenth is projected for 520 in Canada. Some of these are of such power and distance from salt water as to cause far more interference to the maritime services than would 50,000 watt stations in the North Central U. S.



NAB SPOKESMAN—Dr. Charles B. Aiken, Purdue University professor, as he presented long and shortwave technical cases of the broadcasters. Prof. Aiken is on leave of absence from the university to devote his time to the NAB.

Regarding possible interference to naval units operating between 500 and 550 kc., the speaker concluded that while such interference would be appreciable it would by no means be serious.

Consideration was next given to some of the technical problems of ultra-high frequency broadcasting. These included variation of coverage with frequency, man-made interference, interference range of a broadcast station, spacing between stations operating on the same frequency, widths of channels to be transmitted, frequency separation of local assignments, and certain features of ultra - high frequency receivers.

Dr. Aiken suggested that spacings of not less than 250 miles be employed between aural broadcast stations operating on the same frequency. It was pointed out that there seems to be no way of obtaining enough channels for a really satisfactory television service, and that consequently a compromise should be made between protection from interference and the need for crowding stations fairly close together. Rather than have too few transmitters it would be better to slightly reduce the service range of each station, Dr. Aiken said. It was therefore recommended that spacings of the order of 150 miles be tentatively adopted and that the Commission should try to work up distance tables taking account of antenna heights, elevation of the intervening terrain, and other factors that will vary from one locality to another. The use of directive antennas for television broadcast stations and a careful arrangement of transmitter sites in a given area were also recommended.

Bands for Television

HE RECOMMENDED that television be assigned a band from 64 to 94 mc. and another band below 56 mc. This latter band might have its high end at 56 and its low end at 38, thereby allowing three 6 mc. television channels, Dr. Aiken said, adding that if this were done there should an aural broadcast band from 36 to 38 mc. On the other hand, if the lowest frequency television channel was thought to be undesirable because of sky wave interference, or unjustified, then the 2 mc. aural band should be adjacent to the low end of the television band. He recommended that amateurs be allowed to keep their present band of 56 to 60 mc. since they have probably earned a right to some such assignment, and in any event the harmonics of amateur transmitters in the 28 to 30 mc. interval would cause very serious interference between 56 and 60 mc.

If the amateur band is allowed to remain, there is no reason why other services requiring relatively narrow bands should not be allowed to take advantage of the particular properties of the 60 mc. waves, according to Dr. Aiken. He then recommended that 60 to 62 mc. be made available for non-broadcast services and that 62 to 64 be assigned to aural broadcasting. Another band for aural and facsimile broadcasting and for frequency modulation was suggested, running from 94 to 100 mc. Because of the different properties of the various frequency bands and of the incomplete information concerning these bands, he held that at least the three bands recommended should be set aside for the development of aural and facsimile broadcasting.

He suggested that the interval from 100 to 120 mc. be set aside for auxiliary broadcast services such as ultra-high frequency broadcast pickup, studio-to-station radio links, inter - station program circuits, synchronizing control links, facsimile pickup and possibly television pickup, although the latter may have to work at still higher frequencies.

Since it is impossible to obtain an adequate number of television channels below 100 mc. he recommended that the FCC keep in mind

SKINNER SCANS FUTURE

Excerpts from testimony of James M. Skinner, president, Philadelphia Storage Battery Co. and chairman, Radio Manufacturers Association Special Committee on Television:

RMA views television as simply a logical future extension of radio. A television receiver is not as different from a radio receiver as one might surmise. In each case a properly engineered aerial is required to pick up the signal. In each case a radio set is required to select and amplify it. The real difference comes at the end point. In a sound radio receiver the amplified signal is converted into sound through a loud speaker. In a television radio receiver the amplified signal is converted into a picture through a large glass cathode ray tube.

It is logical to expect that the same companies which have successfully made sound radio receivers will in general be the companies who will successfully make television receivers.

Sound broadcasting and television broadcasting will not be competitors. Television will never supplant sound radio. It is wholly unlikely that television will be used anything like the number of hours per day that sound radio is used. Sound radio is used, not only as a primary source of entertainment and education, but also as a background while reading, resting, working, or playing bridge. Looking at television requires concentration. Television in too large doses would be tiring. However, the addition of daily television programs at certain hours, covering perhaps news events, sports events, playlets, skits, etc., should be a very important and significant addition to the home life of the American people.

Television and the movies should not, in the opinion of RMA, be serious competitors. Television will never supplant the movies. Of course, it may be argued that some people may stay home to see a news or sporting event or a play rather than go out to the movies. But, as in the case of radio broadcasting, the stimulation of the public mind to greater interest in wider fields should encourage their greater attendance in person at the movies, sporting events, or theatre.

Furthermore, the gregarious instinct of the human race to gather in crowds is fundamental and will never be changed by television or anything else.

It is likely also that television

(*Continued on page 128*)

the desirability of eventually having about 25 television channels above 130 megacycles.

Questioned by Comdr. Craven

SUBJECTED to a rigid cross examination by Comdr. Craven, Dr. Aiken admitted that the engineering committee of the NAB and the NAB membership had not approved his report due to lack of time, but he said it had the full approval of James W. Baldwin, NAB managing director. The trend of Comdr. Craven's questioning indicated that other considerations and uses, some of them obviously of a military and secret character, negatived any possibility of opening up the 180-210 kc. long wave band, Comdr. Craven asserting at one juncture that "we can't be guided solely by scientific factors if they are in conflict with social and economic factors," some of which he indicated transcended the needs of broadcasting. Comdr. Craven pointed out that there are already 367 stations exclusive of mobile now operating in the 175-215 kc. band. He inquired into costs of the superpower stations proposed by Dr. Aiken, who said he had no figures but who insisted they are not out of reach in view of the tremendous investments represented in 500,000 watt station which he called entirely feasible economicallv.

Lack of daytime coverage in certain parts of the country, Dr. Aiken stated on cross examination, was the primary reason for the desirability of superpower on these long waves. Asked if only two or three such superpower stations could be licensed. the NAB would still want them, Dr. Aiken replied in the affirmative. Asked whether he thought these few stations should be licensed to private interests, Dr. Aiken said he presumed that would be the case.

Dr. Aiken saw no conflict between his long wave demands and the growing demands for powers of 500,000 watts on the clear channels. As for the 520, 530 and 540 kc. proposals of the NAB engineering report, Dr. Aiken said he could not suggest at this time that these frequencies should be used for 50,000 watts power or regional powers. They might be used with directional antennas, he said, and to Comdr. Craven's point that safety of life at sea and in the air might have precedence, he replied that ship radios should be forced to abandon obsolete equipment and operate at high efficiency as a primary safety factor. Dr. Aiken insisted the waves could be used in the interior of the country without interfering with other services, as is being done in Europe.

So far as the ultra-high "apex" frequencies are concerned, Dr. Aiken said he thought their present power limit was 1,000 watts. As for the government sharing the television frequencies with private services, Dr. Aiken said the results would be disastrous.

PALEY URGES OPEN DOOR

Excerpts from the testimony of William S. Paley, president of CBS.

AS YOU know, Columbia is not a manufacturing company; not a holding company for patents; not a development laboratory. We are a service organization broadcasting to the public, existing only with the public's approval of the service we give. For this reason we are perhaps justified in thinking that our conclusions have an advantage of perspective, and are closely allied with the interests, the needs, the desires of the American public.

Specific problems of what frequencies should be assigned to the various services concern us less than a few broad principles, faithfulness to which will do most to assure that the combined application of all radio resources will best serve and protect the public.

This is the first principle: If broadcasting, aural, visual, or both, is to continue to advance, it must be economically sound. It must be kept on a firm business footing. I do not think many of us will disagree on this point. It is part of the basic American viewpoint that a service which is to be a constructive force must be self-supporting. It must be alive enough to pay its own way. This makes it, among other things, responsive to the public will. For it must quickly adjust itself to the public demand, or lose revenue and be wiped out.

It is worth noting, I think, that economic self-sufficiency has made American radio one of the finest broadcasting services in the world. It has certainly made it the most unshackled broadcasting service in the world. Its independence of political control is one of the surest guarantees that it will help perpetuate our representative political system.

If private capital is going to continue doing the sort of broadcasting job it has started out to do in this country, its past investment must not be ignored. I say this because there must be constant encouragement to capital flow if the people of America are to have the benefit of every technical discovery, every creative advance.

For this reason, sudden, revolutionary twists and turns in our planning for the future must be avoided. Capital can adjust itself to orderly progress, it always does. But it retreats in the face of chaos.

We are on the threshold of a period of transition for the next couple of years. We should do everything in this period to advance experimentation. But we should do nothing to weaken the structure of aural broadcasting in the present band until experimentation in other bands has yielded us new certainties.

For instance. allocations in the present broadcast band are such that even a few minor changes might upset the whole plan of the structure. The present layout is like a chess game. A single move can have almost infinite ramifications.

The really immediate question in this connection is whether we should do anything at all to present commercial broadcasting facilities until we know where broadcasting is ultimately going. There already appear to be enough economic uncertainties for us to consider, without our voluntarily assuming still more at this time. The same consideration would apply to any sudden large addition to present aural broadcasting frequencies. Reckless expansion might so scatter the audience that it would be impossible for many small stations to survive economically.

The same economic forethought should be applied to the proposed use of super-power for stations in the present broadcast band. Since

Specific Requests for Assignments Made at FCC Hearings

AMATEUR

American Radio Relay League—4,000-4,500, 7,300-7,500, 112,000-120,000, 224,000-240,000 448,000-480,000, 897,000-960,000 kc.

AVIATION

Radio Technical Committee on Aeronautics—6,210 kc. for itinerant aircraft; airport in lieu of 278 kc.; a band of frequencies above 30,000 kc.

Brown Rayphones, San Francisco—asks frequencies in band from 30,000-150,000 kc. to be allocated by FCC.

BROADCASTING
(Including Facsimile)

National Association of Broadcasters—180-210, 520-1600, 25,600-26,600, 36,000-38,000, 62,000-64,000, 94,000-100,000 kc.

Radio Manufacturers Association—500-1600, 25,600-26,600 kc.

GOVERNMENT

Interdepartmental Radio Advisory Committee—30,000-42,000, 50,000-56,000, 60,000-65,000, 72,000-77,000, 89,000-94,000, 106,000-116,000, 128,000-138,000, 150,000-170,000, 180,000, 192,000 kc.

HIGH-FREQUENCY (APEX) BROADCAST

National Association of Broadcasters—36,000-38,000, 62,000-64,000, 94,000-100,000 kc. (In latter band frequency modulation service also asks space.)

INTERNATIONAL BROADCASTING

National Association of Broadcasters—6,150-6,500, 9,600-9,800, 11,900-12,100, 15,350-15,500 17,800-18,050, 21,550-21,750 kc.

MARITIME (TELEGRAPH)

Mackay Radio & Telegraph Co.—Asks increase in 8,230-8,340 kc. ship band; also asks for block of frequencies in 30,000-50,000 kc. band.

Brown Rayphones—Asks for frequencies in 40,000-75,000 kc. band.

MARITIME (TELEPHONE)

Mackay Radio & Telegraph Co.—Asks block assignments in 30,000-50,000 kc. band.

Atlantic Communications Co.—38,600 kc. for coastal and ship harbor service.

American Telephone & Telegraph Co.—Asks 18 phone channels in 1,600-3,000 kc. band; 6 from 3,000-6,000; 4 from 6,000-11,000; 2 from 11,000-16,000; 2 from 16,000-21,000. Also asks 3 mc. band between 30,000-60,000; 5 mc. band between 100,000-150,000; 8 mc. band between 150,-000-200,000 kc.

Brown Rayphones—Asks blocks between 40,000-75,000 kc.

POINT-TO-POINT TELEGRAPH

Mackay Radio & Telegraph Co.—Asks increase in fixed service allocations between 3,000-3,500 kc.; also several blocks spaced from each other, for point to point and facsimile, within 75,000-100,000 kc. band.

Humble Oil & Refining Co. (geophysical service)—Asks one block of frequencies between 60,000-150,000 kc.

Western Radio Telegraph Co.—Asks 31,500-31,525 and 35,600-35,625 kc. for communicating with isolated points in oil fields. Also asks 100,000-100,100 and 165,000-165-100 kc.; also to be used for point-to-point telephone.

POINT-TO-POINT TELEPHONE

American Telephone & Telegraph Co.—Asks 9 frequencies between 3,000-6,000 kc.; 22 between 6,000-11,000; 18 between 11,000-16,000; 17 between 16,000-21,000 kc. Also asks 3 mc. block between 60,000-100,000; 4 mc. and 15 mc. block unallocated between 100,000-150,000; 5mc. and 25 mc. block unallocated between 150,000-200,000 kc.

Western Radio Telegraph Co.—31,500-31,525, 35,600-35,625, 100,000-100,100, 165,000-165,100 kc. (Same as under point-to-point telegraph).

POLICE AND FIRE *

International Association of Chiefs of Police (Association of Police Communications Officers, Lieut. Edwin Denstaedt, Detroit Police Department, Chairman)—30,000-32,000, 33,000-33,200 35,500-35,700, 37,000-37,200, 37,800-40,000 kc. Also asks for intermediate frequencies of 2,036 2,040, 2,044, 2,804, 2,808, 2,812, 5,135, 5,140 and 5,195, 1,550-1,715 kc.

New York Fire Department—31,600 for fireboat to headquarters; 32,600 for land fire apparatus to headquarters; 35,600 for point-to-point service from outlying fire stations to headquarters in emergencies; 49,400 for fire fighting direct within fire areas; 65,000 for television fire alarm signaling.

Dept. of Police, Brookline, Mass.—Asks entire band 30,000-40,000 kc.

Brown Rayphones—Asks 37,100, 40,100 and 35,600 kc.

RELAY BROADCASTING (PICKUP)

National Association of Broadcasters—100,000-120,000 kc. for broadcasting synchronization mobile voice and facsimile pickups.

TELEVISION

National Association of Broadcasters—38,000-56,000, 64,000-94,000, 130,000-280,000 kc. (latter to include 25 experimental channels of 6 mc. width).

Radio Manufacturers Association—42,000-90,000 (except 56,000-60,000); 120,000-270,000 kc.

DeForest Television Corp.—Asks no definite band but indicates it wants 100 mc. band between 30,000-300,000 kc.

Brown Rayphones—Asks blocks within 33,000-60,000 and 100,000-150,000 kc.

MISCELLANEOUS SERVICES

Edison Electric Institute (electric light and power industry)—Asks for 2,726 and 3,190 kc.; also 4 frequencies between 2,500-3,000; 4 between 4,500-6,000; 4 between 30,000-42,000; 2 between 45,000-60,000; 4 between 100,000-200,000 kc.

Southern California Edison Co.—Asks 2 frequencies between 45,000-60,000 kc.

Mackay Radio & Telegraph Co.—Asks for special frequencies between 60,000-75,000 kc.

City of New York, Dept. of Plants and Structures—Asks 110,000 kc. for ship guidance into slips; 600,000 for harbor collision prevention; 650,000 for emergency broadcasting link between studios and transmitter.

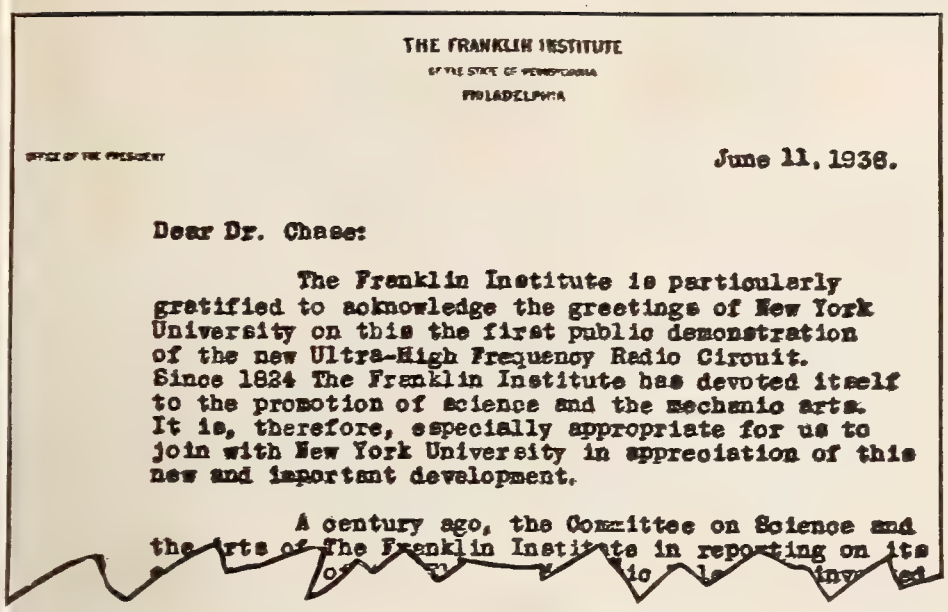
Rhode Island Dept. of Agriculture and Conservation—Asks band of frequencies above 30,000 kc. to be allocated to forest fire service exclusively.

20th Century-Fox Film Corp. (motion pictures)—Asks one frequency in each of following bands: 1,600, 3,200, 6,400 and 50,000 or 60,000 kc.

Brown Rayphones—Asks frequencies for safety equipment in 30,000-50,000 kc. band.

International Scientific Radio Union—Asks for 3,000 kc.; also for a few 10 kc. channels below 30,000 kc. for fundamental scientific research.

*NOTE—Police requests comprise 1550-1715 kc. for state police, and other intermediate frequencies for the new intercity telegraph network already assigned temporarily subject to the outcome of allocations from the hearing. The ultra-high requests are for two-way radiotelephone in police cars, on which 224 licensees with 900 stations are already operating.



THE FRANKLIN INSTITUTE
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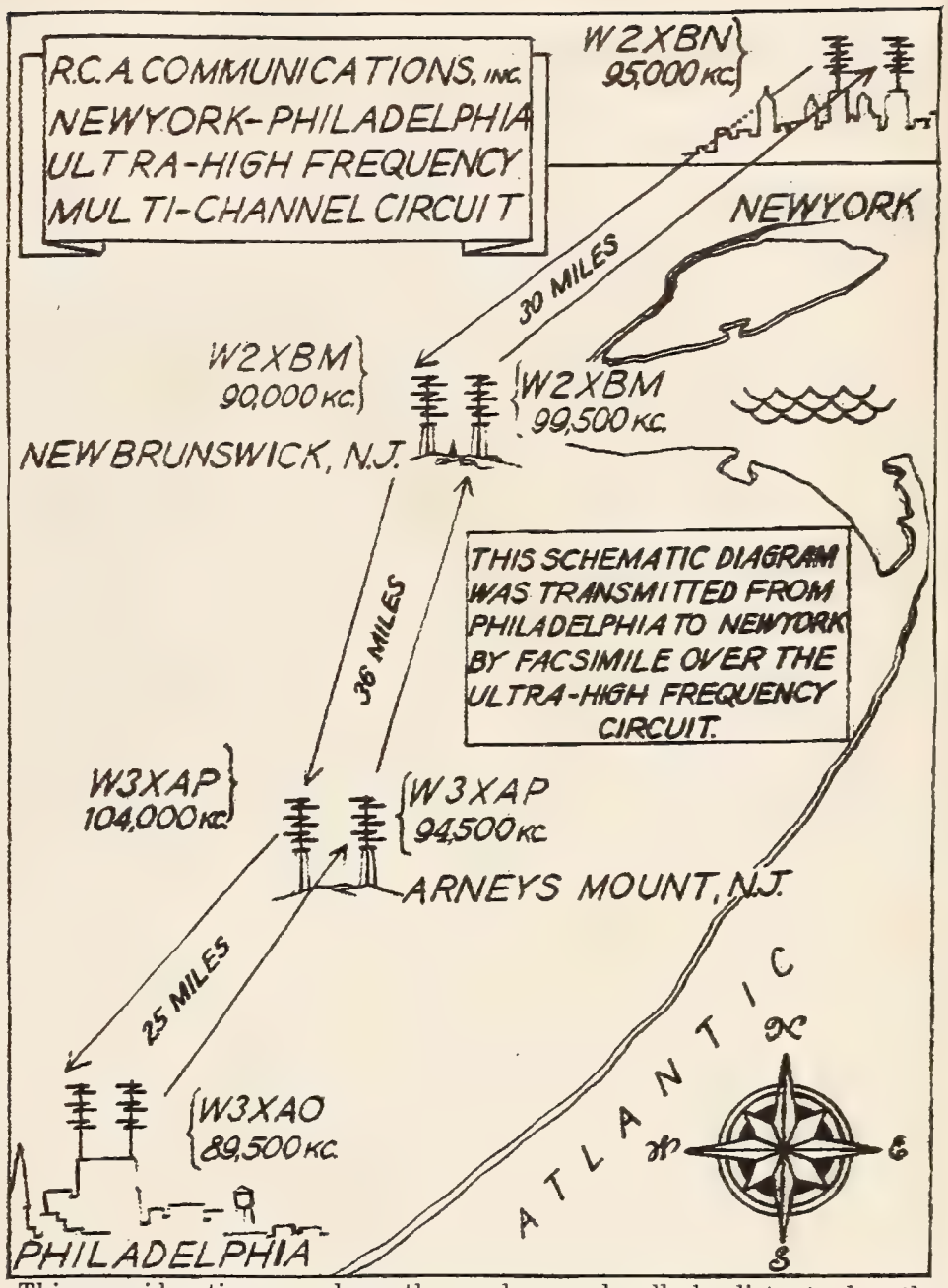
June 11, 1936.

Dear Dr. Chase:

The Franklin Institute is particularly gratified to acknowledge the greetings of New York University on this the first public demonstration of the new Ultra-High Frequency Radio Circuit. Since 1824 The Franklin Institute has devoted itself to the promotion of science and the mechanic arts. It is, therefore, especially appropriate for us to join with New York University in appreciation of this new and important development.

A century ago, the Committee on Science and the Arts of The Franklin Institute in reporting on its

FACSIMILES ON THE AIR—Here are reproductions of a schematic and part of a letter transmitted via RCA's new ultra-high frequency "repeater" circuit now in operation between New York and Philadelphia, with booster stations at New Brunswick and Arneys Mount, N. J. The photograph below shows operator preparing to transmit a message on the facsimile sender, giving some idea of the apparatus at both ends. The system operates on about 3 meters and is capable of sending a true letter, picture, map, handwritten message or drawing at the speed of 8½ square inches per minute, or about 6 minutes for a 6 x 8 inch letter. RCA expects this service not only will revolutionize telegraphy by making it a "square inch" service but may also be adaptable to sending pictures into the home on the broadcast waves.



the Commission is soon to give this subject full consideration, I need do no more now than emphasize the importance of balancing carefully the possibilities of increased service against staggering increases in costs of construction and operation.

Probably the most important economic problem we must face—certainly the one uppermost in everybody's mind—lies in the approach of television. Perhaps not all of us realize just how important, or how great, this problem will be.

Cost of Television

WE MAY already have accustomed ourselves to think of higher program costs and rapid obsolescence. But I wonder if it would interest anyone at this meeting to learn that a competent preliminary estimate of the cost of a single television station — engineered only according to standards of present day experiment—was in excess of $500,000. And this cost, incidentally, was only for a station for experimental transmission.

Next in importance, after the principle of economic soundness, is the principle of competition. Adherence to this second principle, also, is essential if the public is to be assured good service—constantly improving service. This is as true in broadcasting as in any other economic undertaking. Our sureness on this point arises from our own experience. The eagerness of broadcasters to compete for the goodwill and interest of the American audience has greatly advanced broadcasting.

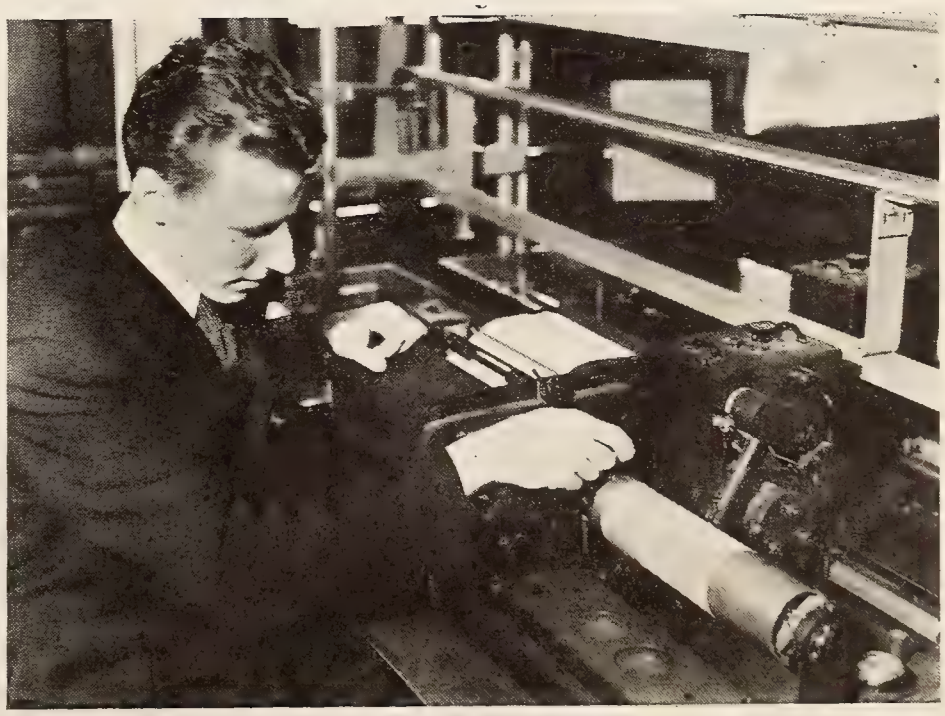
The third principle I want to stress has already been developed by the Commission's engineering staff. Your own engineers recommend that the Commission hold fast to a policy of experimentation and evolution. I emphatically agree.

The final principle I want to mention is this: In assigning channels to individuals or to organizations, their demonstrated responsibility should be a fundamental consideration. In some instances this should be a responsibility to the whole American people; in others it should be a responsibility in and to the community the applicant proposes to serve.

In aural broadcasting I think the need for such responsibility has been established beyond argument.

The international bands bring this principle of responsibility into sharp relief in a new way. These waves range the world. Many nations are using them in a planned effort to promote their national interests among other peoples. Organized propaganda is distasteful to the American mind. On the other hand, there can be no doubt that many foreign peoples, through various mediums, have gained impressions about America that are as unfair to us as they are untrue.

Obviously, all Americans share an American interest in the allocation of these waves. So it seems well to consider allocating frequencies in this band only to broadcasters whose sense of responsibility has been shown beyond question.



This consideration, no less than technical reasons, wholly justifies the Commission's recent rulings applying more rigid requirements to govern the licensing and the operation of such stations.

The importance of this principle of responsibility, when we think of television, is limited only by our imagination as to the social and cultural force in the nation that television may eventually be.

If television is to flourish, it must be made a nationwide service—a vital part of the life of the American people. Whatever the present technical difficulties, the day can hardly be distant when the public and our national interest will demand network television.

It will be tremendously costly—that goes without saying. Even the preliminary foundation work must cost millions. This can only be justified if adequate allocations are assured. A sufficient number, and, at least in the beginning, only a sufficient number, of responsible organizations signifying a desire to work toward a nationwide, coordinated service should be given some certainty that—if they meet definite requirements in performance—they will receive the necessary encouragement and allocations to go ahead.

Several of our present broadcasting groups have already shown, by their achievements in the medium of today, their fitness to undertake this work in the medium of tomorrow. They have learned much from their pioneer building. Today they are trained, staffed, and equipped with the necessary background of experience, to render a service of public value. America has much to gain from this experience. If the principles of economic stability and of sturdy responsibility which I have advanced are sound, certainly it would seem well to commit television's development into these practiced hands.

Either too much or too little competition might well make us lag many years. I do not know how many television channels will be necessary to insure healthy competition. I do not see how it is possible to know now. But even under the most favorable condi-

tions the number of possible television channels will probably be limited.

I am not advocating narrower channels in order to make more of them. I simply mean that until the requirements of television become clearly defined, as many frequencies as possible should be reserved for it. They should be protected against encroachment by other communication services to the fullest extent consistent with the demonstrated needs of these other services, and always with due regard to the proportionate importance of conflicting claimants.

Government Needs

FOR EXAMPLE, we are all aware of the needs of the communication divisions of the various arms of the national defense. Nothing should be done to cripple them.

In considering their needs, we should remember that in time of war, every available communication facility, private or public, commercial or non-commercial, will be mobilized in the hands of the government. Moreover, to limit peace-time commercial development would be to rob the nation, in time of need, of much that experience has proved to develop out of private initiative, resourcefulness and competition. So it seems to me logical that a reasonable group of allocations in the new bands should be assigned to military use, but broadcast television should not be cramped and crowded into a small corner of the spectrum.

While we recognize the needs of other governmental services, we believe their requirements should be very carefully studied, to determine, first, whether definite need actually exists, and second, the extent to which their needs could be taken care of by existing services, including other means of communication.

Furthermore, let us hope the Commission will find it feasible to allocate television stations in a continuous band of frequencies. This would avoid forcing a listener to tune through bands allocated to other services.

Let me mention *another* factor in television which demands the experimental approach. There has been some assumption that these high frequencies would be confined to local service areas. This would permit numerous duplications of identical frequencies. But we are learning that we have yet to find the exact boundary where waves become optical in nature.

Still another factor, quite within the realm of possibility, is that the television methods now most talked of in this country may not be those in ultimate use here. They may be just the best methods generally known. That does not preclude some wide departure, some complete innovation, in the near future.

I need hardly tell you that Columbia is getting ready for television and is exploring every other possible broadcast development all over the world. The American people have a right to expect from us a major contribution to the benefits they may derive from television and every other appropriate advance in the technique and the art of broadcasting. I promise such a contribution to them now.

Philo T. Farnsworth
Vice President,
Farnsworth Television Inc.

CONCURRING in the technical report of the RMA and supporting its five-year plan, Mr. Farnsworth nevertheless amplified this report with views of his own. He is one of the pioneer experimenters in the visual field and claims ownership of a number of rather basic patent developments.

Use of directive antennas for television receivers was advocated by the inventor. Such antennas, he declared, are simple and economical to build and use and in a great many instances they will be used anyway to increase the sensitivity of the receiver and give better service. By making full use of directivity, he contended, it would be entirely feasible "to place 50 television transmitters having maximum coverage in the seaboard cities between Boston and Washington."

Asserting that it was doubtful whether the present system of amplitude modulation will be the ultimate method used in television, Mr. Farnsworth said recently his company had devised tubes which have the fundamental properties of developing practically any required peak power so long as the average power is kept within their dissipation rating. "We therefore intend to experiment with frequency distortion at the transmitter and suitable frequency compensation at the receiver. If the system can be worked out practically, as it at present appears it can, the effectiveness of a given power radiated by the transmitter will be increased in direct proportion to the increase in the power radiated at the high side-band frequencies.

High-frequency Tubes

"WE LOOK to the future with complete confidence that the very high frequencies between 100 and 1,000 megacycles will be commercially usable within a very short time. We have under development in our laboratory tubes that may be used as oscillators and amplifiers without loss of frequency up to 500 mc. or higher. These tubes are of the cold cathode multipactor variety. We hope to make tubes of this type available to our licensees for experimental purposes within the next few months. At the present time we are attempting to develop a tube which will deliver an output of 500 watts up to 500 mc. When we have succeeded in this it will be possible to build economical one kilowatt transmitters for the band between 100 and 500 mc. This illustrates how the by-products of an important development such as television may open up new frontiers of scientific achievement."

Discussing television receivers, Mr. Farnsworth contended they should not be particularly complicated. In adopting a fixed spacing between sound and vision carriers, he declared, it is contemplated that the tuning of sound and vision ultra-shortwave receivers will be accomplished with one control. Thus, he added, there would be only one additional control, namely that for regulating the intensity of the picture in what is for all practical purposes the present television receiver. "We do not feel that even at the present time the cost of television receivers will be prohibitive," he said.

The Farnsworth receiver, said the inventor, will consist of (1) a combined sound and vision ultra-shortwave receiver, (2) a television scanning chassis, (3) a regulated power supply. The total number of tubes required in these three units now is 19. He said he hoped soon to reduce this to 15. "We believe, therefore, that the costs estimated for television receivers are entirely too high. We do not feel that it is at all unreasonable to expect that the cost to the public can almost at once be less than $250 each.

"It is perfectly true that since a television receiver must always include both sound and vision receivers, the combination will always cost more than a simple sound receiver, but it will not necessarily cost more than a sound receiver does today.

"As to the cost of television transmitters, we have had manufactured for us by one of our licensees a complete television transmitting station and the cost is but a small fraction of any of the figures which have been so widely publicized. Television studios, as in the case with sound studios, may be elaborated to any desired degree. It would hardly be fair to take as the cost of a sound transmitting station the cost of the plant at Radio City."

Mr. Farnsworth said he believed amateurs can and should be permitted to share in television development by building their own receivers. He said television presents no more difficulty to amateur receiving set builders than did radio in 1921 and 1922. He took issue with the statement that television must be born a "finished service". He predicted that after the public learns that a few hundred television receivers are operating, even though under experimental field conditions, "it will be difficult for any group to delay its commercial exploitation."

JOLLIFFE ON TELEVISION

RCA's experience and conclusions regarding television brings that company into substantial agreement with the RMA standards, Dr. C. B. Jolliffe, former FCC chief engineer who is now chief of the RCA frequency bureau, asserted in his paper on television. He presented three papers, the first dealing with RCA Communications services and needs and the second with facsimile, the latter paying particular attention to the new "repeater" facsimile telegraph system recently installed between New York and Philadelphia.

The Jolliffe discussion on television, disclosing many details of RCA's television for the first time, provoked considerable questioning, in which Comdr. Craven, Commissioners Sykes and Stewart and Capt. S. C. Hooper, U. S. N., of the government's interdepartment radio committee, joined.

"Up to the present time," said Dr. Jolliffe, "the engineers and executives of RCA have not felt that television was ready for presentation to the public." However, the company has spent and is spending huge sums to make it ready for field tests, formally scheduled to get under way from the 8 kw. Empire State Bldg. transmitter on June 29 with company engineers and experts only as the observers.

"Good television," said Dr. Jolliffe, "can be included in a band width of 6,000 kc., and any reduction in that band width will reduce the quality of the picture which it is possible to transmit." At Camden 343 lines interlaced, 30 frames per second, field frequency 60 per second, were used satisfactorily in a 4,000 kc. band width, with sound track, but Dr. Jolliffe stated:

"For home moving pictures the optimum viewing distance is probably of the order of four times the screen height from the screen. It has been shown that this same relationship holds for television images. Exhaustive tests with television systems and with motion pictures having detail structures equivalent to television show that with a viewing distance of four times the image height in order to have sufficient detail, approximately 440 lines are necessary. Less detail than this will result in unsatisfactory viewing conditions as regards image structure; the scanning lines, for example, will become visible and bothersome. Greater detail (more lines) than this will permit closer viewing distances with satisfactory characteristics.

Calculating Band Width

"USING this number of lines and the other standards, the maximum video frequency band width can be calculated. This calculation when carried through shows that 2,500 kc. is necessary. With maximum video frequency at 2,500 kc. the communication band with both side bands naturally becomes 5,000 kc. For practical receiver designs, a guard band between the maximum video frequency of the upper side and the sound carrier should be 750 kc. Also the guard band between the maximum video frequency of the lower side band and the sound carrier of the adjacent channel should be 250 kc. Thus we have a 6,000 kc. channel.

"In order to radiate a radio frequency modulated with this band width it is necessary to use frequencies for carriers which have the characteristics such that they can be radiated from an antenna system. It is now accepted by all engineers that this can be done only on frequencies above 30,000 kc. and it is in that location that the RMA Committee has made recommendations for the location of television."

Accordingly, Dr. Jolliffe asserted that RCA was in accord with the RMA proposals for the band of 42,000 - 90,000 kc. (except 56,000-60,000 kc.) be reserved for television. In this band only seven stations would be possible in any one community, he added, the stations having a service range of 20 to 30 miles but an interference range of perhaps 200 miles. Thus there would have to be a "staggered" system of city allocations.

"Experiments show," Dr. Jolliffe

(*Continued on page 132*)

Additional excerpts of the testimony at the FCC epochal hearings will be found on pages 108-132.


WJR
first
in
Power & Results
50,000
WATTS
750 KILOCYCLES
CLEARED-CHANNEL
C. B. S.
WJR
THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM
DETROIT
G. A. RICHARDS
PRESIDENT
REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.
LEO FITZPATRICK
GEN. MGR.

New ERPI Recording Studios In New York Acquired by WBS

Four Former NBC Studios, Modern Equipment Are Included; Chicago, Hollywood Expansion Planned

ACQUISITION of the complete new recording studios of Electrical Research Products Inc. by World Broadcasting System was announced June 22 by Percy L. Deutsch, WBS president. The studios, located in the National Broadcasting Company building at 711 Fifth Ave., have just been completed and will be taken over on July 1. While no statement was made, it is understood the deal involves an outlay of between $400,000 and $500,000.



Mr. Deutsch

By the transaction, World becomes the sole proprietor of its transcription and spot business. Heretofore, its transcriptions have been produced by ERPI under a licensing arrangement. The transcription plant is declared to be the most modern in the country, including not only the former NBC studios but also associated processing and pressing plants developed by Bell Telephone Laboratories.

Simultaneously it was learned that plans are now under way for the building of complete new studios and processing plants by WBS in Chicago and Hollywood.

Charles Lauda, staff engineer of World, has been named plant manager in charge of operations.

Studios Rebuilt

FOUR large studios, formerly occupied by NBC, have been completely rebuilt and treated in accordance with the requirements for vertical wide-range recording technique. Large, "living-room" size monitor rooms have been designed for each studio, and many other innovations have been incorporated to provide acoustical perfection such as no other studios, either broadcasting or recording, possess.

Studio A on the 15th floor is the largest studio in the world designed exclusively for transcription recording, easily accommodating orchestras of 35 to 100 men. Like all the WBS studios, it is completely air-conditioned, with temperature and humidity controlled to maintain optimum instrument quality and measures 72 feet by 38 feet. It is 20 feet high extending through two floors.

Studio B on the 13th floor is also large enough to contain the largest orchestras quite comfortably, measuring 51 feet by 36 feet in size. Studios C and D on the same floor are 37 feet by 25 feet. These studios all have 20 foot ceilings and are treated like Studio A to give the maximum in acoustic results.

Monitor rooms throughout have been designed in accordance with up-to-date transcription technique, as dictated by years of experience on the part of Bell Laboratories, working in cooperation with the ERPI engineers.

A large rock-wool panel in the room simulates curtains and drapes, while the acoustical treatment of the walls takes into consideration other characteristic living room features. By switching a key on his monitoring table, the recording engineer can change entirely the quality of reception, ranging from the finest wide range quality to typical radio set reception in the home.

The "brain" of the transcription plant is the recording room, on the 14th floor. Here, as a part of the straight-line production process, are eight cutting tables, fed through five channels, including the four studios and a separate channel for direct-wire recording from other radio stations or remote points.

Processing Equipment

IN ADDITION, off-the-air recording is available by means of a special Western Electric radio receiver designed for that purpose. Through this arrangement it is possible to check wire and off-the-air pickups simultaneously if desired.

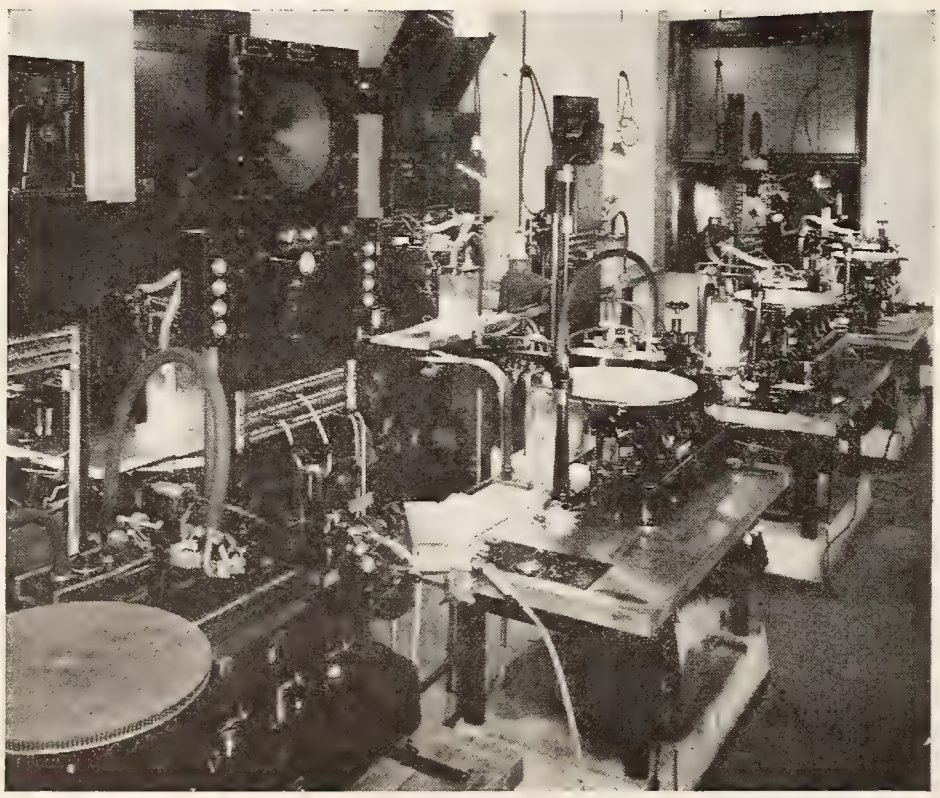
Each of the eight cutting tables provides for both vertical and lateral cutting, at speed of 33⅓ RPM. The machines are driven by controlled-speed motors electrically interlocked to maintain absolute speed and synchronism. Thus all recording cutting tables operating on the same channel produce identical results on the master wax. This is an exclusive feature of WBS transcriptions.

The recording room, like all studios and the entire processing plant, is air-conditioned, provided with a constant source of clean, filtered air at the right degree of temperature and humidity. The effect of impure, dirt-laden air on delicate instruments or wires, as well as on masters during process, is completely minimized. From wax blanks to finished masters, revolutionary production methods are said to be utilized.

Processing represents an important step in the production of electrical transcriptions. WBS's new galvano equipment at 711 Fifth Ave., only recently installed, is designed to obtain highest possible production speed, consistent with quality. The actual interval between recording and final pressing has been steadily reduced, now providing for as little as 24 hours between studio work and station broadcast, as against 72 hours previously.

The results of this three-fold endeavor to provide the ultimate in sound reproduction are culminated in the three floors at 711 Fifth Ave. Ample facilities, personnel and equipment for every phase of radio recording work are provided in the plant's 50,000 square feet of floor space.

In addition a modern pressing plant has been installed at 660 First Ave. New York. Air-conditioning, and automatically timed presses of the latest designs are part of the many features new to pressing of transcription discs. Discs are to be furnished in Acetate or Vinylite, depending on customers' requirements.



WBS RECORDING ROOM—Here are the eight recording machines in the new World quarters. They are fed by five separate channels.

Vacation Profits

VACATION time is a good time to get vacation business, WMEX, Boston, believes. On a tour of New England resorts, 28 hotels were signed for daily announcements on the WMEX Classified Directory. A second trip is bringing in more clients. Marie Mason, WMEX continuity director and sales promotion writer, is the main victim, having to turn out alluring but different copy for each client. Torrey & Ryan, Boston agency, handles most of the accounts, which are signed for from 8 to 13 weeks.

Hearst Radio Suit For WMAL Denied

Court Holds Contract to Sell Station Was Not Complete

DISMISSAL of the suit filed by Hearst Radio Inc., against the owners of WMAL, Washington, for specific performance of contract under which the station was to have been purchased by Hearst for $285,000 was ordered June 15 by the Supreme Court of the District of Columbia. The court, in an opinion by Justice Jennings Bailey, held that the matters in the conditional agreement for the sale had never been worked out in complete detail and that there had been no "binding agreement".

Moreover, the court held the preliminary agreement provided that the contract should be subject to the approval of the court. Justice Bailey held that since Mrs. M. A. Leese, widow of the owner of the station, one of the chief distributees of the estate "is opposed to the sale, it is more than doubtful whether the contract would be approved by that court".

Appeal Indicated

IT HAS been indicated by Elisha Hanson, counsel for Hearst Radio Inc., that the case will be appealed to the U. S. Court of Appeals for the District of Columbia. Dismissal of the suit tended further to confuse the Washington station situation. WMAL is now operated by NBC under a lease which still has two years to run, at $30,000 a year in leaseholds and $6,000 for studio rentals.

In addition the *Washington Post* has filed application for the WMAL facilities on 630 kc., with 250 watts power night and 500 day. This application has been designated for hearing, probably next fall.

Another half-dozen applications, however, are pending involving stations in Washington. These involve the request of WOL, Washington local for a regional assignment on 1230 kc., with 1,000 watts; two applications by Continental Radio Co., Scripps-Howard Newspapers subsidiary, for both the present and requested assignments by WOL, and two applications by former Senator C. C. Dill, one of the present WOL assignment and the other for a new regional station on 1370 kc., operating with 1,000 watts daytime.

Construed as a retaliatory move against Continental Radio Co., because of its Washington applications, are two applications filed by the United States Broadcasting Co. on June 17 for new local stations in Columbus and Toledo. These request the identical local station facilities sought by Continental.

William B. Dolph, manager of WOL, is the president and principal stockholder of United States Broadcasting Co., which is also applying for the local Washington assignment of WOL on 1310 kc., with 100 watts, in the event the regional station application is granted. The pending requests for the WOL assignments made by Senator Dill and by Scripps-Howard are both made contingent upon an FCC grant of the WOL regional application.

ROLL CALL *at* B.B.C.

NAMES MAKE NEWS . . . Some of them are also making history—sales history—by using WGR and WKBW in the Buffalo market.

● The national non-network advertisers, whose names appear below, have reported sales increases in our front yard.

● There is more money available for goods and service in the Buffalo market than our present advertisers are taking.

● And . . . there is room for more national advertisers on the popular WGR and WKBW schedule.

Automobiles
Chrysler Motors
DeSoto
Dodge
Plymouth
Ford Motor Company
General Motors
Buick
Chevrolet
Packard Motors

Cigars
Congress Cigar Co.
Bernard Schwartz Cigar Corp.
Waitt & Bond

Cosmetics and Perfumes
Bernard Perfumer
Compagnie Parisienne, Inc.
Armin Varady, Inc.

Drugs and Pharmaceuticals
Carleton and Hovey
Carlsbad Salts
Carter Medicine Company
Ex Lax, Inc.
Knox Company
McKesson & Robbins
Maryland Pharmaceutical Co.
Piso Co.
Sterling Products, Inc.
California Syrup of Figs
United Drug Co.
Wildroot Company
Wyeth Chemical Company
Jad Salts

Food Products and Beverages
D'Arrigo Bros.
Bay State Fishing Co.
Bowey's, Inc.
Bunte Bros.
Virginia Dare Extract
Jacob Dold Packing Co.
Educator Biscuit Co.
General Mills
Wheaties
Robert A. Johnston Co.
Kellogg Sales Company
Land O'Lakes Creameries, Inc.
New York State Bureau of Milk Publicity
Pabst-Ett Corp.
Pier Bros.
Ralston Purina Co.
Reid, Murdock & Co.
C. F. Simonin & Sons
Standard Milling Corp.
Wander Company

Gasoline and Oil
Atlantic Refining Company
Bradford Oil Refining Co.
Crew Levick Co.
Gulf Refining Co.
Kendall Refining Co.
Pure Oil Co.
Socony-Vacuum Oil Co.
Tidewater Oil Co.

Household Appliances
American Radiator Co.
American Washing Machine Manufacturers Assn.
General Electric Co.

Household Necessities
Fels and Company
Gardiner Mfg. Co.
101
Gold Dust Corp.
Lever Bros.
Lifebuoy
Spry
McAleer Mfg. Co.
Proctor & Gamble Co.
P & G White Naptha

Insurance
Utica Mutual Insurance Co.

Personal Finance
D & M Finance Corp.
Home & Auto Loan Co.
Household Finance Corp.
Personal Finance Co.

Public Utilities
New York Telephone Company
Niagara-Hudson Power Corp.

Religious
Shrine of the Little Flower
Watchtower Bible & Tract Society

Miscellaneous
Bulova Watch Company
Clark Bros. Chewing Gum
Fred Fear and Company
Gardner Nursery
Hartz Mountain Products, Inc.
ITS Co.
Julian & Kokenge
Justrite Co.

WGR . . . *The Ends of the Dial* . . . **WKBW**

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION
Represented by Free & Sleininger, Inc.

Mutual's Plans to Expand Net May Materialize at NAB Session

Transcontinental Setup by Jan. 1 Now in Prospect; Stations Sought to Break Long Haul From Chicago

PLANS OF Mutual Broadcasting System for expansion into a transcontinental network may crystallize in Chicago coincident with the NAB Convention July 6-8, with definite prospects that service to the Pacific Coast will begin by next Jan. 1.

Negotiations with the Don Lee Broadcasting System, which severs its connection with CBS at the end of the year, have reached a point, it is understood, where all that remains to be done is the signing of the contracts. A wire line haul from Chicago amounting to approximately $200,000 annually will be involved. This is in addition to some $70,000 spent annually by Don Lee for its California network.

At the Chicago convention the Mutual board will hold a meeting —its first in several months. The basic four-station network has been going ahead rapidly during the last year and in addition to WOR, WLW, WGN and CKLW, commercial and sustaining program service is being provided to six other stations in major markets.

West Coast Situation

DURING the convention, also, it is expected that Mutual executives will discuss with station heads in other major markets the possibility of aligning them for service to begin by Jan. 1. The effort is to break up the line haul to the coast as much as possible in the major markets enroute.

The four Don Lee stations which are expected to join Mutual next Jan. 1 are KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. If any other coastal stations are added to the network, it is understood, they will be through arrangements with Don Lee.

In addition to the four basic stations, other stations currently taking Mutual service are WBAL, Baltimore; WCAE, Pittsburgh; WGR, Buffalo; WGAR, Cleveland; WFIL, Philadelphia, and WAAB, Boston. Mutual is interested in procuring outlets, it is believed, in such cities as St. Louis, Des Moines, Omaha, Kansas City, Denver and Salt Lake City. Negotiations have gone forward with stations in each of these cities and such stations as WSM, Nashville; KSO, Des Moines; KOIL, Omaha, and KFEL, Denver, have been consulted, but with no definite commitments. Exaggerated reports of stations dropping existing network affiliations to join Mutual have been circulated.

In St. Louis there has been mention of an affiliation with KSD, and in Kansas City some service has been supplied through WHB, limited time station. This station has a favorable examiner's report for full-time operation, and should it acquire a full-time status by the time Mutual spreads westward, it is viewed as the logical outlet. Conversations also have been had, it is reported, with WDAF, Kansas City, NBC Red outlet.

Expansion of Mutual into a nation-wide network would set it up as a competitor of the three major chains — the two NBC networks and CBS. Many of the stations already taking Mutual service as well as those expected to join the project are affiliated with the other major networks. This has been a complicating factor that may eventually have much to do with changing the basic structures of the network.

The Mutual policy from its inception has been that of a cooperative endeavor. Stations aligned with it charge their regular commercial rates as part of the network and pay to Mutual whatever it costs to procure the business and to defray wire charges.

Cooperative Plan

THERE has been much speculation over the feasibility of a cooperative network plan of this character, but in spite of dire predictions it has functioned surprisingly well. No few people in broadcasting felt it was virtually impossible for such individuals as McCormick of the *Chicago Tribune*, Hearst and Crosley to work together. It develops, however, that these interests have divorced ownership of their newspaper and other interests from their radio operations to the extent that the network is functioning as a separate enterprise.

Presumably, the effort of Mutual will be to offer a nationwide network, in large measure paralelling the coverage of the other basic networks.

KFRU IS ACQUIRED BY ELZEY ROBERTS

SALE of KFRU, Columbia, Mo., to the Star-Times Publishing Co., of St. Louis, for $105,000 was consummated June 16, and approved by the FCC in record time June 20. Luther Hill, principal stockholder of KFRU Inc., negotiated the sales arrangement with Elzey Roberts, president and publisher of the *St. Louis Star-Times*, while both were in Washington.

The station operates full daytime and part nighttime on the 630 kc. channel, using 1,000 watts day and 500 watts night. Mr. Hill, formerly a resident of Alabama, purchased control of the station several months ago.

It is presumed Mr. Roberts will seek to have the station moved to St. Louis, once FCC approval is procured on the transfer. The *Star-Times* already is the licensee of an ultra-high frequency experimental station. Ray V. Hamilton, assistant to Mr. Roberts, is the radio executive of the publishing company. Mr. Roberts several years ago was chairman of the Radio Committee of the American Newspaper Publishers Association.

The *St. Louis Times-Star* recently was heard before an FCC examiner on its application for a new 1,000 watt fulltime station on 1250 kc. in St. Louis. This application was opposed by a counter application for the same facility by WIL, St. Louis.

KOB Sale Approved

SALE of KOB, Albuquerque, N. Mex., for $25,000 cash by the New Mexico State College of Agriculture & Mechanical Arts to interests headed by T. M. Pepperday, publisher of *Albuquerque Journal*, was approved June 20 by the FCC Broadcast Division. The station has been operated by the newspaper for several years under lease. Mr. Pepperday also is business manager of the Rocky Mountain division of the Scripps-Howard Newspapers. Scripps-Howard publishes the *Albuquerque State Tribune* and while it has no corporate interest in the *Journal*, it has a working arrangement with Mr. Pepperday.

WATERTOWN TIMES GETS WCAD LEASE

THE LEASING of WCAD, Canton, N. Y., owned by St. Lawrence University, to the *Watertown* (N. Y.) *Times* was negotiated through Attorney George Sutton in Washington in June, the deal calling for a $10 nominal payment annually with a credit of $1,500 per year to pay for line charges for university programs carried from the campus to the transmitter. The lease is for five years with three five-year renewal options.

Harold John, publisher of the newspaper, is a member of the university's board of trustees along with Owen D. Young, who originally presented the station to his alma mater and who is understood to have agreed to the deal. The station operates with 500 watts daytime on 1220 kc.

Precedents for similar leases, which are subject to FCC approval, were the leasing to commercial interests of KOB, New Mexico College of Agriculture, Albuqerque, to the *Albuquerque Journal*, whose publisher now has a purchase option on it; WESG, Cornell University, to the *Elmira Star-Gazette*; WGST, Atlanta, Georgia School of Technology, to private operators, and WAPI, Birmingham, Alabama Polytechnic Institute and University of Alabama, to private operators.

Church Station Sold

KFXR, Oklahoma City 100-watter owned by the Exchange Avenue Baptist Church but operated as a commercial, has been sold to Plaza Court Broadcasting Co. Inc., a new concern whose stock is 66⅔% owned by M. S. McEldowney, retail hardware dealer and bank director; 16⅔% by John D. Thomas, head of a local investment house, and 16⅔% by C. E. Johnson, attorney and bank director. The deal is subject to FCC approval. KGFG, Oklahoma City's other local, now pends transfer to Harold Hough, manager of WBAP, Fort Worth, to whom it was recently sold.

WDNC to Durham Herald

PURCHASE of WDNC, Durham, N. C. 100-watter on 1500 kc., by the Durham Herald, was authorized by the FCC June 20. Controlling stock was sold by George Watts Hill. John Sprunt Hill, Harris Newman and Herbert Bleuthenthal, all of Durham, the lesser stockholders also disposing of their holdings. The purchase price was approximately $15,000.

Plan for Broadcast Discount Opposed By Arthur Church

Says 2% Proposal Would Mean Increase in Station Rates



Mr. Church

OPPOSITION to the proposal that broadcasting stations uniformly allow a 2% cash discount for payment by agencies within 10 days was expressed by Arthur B. Church, general manager of KMBC, Kansas City, and chairman of the NAB commercial committee June 17 in a reply to the proposal advanced by L. T. Bush, secretary-treasurer of Blackman Advertising Inc., New York.

Indicating that the proposition might be discussed at the NAB convention July 6-8, Mr. Church asserted consistent efforts have been made in recent years by leading advertising agencies to sell broadcasters on the proposition. A few broadcasters, he said, have subscribed to the proposal, but the great majority thus far have disfavored it.

Mr. Bush, in a letter to stations, urged them to adopt the 2% discount as a means of assuring prompt payment of bills by advertising agencies. Many broadcasters, it is reported, feel that if the discount is allowed it should b absorbed by increases in station rates so there will be no reduction in net to them.

Here's Why

IN HIS communication to BROADCASTING, Mr. Church said the reasons expressed by broadcasting disfavoring the cash discount could be enumerated as follows:

1. The theory of the cash discount for merchandise sold in order to obtain quick payment may be sound, but the theory applied to billing of services or facilities is unsound.

2. The practice of cash discounts by publications is more or less firmly established but most publications would now like to do away with it. Because publications set a precedent now resulting in an admitted evil practice is reason why broadcasters should avoid the practice rather than subscribe to the evils.

3. Some broadcasters who subscribed to the cash discount theory admit the practice is unsatisfactory because certain buyers insist on taking the cash discount even though payment is not made within the prescribed limit, and take offense if the undeserved cash discount privilege is denied.

4. Cash discounts create increased accounting, and create erroneous monthly statements.

5. In my own opinion the most important reason why the cash discount practice has not become prevalent among broadcasters is that broadcasting rates, generally speaking, have always been too low. To allow cash discounts the broadcaster must increase rates. The buyer ultimately must pay the bill. The seller is entitled to a reasonable profit.

Competition has been so keen among broadcasters that buyers have benefited from low rates and apparently will continue to so benefit. In the long run the buyer gets what he pays for, and the seller—to remain in business—must make a reasonable profit.

WE'RE TELLING THE WORLD



1. 500,000 Watts (application now before the F.C.C.). The last word in transmission power.
2. A vertical half-wave antenna, furnishing maximum signal strength and minimum fading.
3. Beautiful, new, air-conditioned studios, unsurpassed for modern facilities.
4. These latest developments in efficiency high-power broadcast over 820 kilocycles will furnish advertisers with maximum CLEARED CHANNEL COVERAGE.
5. We pledge to our advertisers a tremendous and responsive audience of buyers—day and night—and programs which keep them tuned in

WHAS

Owned and Operated By The Courier-Journal and Louisville Times.

Louisville, Kentucky
CBS Basic Outlet
Represented by Edward Petry & Co.

TRANSCRIPTION



WORLD BROADCASTIN

NEW YORK • CHICAGO • ATLANTA • LOS A

HEADQUARTERS

is now identified *exclusively* with

WORLD BROADCASTING SYSTEM

• News of the first importance to the world of radio is the announcement that, effective July first, World Broadcasting System takes over the new recording studios and transcription processing plant (recently completed by Electrical Research Products, Inc.) occupying three floors at Transcription Headquarters.

Here are the largest and finest studios in the world, designed and engineered exclusively for radio recording, acoustically perfect, ready for efficient and convenient production of your radio presentation.

Transcription Headquarters contains also an elaborate processing plant for the speedy and precision-built production of the new Wide Range Vertical WBS discs — the only complete plant devoted entirely to radio transcription manufacture.

The skill of sound engineering reaches a new climax of performance in this complete service for recording, processing, pressing and distribution of WBS discs to more than 400 radio stations in America now broadcasting sponsored WBS programs.

You really ought to visit WBS and learn the whole story! Meanwhile, tour Headquarters in just a few minutes by reading the brochure pictured on the opposite page. It's interesting, informative, and profusely illustrated. Copy of this brochure will be sent to advertising agencies, advertising and sales managers and radio executives on request. Write WBS at Transcription Headquarters, 711 Fifth Avenue, New York City.

WBS

G SYSTEM

ELES • SAN FRANCISCO

WBS facilities include: *expert production assistance,* when desired, for program building; *station relations division,* an aid in clearing time; *shipping division,* for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.

A Nation Turns to Songs--And Luckies Too

The 'Hit Parade' Turns Out to Be One of Biggest Hits Of Merchandising History as Contest Sweeps Nation

LUCKY STRIKE started something a few weeks ago with its Sweepstakes contest. Just what it started is a question for the future. Right now, though, a few facts are apparent. The more they are studied the more apparent they become. And the longer the Sweepstakes runs, the wider swath it sweeps. Judging by late June returns, it is just about tops among radio contests—which by this time may be gross understatement.

HARDLY two months ago, after American Tobacco Co. and Lord & Thomas had completed details of a prize contest for the *Lucky Strike Hit Parade* programs on NBC and CBS, first entry blanks were distributed to the public.

In six weeks the contest was drawing 200,000 entries a week and promised to increase at a rate that would far overshadow any prior contest on any medium.

Orders have been issued to Lucky Strike plants to speed up production schedules to meet an already growing demand.

The Luckies Sweepstake contest offers radio listeners a chance to pick the three ranking hit tunes (in correct order) to be played on *Hit Parade* programs the following week. All winners receive a carton of Lucky Strike cigarettes and a congratulatory card from the sponsor, as well as another entry blank with postage attached.

Entry blanks also are distributed through retail channels and have a business reply card attached for mailing of selections. Non-winners receive another entry blank with a "dope sheet" attached. This gives the winning selections of the past week and the week before.

By this means the entrant knows that the sponsor has received his entry and learns from the reply why he did not win a prize.

Mail by the Ton

SO FAST has the contest grown that on June 15, for example, American Tobacco Co. received 80,350 pieces of mail in the contest. All mail is addressed to the sponsor. Going out the same day were 10,220 cartons of Luckies consigned to Sweepstakes winners, each package insured. The outgoing mail bill alone that day was $2,650.

Behind the contest is the amazingly simple idea that listeners are interested in hit tunes and will readily enter a Sweepstakes that costs them nothing.

The sponsor provides everything necessary to enter the Sweepstakes except the will to write the selections and drop them in a mail box. No proof of purchase or mailing cost is involved and on each entry is printed: "This postcard is free—you need not buy anything to obtain it, nor to enter this contest of skill." A contestant submitting more than one entry in any week is disqualified to avoid "stuffing" the Sweepstakes. All entrants must certify that they are of legal age to receive the carton of cigarettes if declared winners.

At the end of six weeks, American Tobacco Co. had distributed 20,000,000 formal Sweepstakes entry blanks, using the mail and retail channels. Through the retail channels alone more than 250,000 per day were being distributed. Promotion is done exclusively through the *Hit Parade* programs on combined NBC networks Wednesdays, 10-11 p. m., and on CBS at 10-11 p. m. Saturdays. The programs feature straight dance music based on the 15 most popular tunes of the week. To determine these tunes the sponsor conducts surveys at a cost of $1,500 a week.

Sweepstakes entrants receive new blanks with a one-cent stamp attached in the East. First class postage in the Midwest and air-mail from the Pacific Coast are provided, the sponsor footing all mailing costs. The mailing plan permits Western entrants to get their selections to New York in time for weekly selection of winners.

Blanks Are Changed

ENTRY blanks are changed each week. In the fourth week each card mailed to winners and non-winners contained two extra self-addressed postcards to be given to friends, a sort of modification of the chain letter idea.

For the fifth week the entry card contained a map showing towns in which Sweepstake winners reside. The map was a photographed reproduction, a pin being placed in each town, although one pin might represent a hundred or more winners. The map showed distribution of winners all over the country after five Sweepstakes weeks.

Here are some contest facts, at the end of the sixth week:

More than 450 men and women given employment in handling the incoming and outgoing mail.

Thirty-nine Civil Service clerks working full time at American Tobacco Co., who ordinarily would be part-time or substitutes.

Over 300,000 pounds of cardboard used in printing entry blanks.

Printing firm added 39 employes and new equipment.

Nearly 400 persons required to handle mail, working day and night shifts.

Thirty thousand feet of additional floor space rented by concern handling the mailing details.

Here are rules for "Your Lucky Strike Sweepstakes":

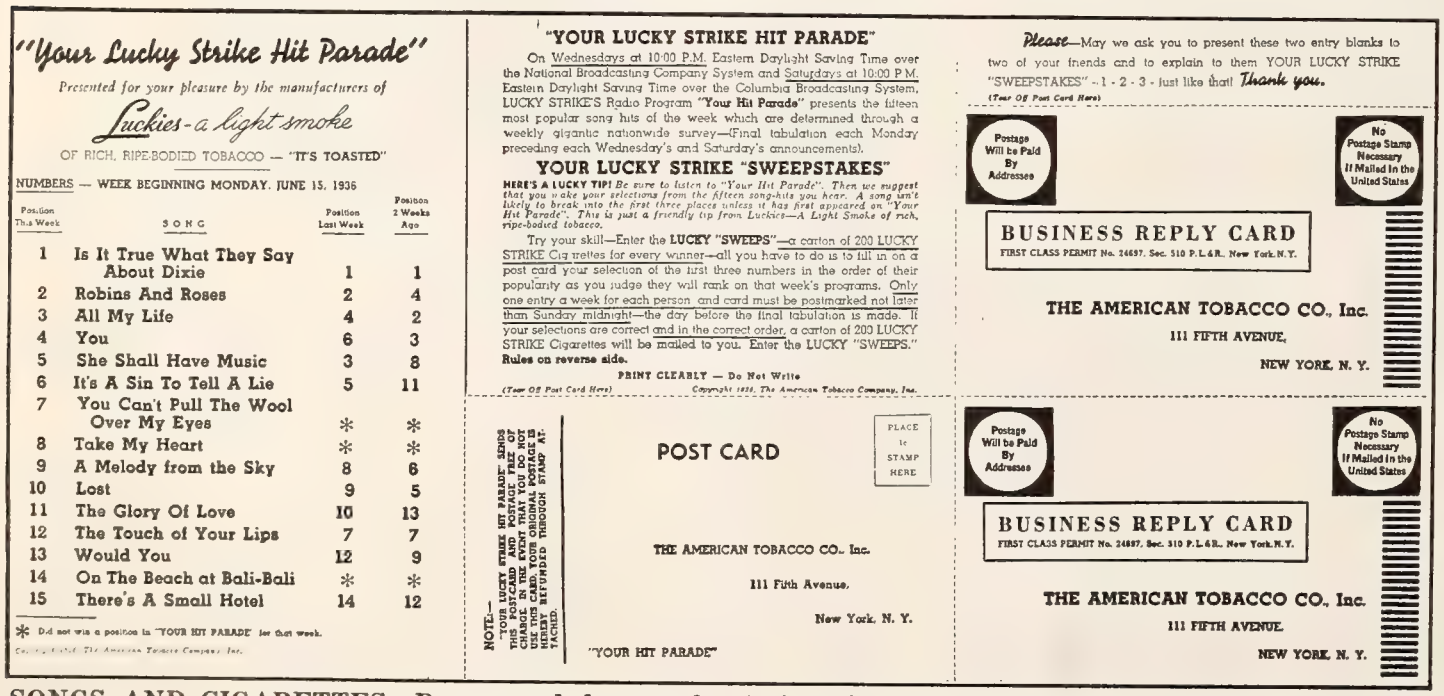
1.—Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's program: 1-2-3—just like that; and print your name and address clearly on your post card.

2.—The post card must be mailed to the American Tobacco Co., 111 Fifth Ave., New York, N. Y., and must be postmarked not later than Sunday midnight preceding the Wednesday and Saturday that the three leading songs are announced on *Your Lucky Strike Hit Parade*.

3.—Only one entry for any one person each week—more than one entry in any one week disqualifies you for that week.

4.—This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

5.—This contest is not open to employes of The American Tobacco Co. and affiliated companies, to its subsidiaries, or its advertising agents. By affiliated companies is meant any person, form or corporation that aids in making the national survey which forms the basis for the tabulation of the songs.



"Your Lucky Strike Hit Parade"

Presented for your pleasure by the manufacturers of

Luckies—a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

NUMBERS — WEEK BEGINNING MONDAY, JUNE 15, 1936

Position This Week	SONG	Position Last Week	Position 2 Weeks Ago
1	Is It True What They Say About Dixie	1	1
2	Robins And Roses	2	4
3	All My Life	4	2
4	You	6	3
5	She Shall Have Music	3	8
6	It's A Sin To Tell A Lie	5	11
7	You Can't Pull The Wool Over My Eyes	*	*
8	Take My Heart	*	*
9	A Melody from the Sky	8	6
10	Lost	9	5
11	The Glory Of Love	10	13
12	The Touch of Your Lips	7	7
13	Would You	12	9
14	On The Beach at Bali-Bali	*	*
15	There's A Small Hotel	14	12

* Did not win a position in "YOUR HIT PARADE" for that week.

Copyright 1936, The American Tobacco Company, Inc.

"YOUR LUCKY STRIKE HIT PARADE"

On Wednesdays at 10:00 P.M. Eastern Daylight Saving Time over the National Broadcasting Company System and Saturdays at 10:00 P.M. Eastern Daylight Saving Time over the Columbia Broadcasting System, LUCKY STRIKE'S Radio Program **"Your Hit Parade"** presents the fifteen most popular song hits of the week which are determined through a weekly gigantic nationwide survey—(Final tabulation each Monday preceding each Wednesday's and Saturday's announcements).

YOUR LUCKY STRIKE "SWEEPSTAKES"

HERE'S A LUCKY TIP! *Be sure to listen to "Your Hit Parade". Then we suggest that you make your selections from the fifteen song-hits you hear. A song isn't likely to break into the first three places unless it has first appeared on "Your Hit Parade". This is just a friendly tip from Luckies—A Light Smoke of rich, ripe-bodied tobacco.*

Try your skill—Enter the **LUCKY "SWEEPS"**—a carton of 200 LUCKY STRIKE Cigarettes for every winner—all you have to do is to fill in on a post card your selection of the first three numbers in the order of their popularity as you judge they will rank on that week's programs. Only one entry a week for each person and card must be postmarked not later than Sunday midnight—the day before the final tabulation is made. If your selections are correct and in the correct order, a carton of 200 LUCKY STRIKE Cigarettes will be mailed to you. Enter the LUCKY "SWEEPS."

Rules on reverse side.

PRINT CLEARLY — Do Not Write

(Tear Off Post Card Here) Copyright 1936, The American Tobacco Company, Inc.

Please—May we ask you to present these two entry blanks to two of your friends and to explain to them YOUR LUCKY STRIKE "SWEEPSTAKES"—1 - 2 - 3 - just like that! *Thank you.*

(Tear Off Post Card Here)

Postage Will be Paid By Addressee

No Postage Stamp Necessary If Mailed In the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 24697, Sec. 510 P.L.&R., New York, N.Y.

THE AMERICAN TOBACCO CO., Inc.

111 FIFTH AVENUE,

NEW YORK, N. Y.

NOTE—LUCKY STRIKE HIT PARADE SENDS THIS POST-CARD AND POSTAGE FREE OF CHARGE IN THE EVENT THAT YOU DO NOT USE THIS CARD. YOUR ORIGINAL POSTAGE IS USED IN THE METHOD STAMP AT-TACHED

POST CARD

PLACE 1c STAMP HERE

THE AMERICAN TOBACCO CO., Inc.

111 Fifth Avenue,

New York, N. Y.

"YOUR HIT PARADE"

Postage Will be Paid By Addressee

No Postage Stamp Necessary If Mailed In the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 24697, Sec. 510 P.L.&R., New York, N.Y.

THE AMERICAN TOBACCO CO., Inc.

111 FIFTH AVENUE,

NEW YORK, N. Y.

SONGS AND CIGARETTES—Dozens and dozens of thousands of these folders were mailed to those who entered the Lucky Strike Hit Parade Sweepstakes during the fourth week. Each week a different acknowledgment is sent to entrants. This one contained two extra entry cards to be given to friends.

Response to Ford Series Returns It to Net Sept. 20

CONCLUDING the current series of *Ford Sunday Evening Hours* on CBS June 21, announcement was made by Ford Motor Co. that the next series would commence Sept. 20 and would embody several changes during the 1936-37 season. Guest conductors will lead the orchestra, in contrast to this year's policy of having but one conductor, Victor Kolar. Conductors already engaged for the next season's programs include Fritz Reiner, Alexander Smallens, Jose Iturbi, Mr. Kolar, Eugene Ormandy and others.

Guest artists already engaged include John Charles Thomas, Kirsten Flagstead, Micha Elman, Gladys Swarthout, Lily Pons, Richard Crooks and a number of others. William J. Cameron will continue his weekly talks. It was announced by Mr. Cameron that the series, which has been presented over the coast-to-coast network of the CBS, has brought letter responses which often ranged as high as 2,000 a day. Next year's programs will go over CBS from Masonic Temple, whose seating capacity of about 4,000 will permit more persons to hear the broadcast than in Detroit's Orchestra Hall, scene of previous broadcasts.

Why HAS BUFFALO'S *NEW* STATION



UPSET *the* ENTIRE RADIO PICTURE *of* WESTERN NEW YORK ?

THE REASONS—

100% RCA high fidelity equipment
Blaw-Knox radiator
Finest tonal quality and reception
Consistent coverage in all directions
Full Transradio Press Service
Independent and aggressive
Programs that please
Maximum of music—minimum of talk

If you really want to get acquainted with the real Buffalo market—get acquainted with

WBNY **Owned and Operated by Roy L. Albertson**

Studios—485 Main Street • **BUFFALO** • Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue
New York City

520 N. Michigan Avenue
Chicago

122 S. Benton Way
Los Angeles

Payment of ASCAP Royalties By Advertisers Again Proposed

Revision Is in Discussion Stage; Networks Opposed; ASCAP Back on Normal Basis in Washington State

POSSIBLE revision of the current five-year ASCAP contracts for performance of its catalog is again being discussed, with the trend currently toward revival of plans for royalties on commercial programs to be paid by the advertiser rather than the medium.

A number of important independent stations, it is reported, have discussed with E. C. Mills, ASCAP general manager, broad plans whereby the royalty formula would be changed. Stations thus would pay ASCAP a sustaining rate to be negotiated, with their advertisers paying direct to ASCAP, but with the broadcasters acting as the ASCAP agents. In other words, the broadcasters would certify to ASCAP the numbers used in given commercial programs and ASCAP then would bill the advertiser.

Two Types of Payment

TWO FORMS of payment are being considered, it is reported. One is for the advertiser to pay a predetermined rate for ASCAP music, related to the card rate of the station, under a blanket license. The other is upon a per composition, or per use basis for each advertiser.

Mr. Mills is known to have favored such a formula for some time. Prior to the formation of NBC in 1926, he has said, he dealt in that way direct with the advertiser.

Revival of this plan, which is simply in the conversation stage, evidently grows out of a combination of factors.

Many broadcasters from time to time are discussing with Mr. Mills possible new methods to substitute for the current five-year contract on which they pay 5% of receipts. plus a sustaining fee, and against which they have been complaining bitterly. Within the industry, some stations favor the advertiser-payment plan, and in certain areas stations are passing along the cost of music to the advertisers.

Major networks from the outset have opposed passing the cost to the advertiser. First, they are satisfied with their five-year contracts with ASCAP, which provide for payment of the 5% royalties only by the network key stations in New York and by their owned and operated stations. Moreover, the networks contend that the music cost always has been absorbed at the source; that it eventually would mean "per piece" and higher costs for music; that the tendency then would be to perform "cheap" music to reduce the costs, and depreciate program value, and finally that it would make it more difficult to sell radio time against competitive media.

With the return of Warner Bros. publishing houses to ASCAP believed imminent, it is felt in some circles that a change in formula would hasten that action. Warner steadfastly has maintained that the networks are not paying their just share of copyright royalties. Under the advertiser-payment formula the networks presumably would be taxed on the same basis as individual stations.

It is also known that Mr. Mills has been asked repeatedly by stations to revise the method of payment so that stations would pay a percentage — and a higher one than the 5%—on programs using ASCAP music, and not pay on the basis of all station revenue including script programs or programs using other than ASCAP music. Mr. Mills is opposed to such a formula, in general, it is indicated. He has expressed himself as believing this would entail great expense to stations in furnishing audited records as to music performed, to differentiate between ASCAP and non-ASCAP, and also would conceivably throw stations open to admissions of infringements in some cases.

Another new factor injected into the ASCAP picture is the recent passing of Nathan Burkan, general counsel and cofounder of the music group. Mr. Burkan and Mr. Mills have been the strong men of ASCAP. With the former's death, Mr. Mills is left in the key position. His views at times have been different from those of the late general counsel.

Selection of Counsel

SO FAR as known the newly created law firm of Schwartz & Frolich, which has succeeded Burkan & Frolich, will remain as ASCAP counsel. Charles Schwartz, youthful assistant to Mr. Burkan, is highly regarded as a copyright lawyer, and Mr. Frolich long has been identified with ASCAP trial work. There have been reports that Sol A. Rosenblatt, former NRA division administrator, and before that with an associate of Mr. Burkan, might become chief counsel, but no verification could be procured of this.

Mr. Rosenblatt is counsel for Associated Independent Radio Stations Inc., newly formed organization of leading independent stations, and his primary assignment to date has been to procure copyright legislation designed to protect the interests of users. He has had numerous conferences with Mr. Mills pertaining to AIRS business.

ASCAP officials are congratulating themselves on their victory in Washington state, where the Superior Court in Seattle on June 8 dissolved the receivership imposed last year. Mr. Mills took issue with the article published in the June 15 issue of BROADCASTING in which this dissolution was termed a "conditional settlement" contingent upon ASCAP doing business in accordance with the state law. A copy of the court order reveals that the settlement was not conditional. Mr. Mills also denied the statement, furnished by station representatives in Washington, that claims of an undetermined amount filed by users of ASCAP's work were compromised.

According to Mr. Mills, the straight five-year contracts at 5% are being offered stations in Washington state, following the same contractural form offered all stations as of Jan. 1, 1936.

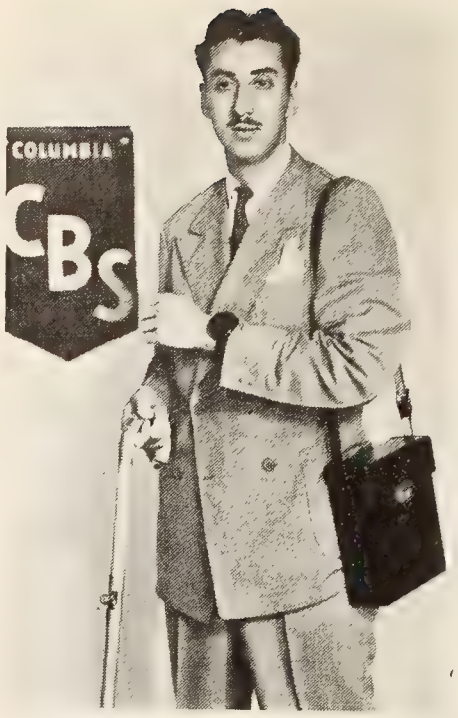
"Convenience to Users"

IN A COMPLETE reversal of its former decision, the Court ordered that the complaint be dismissed "upon the merits". Among other things, Judge D. F. Wright concluded that ASCAP is necessary "to protect the performing rights of authors, composers and music publishers."

The Court found further that ASCAP is a convenience and a necessity to the users of music "who will be considerably embarrassed, impeded, delayed and put to considerable expense if they had to deal separately with each piece of music performed and with each owner of the performing rights of each such piece."

Whereas it previously had held that ASCAP conducted itself in a fashion that violated the state constitution, the Court in discharging the receivership said ASCAP "is not violative of any of the laws of the state of Washington, or of the Constitution."

The receiver, Tracy C. Griffin, of Seattle, was ordered to collect all amounts due from contract license users up to Dec. 31, 1935, except such users as paid direct to ASCAP, in respect of works of the present membership of ASCAP, and to transfer to ASCAP all properties which came into his possession by virtue of the receivership, except any money on hand and claims for money due to Jan. 1, 1936, less expenses.



Covering the Convention

MUCH the same technical setup and staffs used at the G. O. P. convention in Cleveland were mustered for the network broadcasts from the Philadelphia convention of the Democratic party. Here is a new wrinkle in remote coverage, however. CBS ace announcer Bob Trout strolls through the convention crowds with a micro-wave transmitter in a cane, a "wrist-watch mike" and a leather case containing the power amplifier. Note the "acorn" tube on the cane. The four networks—NBC, CBS, Mutual and Inter-City—broadcast the proceedings with WFIL, Philadelphia, having its own setup for local coverage. WIP fed to Inter-City.

Chrysler Signing Of Bowes Revises Choice Net Hours

CBS Quickly Gets Vicks and Texaco for Sunday Evening

WITH Maj. Bowes and his amateur hour, sponsored by Standard Brands for Chase & Sanborn Coffee, definitely scheduled to leave the NBC-Red network after the Sept. 13 program, a reshuffling of network programs for the fall and winter season, particularly Sunday nights, is in prospect. Maj. Bowes has been signed by Chrysler Corp., Detroit, for a new program to go on CBS late in September or early in October, handled by Ruthrauff & Ryan Inc., New York.

Whether the new Maj. Bowes show for Chrysler will be an hour or half-hour in duration has not yet been decided, nor has the time been picked, but tentative arrangements call for the Thursday 9-10 p. m. period — the same used by Plymouth on CBS for its Ed Wynn show last spring and by Chrysler for its Mark Warnow show last winter.

Chrysler plans contemplate using Maj. Bowes at dealer sales meetings for personal appearances. His salary is undisclosed since he handles all his own business deals.

Grabbed in a Hurry

CHASE & SANBORN's relinquishing of Maj. Bowes on the NBC-Red's Sunday 9-10 p. m. period immediately placed a premium on that hour on CBS, which quickly closed two accounts for it. Vick Chemical Co. took the first half-hour and Texaco the second. Vick will use Nelson Eddy with Josef Pasternak and orchestra; Texaco will feature Eddie Cantor, James Wallington, Bobby Breen, Parkyakakus and an unannounced orchestra.

The starting date for the Vicks show, handled by Morse International Inc., New York, has not been decided, but Texaco will start on Sept. 20. Both programs will originate from Hollywood and both will be carried over practically the entire CBS network.

Texaco also is planning to continue using Cantor at sales meetings, already having had him appear personally in a half dozen cities on his recent trip to Hollywood. Standard Brands, according to best reports, intends to hold the NBC-Red Sunday evening period, with the possibility that Rudy Vallee's variety show may be moved to it from its Thursday night hour on the same network.

New York radio circles recalled that Eddie Cantor last fall took on the Sunday, 8-8:30 p. m., period on CBS, but on Dec. 29 gave it up with the frank statement that Maj. Bowes was too strong to buck on the opposite network. Some observers are still skeptical whether the amateur idea will still hold the fancy of the radio audience, and it remains to be seen how Maj. Bowes will click for Chrysler in whatever new period is chosen for him.

SIGNOFFS for the summer vacation months were authorized June 20 by the FCC for WSVS, of Seneca Vocational High School, Buffalo, and KBPS, of Benson Polytechnic School, Portland, Ore.

Presenting WREC TO THE MID-SOUTH

MEMPHIS' MOST POWERFUL RADIO BROADCASTING STATION

THE VOICE OF MEMPHIS
Memphis' FIRST and ONLY Wide-Range, High-Fidelity Broadcasting Station

Increasing STRENGTH FROM 2,500 to 5,000 WATTS

BROADCASTING *Tower*

TWICE AS POWERFUL AS ANY OTHER MEMPHIS STATION
DOUBLES **WREC**'s *Coverage* AREA

WREC TAKES ANOTHER STRIDE AHEAD

At 12 o'clock noon, Sunday, June 14, WREC began broadcasting with 5,000 watts power.

On the strength of WREC's new improvements . . . the installation of its new wide-range, high-fidelity broadcasting plant—just completed at Radio Center—the Federal Communications Commission, granted WREC permission to increase its Broadcasting power to 5,000 watts.

WREC is the FIRST Memphis broadcasting station to use 5,000 watts power.

Tens of thousands of new listeners will be added to the WREC audience, who will enjoy wide-range, high-fidelity reception for the first time. Advertisers will derive a very definite and immediate benefit thru the wide expansion of WREC's coverage—a plus value—at NO increase in advertising rates.

WREC . . . . The FIRST and Only Memphis Station to use Wide-Range, High-Fidelity Broadcasting.
WREC . . . . The FIRST Memphis Station to use 2,500 Watts Power.
WREC . . . . The FIRST Memphis Station to use 5000 Watts Power

WREC

Tennessee's First and Memphis' Finest Radio Station

Affiliated With COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY

NEW YORK 336 Madison | CHICAGO 435 Michigan | SAN FRANCISCO Russ Building

A PLUS VALUE FOR ADVERTISERS . . . . AT NO INCREASE IN RATES

WREC OUT IN FRONT . . and Taking Another BIG Step!



THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

R. B. WHITE, PRESIDENT
NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
J. C. WILLEVER, FIRST VICE-PRESIDENT

1201-S

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 54 West 45th St. New York. N. Y.

1936 JUN 19 PM 4 38

MINUTES IN TRANSIT
FULL-RATE | DAY LETTER

NBE262 84 CNT QNS=FI NEWYORK NY 19 356P

HAVING PHENOMENAL EXPERIENCE WITH YOUNG TRAVELER WHO PURPORTS TO BE PROJECTED BACK BY SOME GOD CALLED ELECTRUS FROM TWENTIETH CENTURY STOP HE TELLS ME OF AN AMAZING WONDER OF HIS WORLD CALLED RADIOPHILAE STOP AS HE SLEPT I FOUND ODD BIT OF PAPYRUS IN HIS TUNIC WITH CHARACTERS MY STAR GAZER INTERPRETS "ROOM 2104 5 6 7 STEVENS HOTEL CHICAGO" INVESTIGATE AT ONCE STOP HIS CONDUCT MOST AMUSING STOP HAS MY COURT IN UPROAR STOP I CANT MAKE HIM STOP=
QUEEN OF SHEBA.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND

What Happens to Spots--A Mortality Study

By C. E. MIDGELY Jr.
Radio Department, Batten, Barton, Durstine & Osborn Inc.

Stations Advised to Give Advertisers All That They Buy; Some Suggestions on Servicing National Business


Mr. Midgely

IT MIGHT be well for some broadcasters to put their spots on the spot, judging by some of the super-charged salt that "Ned" Midgley would rub into their wounded commercial schedules. As a placer of a lot of national business, the author is well-versed in the art of picking spots and has picked a few for special treatment in this article. He's not indicting the industry, of course—just focusing on several vulnerable places. And still better, he offers some specifics for the maladies.

A CLOSE analogy can be drawn between broadcasting and the railroads—up to a certain point. The average person hears more about the "Twentieth Century", the "Chief", and the "Broadway Limited" than he does about No. 18 or No. 97, fast freights which really produce the revenue for the line. Coast-to-coast network broadcasts make excellent "lead" programs for any radio station but it is the national spot and local programs which pay the freight.

Both industries are subject to the closest government scrutiny from their respective Commissions. Competition of the railroads comes from other lines and from other forms of transportation. Competition in broadcasting comes from other stations, or networks, and from other forms of advertising media.

Time is a vital element in each. On a railroad, it is possible for only one train to travel on a given section of track at one time, but in broadcasting—well, let us here divert from the analogy.

How Low Is Lowest!

IT WOULD seem that only one radio program could be broadcast by a station in a 15-minute period at any one time. Picture the distress of an advertiser who signed a contract with a local station for a long series of quarter-hour evening programs and discovered, three days before the start of the series, that another advertiser had been broadcasting in those periods for the past six months and had no intention of discontinuing. He had been led to believe that the station coveted his business.

He asked his agency "How come?" His agency asked the station representative "How come?" The representative asked the station the same question, perhaps a bit more strongly if he had secured an appreciable amount of business for that station recently. The answer came back from the station "Terribly embarrassed—an oversight—suggest the following alternate times." It all sounded so simple but what about the merchandising that had been done with distributors, dealers and the listening audience? All of the reasoning back of the selection of the original time, in competition with periods available on other stations, was thrown out.

Baseball is the great American sport. A play-by-play description of a game makes an excellent broadcast. Daylight Saving Time is the great American nuisance in broadcasting circles. Nevertheless it has been with us these many years and bids fair to continue for some time to come. How is it possible for a station manager to wire an acceptance of a 52-week schedule to his network in the morning and send out a salesman in the afternoon to sell daily sponsorship of the ball games for the 24 weeks of the baseball season? Again, the station was "terribly embarrassed" when Daylight Saving Time came along two weeks later and there were two programs scheduled for the same period.

An advertiser had a large schedule of spot programs to place in a Midwestern city. The competition narrowed down to two stations. All factors were considered by the advertiser and his agency and the choice was made. The other station was told that it would not get the business. Immediately thereafter it notified the agency that it had long been considering reducing the rates for that particular period and this could be the first account to profit by the change. On the basis of the new costs the consideration was reopened with the advertiser and the money saving was sufficient to change the selection of the station.

The next time the advertiser placed a spot schedule he asked his agency "Are you sure that these are the *lowest* rates you can get from the stations?" Thus was undone, in the mind of one advertiser at least, the constructive work that has been accomplished by the broadcasting industry in stabilizing rates over the past few years.

A series of 15-minute transcription programs was bought on an Eastern station. Program No. 10 had not arrived on the day of the broadcast and the station notified the recording company. The print had never been shipped so the station, without any word to the agency or the advertiser, repeated program No. 3.

Again, program No. 15 failed to arrive and the recording company was notified. This time the print had been shipped (probably by mule train) and it was too late to send a duplicate. The station repeated program No. 1. Quite casually, this information was transmitted to the station's representative some three weeks later. This was the first indication the agency and the advertiser had that the programs had not been broadcast on schedule. After all, the advertiser was only paying the bills so that there was really no necessity for letting him know that he was not getting what he bought.

A small advertiser had looked longingly at broadcasting for many years and been shocked at the station and talent costs that were quoted glibly on every hand. He recognized in broadcasting a medium that would do an admirable job for his product but, with spotty distribution, he knew that he could not afford a large radio campaign. Finally his agency suggested a series of dramatized, one-minute transcriptions to be broadcast in carefully selected day-time spots for 13 weeks. The cost fitted into his budget nicely and he showed more interest in this effort than in any advertising he had done for years.

Spotty Spotting

WITH pardonable pride, he sent announcements of the campaign and detailed schedules to his distributors and dealers. He asked his district sales manager to check on as many of the announcements as possible. During the first week, one station changed four of the announcements to spots immediately following a dull laxative program. Another station omitted two of the six announcements. Two other stations broadcast the wrong announcements.

All of these occurrences were reported by the district sales managers and not by the individual stations until several weeks later. After 13 such weeks, with one station after another making errors and changes in the schedule, this advertiser decided that the gamble in spot broadcasting was just about equivalent to the Irish Sweepstakes and abandoned it.

A toy manufacturer sponsored a series of juvenile recorded programs five days weekly and after eight weeks there was increasing evidence that the programs had built a large audience in the period just before 6 p. m. A mail test was planned for a Friday program.

A series of special newspaper ads was arranged and everyone had high hopes. Two days before the test one station requested the advertiser to move his program on that Friday to 9:15 p. m. in order that the annual dinner of the local Diabetic Alumni of the Foundling Hospital could be broadcast. The request did not indicate that the move was compulsory.

The advertiser gave it real consideration but advised the station, through his agency, that they had made extensive plans for that particular program and would appreciate it if they could delay the start of the dinner broadcast for 15 minutes. The day before the broadcast, word came back from the station that "due to local angles", the station felt compelled to broadcast the local dinner and the juvenile program would have to be broadcast at 9:15 p. m. or stay off the air entirely on that day. The program was not broadcast and the test in that area, in which the client did 30% of his business, was a total loss.

These incidents might appear to be trivial but they are typical of many others experienced by advertisers who have used spot broadcasting during the last few years. Such incidents can be due to nothing but carelessness and inefficiency. As a result, the complaint of the average advertiser is that spot broadcasting is too uncertain and that it is rare, indeed, when he actually obtains the broadcasting service which he originally purchased.

Some Commandments

THIS attitude should not be allowed to continue and grow in the minds of advertisers. Radio stations depend upon spot broadcasting for the bulk of their revenue and it should be accorded the attention to detail which it deserves. Many stations are doing an excellent job in handling their spot accounts but some careless stations pop up on every schedule and prejudice the whole industry.

Broadcasting has come far in a short time. Perhaps stations have paid too much attention to their new high-fidelity transmitters, television and facsimile experiments, copyright problems, regional network developments and publicity efforts to bother with a few of the fundamentals of sound business practice.

The first commandment for a radio station should be to deliver to an advertiser the exact service he orders.

The second, let the agency and the advertiser know in advance if it is necessary to make a change in any detail of his schedule. Agencies and advertisers are reasonable people to deal with. They realize that mistakes can occur occasionally and that there is justification for some changes in a schedule. They will meet a station more than half-way *if* they are advised before-hand. In a large percentage of cases, spot broadcasting is not undertaken as an isolated effort but rather as a part of a comprehensive campaign involving other media. Unwarranted changes in the broadcasting schedule throw the whole campaign out of kilter.

Census Gives Revenue for 301 Stations

Total Income Last Year of $27,651,196 From Sale Of Time Shown in Summary of Figures to Date

SUMMARY OF CENSUS DATA FOR SIX REGIONS

	No. Sta.	Revenue From Sale of Time: Total	Nat. and Reg. Adv.	Sta. Employes: Local Adv.	(Avg. No.)	Employment and Payrolls: Station Payroll Total	Full-time	Part-time
New England	36	$3,664,687	$1,810,836	$1,853,851	727	$1,365,856	$1,262,327	$103,529
Texas	30	2,220,821	955,030	1,265,791	554	771,395	741,923	29,472
Pacific Coast	77	6,441,623	2,823,351	3,618,272	1,988	3,202,573	2,835,050	367,523
Mountain	42	1,760,684	684,101	1,076,583	436	634,160	578,635	55,525
Middle Atlantic	82	11,422,747	6,171,743	5,251,004	2,415	4,554,179	4,206,365	347,814
E. South Central	34	2,140,634	1,111,363	1,029,271	618	863,520	718,400	145,120
Total	301	$27,651,196	$13,556,424	$14,094,772	6,738	$11,391,683	$10,342,700	$1,048,983

WITH U. S. Census returns on its tabulation of revenue and employment of broadcast stations already covering six regions and some 301 stations, a recapitulation of this data by BROADCASTING shows that the 301 stations had income in 1935 of $13,556,424 from national and regional advertisers and $14,094,772 from local advertisers (see table).

The regions covered are New England, Texas, Pacific Coast, Mountain, Middle Atlantic and East South Central.

A summary of employment data shows that these stations employed an average of 6,738 persons last year, with total payrolls of $11,391,683. Fulltime employes were paid $10,342,700 and parttime workers received $1,048,983.

East South Central

TOTAL receipts of the 34 broadcast stations in the East South-Central States (Alabama, Kentucky, Mississippi and Tennessee), from sale of radio time during the year 1935, amounted to $2,140,634, it was revealed June 26 by Director William L. Austin, Bureau of the Census, Department of Commerce.

The report includes all broadcast stations in the four East South-Central States which sold time during 1935. There were 9 such stations in Alabama, 6 in Kentucky, 7 in Mississippi, and 12 in Tennessee.

About one-half (48.1%) of the receipts from the sale of time was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

Alabama's nine stations divided their reported time sales of $355,427 as follows: from local advertisers, $264,279; from networks and national and regional advertisers, $91,148. Station personnel totaled 110 persons, to whom was paid in 1935 a total of $167,876, about 97% of which was paid to full-time and 3% to part-time employes.

Kentucky's six stations reported that of their $748,336 total revenue from the sale of time, the amount received from local advertisers was $268,708 and the remainder, $479,628 was from networks and national and regional non-network advertisers. Station personnel totaled 138 persons, to whom was paid $241,365 in 1935, more than 77% of which was paid to full-time employes.

Mississippi's seven stations divided their reported time sales of $135,763 as follows: from local advertisers, $66,138; from networks and national and regional spot advertisers, $69,625. Station personnel totaled 48 persons, to whom was paid in 1935 a total of $45,600.

Tennessee's 12 stations reported that of their $901,108 total revenue from the sale of time, the amount received from local advertisers was $430,146, and the remainder, $470,962 was from networks and national and regional non-network advertisers. Station personnel totaled 322 persons, to whom was paid $408,679 in 1935, more than 79% of which was paid to full-time employes.

The total receipts of 82 broadcast stations in the Middle Atlantic States, from sale of time in 1935 were $11,422,747, the U. S. Census Bureau announced June 24.

The report includes all broadcast stations in the three Middle Atlantic States which sold time and were in operation Dec. 31, 1935. There were 10 such stations in New Jersey, 39 in New York, and 33 in Pennsylvania.

Less than half (46%) of the time sales in the three States was derived from local advertisers, and the remainder from national and regional advertisers. Because the breakdown of this figure as between network and non-network programs is impossible for New Jersey without disclosure of individual figures, the regional totals are also combined, but are shown separately for New York and Pennsylvania in the tables.

Employment Data

ALMOST a half (48.5%) of the total time sales of stations in the three Middle Atlantic States was accounted for by New York stations. Total time sales of these 39 stations amounted to $5,546,064 of which $2,625,439 (47.3%) was local advertising. Pennsylvania stations were second with $3,484,647 revenue from the sale of time, and New Jersey last with time sales of $2,392,036.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts.

The 82 Middle Atlantic stations employed a total of 2,415 persons (monthly average) with an annual pay roll in 1935 of $4,554,179. More than 92% percent of this pay roll was paid to full-time employes. The monthly fluctuation in station employment was slight in 1935. The number of persons employed ranged from a low of 2,273 in January to a high of 2,539 in October. The high point of employment in October represented an increase of 11.7% over January. The greatest change in employment, for any two months period, amounted to about 5%.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 2,537 full-time and part-time employes was reported. Of this number 2,029 (or 80%) were men and 508 were women. Part-time employes accounted for 20% of the number and received 7.9% of the total pay roll.

	No. Sta.	Sta. Em.[1]	Station Pay Roll (in dollars) Total	Full-time	Part-time
Mid. Atl.	82	2,415	4,554,179	4,206,365	347,814
			100%	92.36%	7.64%
N. J.	10	250	672,084	654,894	17,190
N. Y.	39	1,308	2,386,687	2,210,683	176,004
Pa.	33	857	1,495,408	1,340,788	154,620

[1] Monthly average, based on number of full-time and part-time employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

REVENUE FROM SALE OF TIME

	No. Sta.	Total	Nat'l Reg. Net.[1]	Nat'l Spot (non-net.)[1]	Local[1]
Middle Atlantic States	82	$11,422,747	$6,171,743		$5,251,004
		100%	54.03%		45.97%
New Jersey[2]	10	2,392,036	1,419,701		972,335
		100%	59.35%		40.65%
New York	39	5,546,064	1,694,356	1,226,269	2,625,439
		100%	30.55%	22.12%	47.33%
Pennsylvania	33	3,484,647	780,485	1,050,932	1,653,230
		100%	22.40%	30.15%	47.45%

[1] National and regional network revenue represents the amount received by stations from networks as payment for network commercial programs carried by the stations. National spot revenue represents time sold directly by stations to national and regional advertisers rather than through a network. Local advertising revenue was received from local advertisers who purchased time directly from stations.

[2] National and regional network and non-network data combined for New Jersey (and the Regional total) to avoid disclosure of individual figures.

	No. Sta.	Total	Nat'l Reg. Adv.[1]	Local Adv.[2]
East South-Central States	34	$2,140,634	$1,111,363	$1,029,271
		100%	51.91%	48.09%
Alabama	9	355,427	91,148	264,279
Kentucky	6	748,336	479,628	268,708
Mississippi	7	135,763	69,625	66,138
Tennessee	12	901,108	470,962	430,146

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as time sold directly by stations to national and regional advertisers. Data showing the amounts received from network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

Employment, Pay Rolls—Middle Atlantic States[1]

	All Employes[2] (One Week) No.	Pay Roll	Full-time Employes Pay Roll No.	Total	Avg.	Part-time Employes Pay Roll No.	Total	Avg.
Total	2,537	$91,023	2,029	$83,829	$41	508	$7,194	$14
Executives	83	9,744	78	9,520	122	5	224	45
Supervisors	117	8,689	117	8,689	74			
Office and Clerical	458	10,709	447	10,610	24	11	99	9
Station Technicians	517	19,876	487	19,382	40	30	494	16
Station Talent:								
Artists	693	19,916	347	15,229	44	346	4,687	14
Announcers	296	8,713	268	8,345	31	28	368	13
Other[3]	373	13,376	285	12,054	42	88	1,322	15

East South Central States[1]

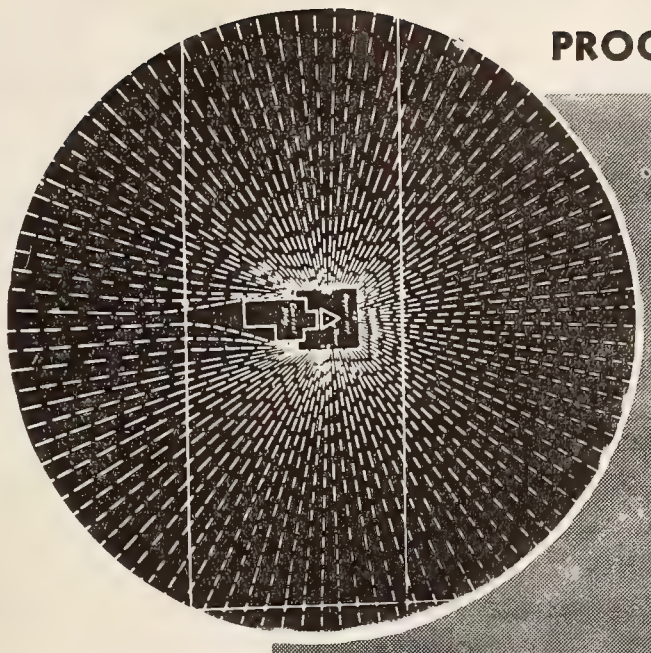
Total	600	$16,632	425	$13,948	$33	175	$2,684	$15
Executives	30	2,879	26	2,868	110	4	11	3
Supervisors	34	1,961	34	1,961	58			
Office and Clerical	62	1,244	60	1,230	21	2	14	7
Station Technicians	110	3,308	108	3,297	31	2	11	6
Station Talent:								
Artists	191	3,575	42	1,013	24	149	2,562	17
Announcers	89	2,178	83	2,132	26	6	46	8
Other[3]	84	1,487	72	1,447	20	12	40	3

[1] Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.

[2] Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

THE LAST WORD
IN
PROGRAMS • POPULARITY • EFFICIENCY • FIDELITY



Sketch showing WCLO's new transmitter house, radiator antenna and ground system, consisting of 5 miles of 1″–28 gauge copper ribbon buried 12″ supplemented by 48′ square copper net directly beneath tower.

THE MODERN RADIO STATION

1st local station to install 3rd wave Truscon Radiator Antenna. Highest efficiency from 5 acre ground system to capacity crown of 260 foot tower.

1st station to install Western Electric's latest type —High Fidelity 250 watt transmitter. Highest fidelity from new dynamic microphones.

Complete High Fidelity Speech Input installation specially designed for WCLO by Collins.

One of first stations to install the new 70-A RCA High Fidelity 78 and 33-1/3 turntables.

Three modern studios — $10,000 studio organ — NBC Thesaurus Programs — member of Affiliated Broadcasting System—efficient staff—merchandising service — responsive audience.

WCLO serves one of the richest markets in the entire United States.

Write for information.

Federal Communication Commission Grants WCLO Increase in Power to 250 Watts L.S.

This full time station to put all new high fidelity equipment into operation August 1st.

New modernistic transmitter house located on new site between Janesville and Beloit, Wisconsin, selected after thorough tests made with portable transmitter. Tests show WCLO will have greatly improved signal strength, greater coverage, finest high fidelity quality. Entire installation engineered and supervised intelligently and scientifically by J. A. Burch, New York consulting engineer.

See our new equipment on display at the NAB Convention.

In addition to the finest equipment, we offer our clients the largest audience available by radio throughout southern Wisconsin and northern Illinois.

Daily operating schedule 16 hours. Latest news flashes on the hour throughout day and evening.

Radio Station WCLO
The Janesville Gazette Station
Janesville, Wisconsin

Cigarette Leaders Stay on Networks During the Summer

Maintain Schedules as Battle For Business Continues

FOUR out of five of the leading cigarette manufacturers are broadcasting regularly scheduled programs on national networks throughout the summer. The only major company missing from the air is P. Lorillard Co. (Old Gold cigarettes, Brigg's smoking tobacco) which has not been using network time since the first of the year.

Old Gold, however, is using a few spot programs as are a number of cigar manufacturers, notably Webster-Eisenlohr Inc. which currently has spot campaigns running on 21 stations in the Midwest and East. United States Tobacco Co. (Dill's Best and Model smoking tobacco) is heard this summer on CBS in a half-hour Monday program.

In the past it had been the custom of R. J. Reynolds Tobacco Co. (Camel cigarettes, Prince Albert tobacco) and Liggett & Myers Tobacco Co. (Chesterfield cigarettes, Granger tobacco) to sign off before July 1, but this year such is not the case. Some revisions in talent and program schedules have been made but no curtailment of time occurred.

Camels, formerly using two weekly half-hour programs on CBS Tuesday and Thursday nights, has changed talent and time schedule. Instead of the two programs each week the sponsor is presenting a full-hour program on 86 CBS stations every Tuesday night, 9:30-10:30, from Hollywood, featuring guest artists, Nathaniel Shilkret and Benny Goodman's orchestras, with Rupert Hughes, novelist, as master of ceremonies. The program retains its old title, *Camel Caravan*, and is being produced by Sam Moore, radio director of William Esty & Co., who is now located on the West Coast.

Chesterfield Change

CHESTERFIELD continues on the same CBS schedule but on July 1 a change in talent was made. Chesterfield is heard Wednesdays, 9-9:30 a. m., on 92 stations and Friday on 93 stations, 10-10:50 p. m. During the winter months Nino Martini and Lily Pons, Metropolitan Opera stars, each had one of the two broadcast periods, but on May 1 Ray Heatherton, Kay Thompson, The Rhythm Singers, and Andre Kostlanetz's 45-piece orchestra began a dance program in the new Friday period (originally Saturday). Chesterfield has just announced that due to listener response it has scheduled dance music for the Wednesday program also, replacing Lily Pons after July 1. Newell-Emmett Inc., New York, handles the account.

The fact that the American Tobacco Co. (Lucky Strike cigarettes) is using twice as much radio time as either Chesterfield or Camels for their summer schedule may have influenced the competitors to stay on the air throughout the warm months. Luckies *Your Hit Parade* is broadcast Wednesday nights, 10-11, on 87 combined NBC-Red and Blue network stations and Saturday nights at the same time on 94 CBS stations.

The answer one agency gave when asked why its account remained on the air this summer was: "We want to sell more cigarettes".

American Tobacco is running a radio Sweepstake contest (details on another page) in conjunction with its radio programs, which feature dance music based on the 15 top tunes of the week with Carl Hoff's orchestra on the NBC hour and Freddie Rich's orchestra on CBS.

Philip Morris & Co. Ltd. (Philip Morris cigarettes), challenger for fourth position in the cigarette field (now held by Old Gold) will continue its musical program with Leo Reisman's orchestra on the NBC-Red network right through the summer. This program has been continuously on NBC since April 1933. Philip Morris also has a spot program on WOR, Newark.

According to the latest reports Camels rank first in consumer acceptance, Chesterfield second, Luckies third, Old Gold fourth and Philip Morris fifth. Camels and Chesterfields have been exclusive CBS accounts, with Philip Morris using both networks within the past year, a larger portion of the radio business being booked through NBC. The last program sponsored by Old Golds was *Thornton Fisher's Sports Review* on an NBC-Red network last fall.

WDBJ, Roanoke, Va., celebrated its 12th anniversary, on June 20, with the opening of their new studios and transmitter.

Receipts of NBC-Red and CBS Nets Again Reach Record Levels for Month

MAY BILLINGS recorded of CBS and NBC - Red networks again reached new all-time high levels for the month, CBS having $1,749,517 and NBC - Red reporting $1,654,246. For CBS this is an increase of 35.9% over May, 1935 and the highest percentage increase recorded by CBS this year. The NBC-Red, likewise, continued to show percentage increases for every month this year as compared with the same months in 1935. For May an increase of 2.4% over the same month last year was registered. The NBC-Blue network fell off 9.5% as against the May 1935. Billings this year were $911,674 as compared with $1,007,931 last year. Compared with April NBC-Red billings were off 6.1%, Blue 6.9%. Combined network totals for NBC were $2,565,920, a seasonal loss of 6.4% against the previous month.

Mutual Broadcasting System billed $129,907 during the month of May against $139,934 for the previous month, April. These figures include both the basic and associated stations. Basic network income for May was $108,369 as compared with April billings of $173,117.

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935
April	1,762,201	6.3	1,656,283	1,355,587	809,508
May	1,654,246	2.4	1,614,969	1,441,900	816,665
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
May	1,749,517	35.9	1,287,455	1,255,887	624,256
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572
April	977,175	+.1	975,970	924,623	783,898
May	911,674	— 9.5	1,007,931	926,880	761,231
MBS					
January	$157,720	...	.....	.....	.....
February	162,358	...	.....	.....	.....
March	191,482	...	.....	.....	.....
April	139,934	...	.....	.....	.....
May	129,907	...	.....	.....	.....

Texas Co. Starting Discs On Stations in Northeast

IN ADDITION to engaging the nationwide CBS network for Eddie Cantor and troupe Sundays, 8:30-9 p. m., starting Sept. 20, Texas Co., New York (gas and oil) announces that early in July it will launch its *Unsolved Mysteries* transcription series on eight New York and New England stations.

The programs will be heard three times weekly for 13 weeks, being the same series now used in the South where the campaign terminates in mid-July. The program was produced by American Radio Features Inc., Los Angeles, and sold to the sponsor by Conquest Alliance Co., New York. The stations included in the new schedule are WTIC, Hartford; WRDO, Augusta; WLBZ, Bangor; WCSH, Portland; WBZ - WBZA, Boston-Springfield; WJAR, Providence; WHEC, Rochester. Hanff-Metzger Inc., New York, handles the account.

KGFW in New Hands

TRANSFER of the stock of the Central Nebraska Broadcasting Co., operator of KGFW, Kearney, Neb. 100-watter, to Clark Standiford, local real estate operator, and Kate S. Fisher, was authorized by the FCC in June. The corporation previously was 48% owned by Hugh R. Brown, publisher of the *Kearney Daily Hub*, and 35% by Anna H. McConnell, wife of the station's chief engineer.

Coverage Research Material Is Sought

Joint Committee Asks Stations For Data on Their Audiences



Mr. Peter

AS THE FIRST step toward formulation of proposed plans for the creation of a radio research bureau to serve cooperatively the three branches of broadcast advertising, Paul F. Peter, secretary of the Joint Committee of Fifteen, is seeking from stations, advertisers and agencies all researches bearing on the questions of coverage of stations and listener habits now in use. Letters to the memberships of the NAB, Association of National Advertisers and American Association of Advertising Agencies were sent out beginning June 24, together with copies of a questionnaire devised by Mr. Peter.

Formerly chief statistician of RCA and before that with NBC, Mr. Peter has established offices in the Graybar Bldg., New York, where he will conduct the activity for the Committee of Fifteen, which is equally representative of the NAB, ANA and AAAA. The Committee named Mr. Peter to the secretaryship at its last meeting on May 14, and gave him broad authority to devise plans for setting up a cooperative bureau which would be the radio counterpart of the Audit Bureau of Circulations in the publications field.

To Be Confidential

JAMES W. BALDWIN, NAB managing director, in a covering letter to stations on the first undertaking by Mr. Peter, explained that Mr. Peter was selected after thorough canvassing of qualified experts available and received the unanimous approval of the Joint Committee.

"Mr. Peter," his letter continued, "has called upon your managing director to assist him in securing from you any researches which your station has conducted, together with the exact manner in which the information was collected, compiled and interpreted. In order to give Mr. Peter the cooperation which is due him, it will be necessary to furnish in as complete detail as possible, the material on which final reports or summaries were based."

The information collected by Mr. Peter from stations, agencies, advertisers and research organizations, it was made clear, will be held strictly confidential and will be used solely to determine proper methods which should be employed in collecting authentic basic data by the medium as a whole.

New Station Ordered

A NEW station in Valley City, N. D., to operate on 1500 kc., with 100 watts unlimited time, was authorized June 20 by the FCC Broadcast Division to George B. Bairey. The FCC sustained the recommendation of Examiner M. H. Dalberg, and made the order effective July 14.

FIRST IN SPOKANE!

MAAG & PORTER BUILDING

PHOTOPLOGRAPH PRINTING

MAIL ORDERS

MULTIGRAPHING
DIRECT MAIL ADV.
MIMEOGRAPHING
COMMERCIAL ART

SPOKANE, WASHINGTON
May 8, 1936

To Whom It May Concern:

This is to certify that on April 26, 1936, I completed a survey of radio audience listening habits in Spokane, resulting in the following returns:

Names were selected in sequences from the Spokane telephone directory, and to each name was sent a double (return) postcard bearing the following:

"Dear Madam: In your home, which broadcasting station is turned on the greatest number of hours each day -- day in and day out?

"Will you please indicate that station by a "1" against the listings on the attached card? And by a "2" the station which is listened to the next greatest time?

"Then detach and mail. No stamp or signature necessary. Thank you.

RADIO SURVEYS"

The return postcard was addressed to "Radio Surveys, P. O. Box 778, Spokane, Washington," and bore the following spaces for answers:

KFIO_____ KFPY_____ KHQ_____ KGA_____

I hereby certify that I have tabulated the cards returned as above, and that of the cards so returned

51% gave KFPY as the station most listened to;
38% gave KHQ as the station most listened to;
7% gave KFIO as the station most listened to; and
4% gave KGA as the station most listened to.

MAAG and PORTER

J. G. Maag



KFPY-Symons Broadcasting Co.

Gas Industry Combines Discs and Networks

By CHARLES W. PERSON
Secretary, Regional Advertisers Inc.

With 125 Local Gas Companies Serving Six Million Meters In Households, Program Is Producing Excellent Results

MORE and more, individual industries are gathering together their far-flung units and concentrating on their public with radio programs. Particularly is this true in the case of industries serving household needs. The Mystery Chef program is producing in a big way, as Mr. Persons explains in this article, based on a speech he delivered June 30 at the Public Utilities Advertising Association session, held in connection with the Advertising Federation of America convention. The Mystery Chef has promoted distribution of more than 600,000 recipe books to consumers who have heard him.

A FEW DAYS ago we completed the first six months of our series of fifteen-minute radio talks by *The Mystery Chef* (NBC-Red, Friday, 10:30 a. m.). One hundred and four gas and gas and electric companies situated in the territory from Washington, D. C., to Portland, Maine, and from New York City to Buffalo, New York, receive the program over thirteen radio stations. These companies have in active service 5,500,000 domestic meters. In addition, 21 companies in the South, Midwest and one as far away as Honolulu are using the program by means of electrical transcriptions. These companies have in service 550,000 domestic meters. The total number of companies using the program is 125, with more than 6,000,000 domestic meters, which amounts to 40% of all domestic meters in service by the entire gas industry.

The program has consistently sold itself on the basis of the uniformly good results it has produced. It reaches homes during the morning hour when women are occupied with the usual household tasks and it is holding its own against the strong competition of other programs directed to sell the housewife nearly everything under the sun. Some of these morning programs are elaborate, ingenious and costly, and several offer free samples and other gifts to hold the listener's interest.

All About Cookery

NO SPECIAL lure or offer is injected in *The Mystery Chef* program. It is a forthright exposition on cookery, the presentation of the many traditions associated with home-prepared meals, and a description of the conveniences, economies and certain results to be obtained from the latest models of gas ranges. The program has not been locally promoted on an extensive basis by any company but has been allowed to stand on its own legs, so to speak, and gather its own momentum unaided. The participating companies, to quote one of them, are primarily interested in this activity because they believe that "something is being said, something is being done, something is being accomplished along the proper educational line to impress modern gas cookery favorably in the minds of home makers."

Because of previous experience on the radio, the last four years of which were highly productive in building up a large public following of women, *The Mystery Chef* has mastered the technique of appealing both to the hearts and to the heads of his audience. Although his talks are confined in the main to gas cookery they embrace other matters as well. He has discovered that no program wholly devoted to instruction in the art of cookery can hold the attention of an audience of women unless it also plays upon their emotions.

In looking over the advance radio scripts of this program the average gas utility man would doubtless recommend that less should be said about mother love, the sustaining value of a religious faith, the training of children, specific recommendations for a happy married life, etc., and more said about the superior results of modern gas cookery. The mail response from listeners tells a pretty convincing story however. This response is always larger—and so are the requests for the recipe book—following a talk with strong heart appeal. His ability to hold his audience and to gain new listeners is due in no small degree to his gift of delivering a message which has an uplifting effect on women, plus his sincere enthusiasm for tasty and wholesome home cooking—an enthusiasm which rings true over the radio because it is genuine.

One great advantage of radio is its flexibility. For example: The talk regularly scheduled for Friday, May 8—two days previous to Mothers' Day—was discarded the night before for a new script with a strong Mother's Day message in it. This brought a large volume of complimentary mail. It is possible with radio as it is used on this program to change scripts as late as five minutes before they are used. The field is wide open. We must be careful not to infringe upon the sensibilities of the censorship authorities, but aside from this there are no rules other than the universal one of good taste. During the recent flood emergency, the Chef changed several of his scripts and mentioned the heroic work performed by gas company employees in the maintaining of gas service. The broadcasts, therefore, are timely, newsy and strictly up to the minute.

Another example of the flexibility of radio is the ability of companies using electrical transcriptions to prepare their own commercial announcements for local broadcast use. The recordings we offer for rental are about thirteen minutes in length and cannot be altered, but there is a minute at the opening and a minute at the close where the local gas company can announce its latest appliance selling activities and other developments of community interest.

In far away Honolulu, to give a concrete example, the announcer opens the broadcast with the statement that the famous *Mystery Chef* is about to talk personally to all customers served by the Honolulu Gas Co. and that this is the only occasion on which he talks to gas users outside of the United States. This sort of announcement has gained a wide audience in Honolulu for the program.

A Child Can Do It

ONE OF the most effective statements emphasized over and over again by the Chef is that any child ten years of age who uses his recipes and has a strictly modern gas range equipped with all the modern conveniences can immediately, without prior experience at cooking, prepare delicious food products. No statement such as this can be made over and over again on any radio program without having listeners put it to the test. This is exactly what the Chef has wanted his listeners to do and they have done it in large numbers—not only children but women who have never cooked anything before, and those who have wanted to cook but have lacked the determination to tackle it.

Thousands of listeners have written saying that the Chef's claims for easy cooking on a modern automatic, insulated gas range are all that he says they are. One of the best evidences of this we have on hand is the recipe for a fully planned meal to be prepared by men of the family who have never cooked before. More than 3,000 requests were made at the offices of gas companies for this particular recipe as the result of one broadcast, and hundreds of letters followed from male members of the family stating that they were successful in preparing the entire meal single-handed, despite the good-natured kidding they received from other members of the family.

In the near future we propose to check up carefully on what the program has been able to do in stimulating the sale of gas ranges and other domestic appliances. We know the program has stimulated the sale of gas ranges because such sales have been reported, and we also know the program has had a beneficial effect, even though small, on sales of gas for cooking. The volume of requests for the recipe book made by personal call at the office of gas companies is one means of checking up on the effectiveness of the program. To date, more than 700,000 recipe books have been distributed by Regional Advertisers Inc., sponsors of the program, to participating companies. Perhaps 600,000 of these 700,000 books are actually in the hands of customers. One million books have been printed.

In September of this year the American Gas Association, in behalf of several hundred companies will launch a cooperative advertising effort of national proportion—the first of its kind ever to be promoted. Magazines of national circulation will be used and local operating companies will tie-in their efforts by newspaper advertising.

The *Mystery Chef* will, of course, tie-in his radio talks with the national drive. He will refer in detail to the text of the advertisements; will mention the issues and page numbers of the magazines and will seize every opportunity to create interest in the advertising program by utilizing the many ways offered by radio. At the outset of this national program, therefore, the gas industry will reach an audience of 14,000,000 through magazines, and the Chef's talks will be available to 8,000,000 radio sets, exclusive of automobile sets. The combination of the two—the printed word and picture plus the spoken word over the radio—is ideal, offering, we believe, unlimited opportunities to promote public acceptance of gas as the modern, efficient fuel for all household, industrial and commercial purposes for which heat is required.

Niagra Hudson Discs

NIAGARA HUDSON POWER Corp., New York, in July will renew *Mr. & Mrs. Wise Penny* for another 13 weeks over six stations in New York State, WSYR, WFBL, WOKO, WGR, WBEN, WGY. Programs are quarter-hour WBS transcriptions broadcast once or twice weekly, schedule depending on the station. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

New Haven Rail Spots

A SPOT campaign featuring lower rail fares has been started on WNAC, Boston, and WICC, Bridgeport, by New York, New Haven & Hartford Railway, using five weekly announcements for four weeks. Wendell P. Colton Co., New York, has the account.



15 POINTS YOU SHOULD KNOW ABOUT W9XBY IN KANSAS CITY

The SPORTS STATION of the MIDDLE WEST

1. Owned and operated by First National Television, Inc. Full time, 1530 kc., 1000 watts power. Has full commercial privileges—carries advertising the same as any other station.

2. NOT a short-wave station; can be tuned in by all modern radio sets and most older models. A survey of 2947 radio sets (77 makes) in 1935 showed that 91.2% could receive W9XBY.

3. The only true high fidelity station in the middle west. A double-width channel of 20 kc. (Other stations have a 10 kc. channel) guarantees true high fidelity reception with no interference from other stations. A clear, powerful voice.

4. First National Television, Inc. operates a training school for television and commercial radio engineers—practical work and research with the newest developments in radio. So W9XBY has the very best and latest technical equipment; RCA-Victor latest type I-D transmitter and high fidelity studio equipment.

5. More floor space for studios and offices than any other Kansas City station. Three entire top floors in the Power & Light Building—the tallest building in the state and midwest.

6. Gives effective daytime coverage for radius of 50 miles. Population of 905,108; radio homes totalling 195,550; annual retail sales of $236,512,000.

7. Night coverage of W9XBY greatly increased due to high frequency and double width clear channel; effective coverage for radius of 200 miles and valuable secondary coverage.

8. Efficient production and business staff—26 employees. All experienced radio people.

9. Outstanding reputation as sports station and carries all important sports events. An asset to advertisers; Kansas City is a sports city and these broadcasts pull largest audiences of any radio program in Kansas City. Sports announcers receiving national recognition.

10. 80% of local radios tune to our baseball broadcasts sponsored by Wheaties. Kansas City office of General Mills has largest quota in this unit (including St. Louis)—170% above 1935. And they are ahead of quota. General Mills using W9XBY exclusively to test new merchandising feature.

11. Kansas City listeners are summer night owls. W9XBY is last Kansas City station to sign off at night; sponsored programs until 1:00 A.M.

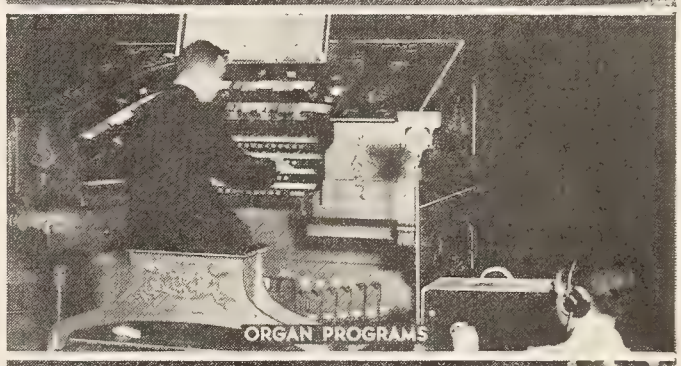
12. We have better class of metropolitan listeners—our features attract those with larger buying power. Much fan mail is dictated by professional men and executives of large firms. Large male audience.

13. These listeners acknowledge the advertisers. Most letters express appreciation to sponsor for making possible such outstanding broadcasts.

14. Our rates are too low and will soon advance. The largest audience for many features yet our rates are among the lowest. 15 minutes six times per week for as low as $59.40 per week. $39.60 daytime.

15. W9XBY offers best opportunity for spot broadcasting in this territory. Station tested programs and several choice periods open for sponsorship, both daytime and at night with exceptional coverage. Special sports features available from time to time.









- OWNERSHIP
- EQUIPMENT
- COVERAGE
- PROGRAMS
- ADVERTISING
- RATES



RADIO STATION W9XBY
KANSAS CITY, MISSOURI

Merchandising Notes

All Over the Town—How to Sell Bread—Summer Booster Bridge for Sales—Movie Merchandising

KELLOGG Co., Battle Creek (cereal), sponsoring *Kellogg Melody Time* on WBZ and WBZA, Boston and Springfield, Mass., is undertaking an extensive merchandising campaign has installed 24-foot billboards atop downtown Boston skyscrapers, and on streets in and around Metropolitan Boston; card advertisements in street car and elevated systems throughout New England; direct mail broadsides to wholesalers; and circulars announcing the program together with the distribution of samples in a house-to-house canvass in New England.

Prior to this, however, the agency, N. W. Ayer & Son Inc., New York, ran half-page advertisements with pictures of the program's artists, in all Boston newspapers. The following week ads were published in all Boston and leading New England newspapers. In addition, a merchandise tiein with grocers in strategic points was used to good sales advantage. Copy on billboards invite the public to dial in its program with this wordage: "Listen to *Melody Time* on your radio. Every Monday, Wednesday, Friday at 6:15 p. m., over WBZ. Kellogg Corn Flakes."

One billboard is in the central locale of Boston's theatrical district atop the Regal Shoe Building at the Corner of Tremont & Stuart Sts., directly facing the Bradford Hotel studios of WBZ. It is done in Kellogg colors and shows a master of ceremonies before a microphone. In a corner is a section of a corn flakes package. The program, thrice-weekly, is 15 minutes of musical variety.

* * *

WHEN Gordon Baking Co., Detroit (Silvercup bread) decided to depend on radio exclusively for promotion of bread sales, it presented itself with an annual increase in business for this line. To test the popularity of its Mutual network program, the Lone Ranger Safety Club was formed, permitting children to join by obtaining membership cards at stores selling Silvercup bread, on which they wrote the name and address of the dealer. More than 549,000 children joined the club.

* * *

ON THE *Jay Wesley* baseball review, WEEI, Boston, offers a pack of playing cards for ten labels from Kentucky Winners cigarettes. The sponsor, Penn Tobacco Co., Wilkes-Barre, Pa., has realized sales of as many as 2850 packages a day, judging by labels submitted to the station, many of them submitted by women who serve Kentucky Winners at bridge clubs and who switch their husbands to the cigarettes.

* * *

WCAE, Pittsburgh, has issued a promotion piece based on comparison of its card rates and percentages of listening audience in that market with the rates and audience of other Pittsburgh stations. Growing activity in the steel industry is presented as an argument for the growing importance of the market. Population data in the signal contour are analyzed.

TO SLAY the "summer-slump" bugaboo in Milwaukee, WTMJ has prepared an unusual presentation in the form of an inexpensive brochure in a cover of verdant green. Short, pithy paragraphs illustrated by thumbnail sketches tell why "Business Begins on 6/1 in Wisconsin", and why radio is the medium with which to get this business. Mailed to accounts and prospects in Milwaukee and Wisconsin, the folder has already more than paid for itself in new accounts and in keeping alive several important accounts which expected to drop their radio effort during the summer months.

* * *

IN A 12-week contest for string bands, WSPA, Spartanburg, S. C., announces that it received 1,336,536 votes from listeners, an average of 15,911 a day. The sponsors, H. S. McKeown Co., Spartanburg agency for General Electric Co., claims that sales directly traceable to the program amounted to more than $13,000 in the 12 weeks. The contract has been renewed for an indefinite period and the value of prizes has been increased.

* * *

TO PROMOTE *Breakfast Express,* WHIO, Dayton, is issuing a pass to those writing in—with an official signature and stamp. The pass entitles them to the privilege of getting up between the hours of 6 and 7:30 a. m., dialing WHIO, and getting complete details on the weather, the time after each recording, conditions of the weather outside—and the latest bargains in Dayton merchandise.

* * *

WOAI, San Antonio, has its merchandising staff make regular monthly visits to grocery and drug dealers as well as electrical equipment stores, department and furniture stores to check sales, help dealers in promoting advertised product, find their reactions on radio programs and what customers say about them and help them in displaying WOAI advertised articles.

* * *

GENERAL MILLS Inc., Minneapolis, is mailing copies of *American Association on Parade* to listeners who mail a sales slip for two boxes of Wheaties plus 10 cents to W9XBY, Kansas City, broadcasting American Association games for the second successive year. The 102-page book contains complete history of the league and regularly sells for 25 cents.

* * *

KLZ, Denver, reminds agencies and advertisers that it's cool in the Rockies by sending them desk atmostats which record temperature, etc. A million vacationists will spend $90,000,000 in the Colorado market in the summer months, KLZ claims.

* * *

KFWB, Hollywood, on July 1 will start publication of a weekly series of news notes and statistics for agencies. Richard Stannard, newly appointed sales promotion manager, will edit the booklet.

AFTER an article in BROADCASTING (June 15) had mentioned that L. H. Martin, advertising manager of Miller's Laundry, Des Moines, was planning as a result of his successful campaign on KSO to syndicate a transcription series of bridge lessons, Mr. Martin contacted Mr. and Mrs. Ely Culbertson, bridge experts and now is offering a complete series of transcribed bridge lessons by the Culbertsons, with printed copies of them and other merchandising features. The campaign consists of 40 quarter-hours. Bridge lessons were used successfully by Miller's Laundry in acquiring new customers.

* * *

IT'S the show place of the Southwest, WKY, Oklahoma City, explains in an eye-capturing promotion piece about its new modernistic studio layout. The six-page folder has a cover showing the building in which the station is located, the cut-out cover folding over to reveal a drawing of the studios. Other pages show photos of the studios and give comments of key radio figures.

* * *

A SERIES of 100 photographs of industries and cities in the primary area of KWKH, Shreveport, La., was prepared by the station for display at offices of John Blair & Co., national representatives, in New York, Chicago, Detroit and San Francisco. The photographs were transferred to motion picture film for display along with dubbed vocal matter descriptive of the photographs, all for the benefit of advertisers and agencies.

* * *

BILTMORE FLORISTS, Los Angeles, the week previous to Shut-Ins Day, June 14, used several Los Angeles stations to ask fans to send in names and addresses of shut-ins. On June 14 the florists delivered free bouquets to them.

SPECK BAKING Co., 50-year-old Cleveland bakers, made their first radio contract about four months ago with WGAR, and they can now be added to the list of radio boosters. They present three times weekly, *The Adventures of Pan & Tan,* child program, with membership for boys and girls in the Pan Tan Club. Less than three weeks after the club was started, they had 23,000 members and new memberships are coming in at the rate of 1200 a day. The plan is to present a picnic at Euclid Beach Park July 16 with free rides for members. Announcement of this picnic doubled daily enrollment. Speck uses wagon signs, and package inserts to round-out radio promotion. The skit consists of two juveniles, *Pan & Tan,* and their Uncle Dan, who is Wayne Mack, WGAR dramatic director and director of the program which is written by Jerome Speck, sales manager of the Speck Baking Co.

* * *

A SUMMER campaign for the dealers of Coolerator, air-conditioned ice refrigerator, is being conducted on WDRC, Hartford. The program features a transcribed dance orchestra and a story of unusual interest about ice by the *Traveling Iceman.* Continuity stresses the unusual facts about air-conditioning in refrigeration, explaining how Coolerator features a circulation of moist air to keep foods from drying out. Delivery of ice is a minor portion of the continuity, being inserted in the closing announcement. The program is sponsored by the Highland Ice Co. and the Southern New England Ice Co. of Hartford; the L. T. Wood Ice Co. of Manchester, suburban town nine miles from Hartford, and the ice dealers of New Britain, another Hartford suburb also nine miles away. Many inquiries regarding Coolerator are being received by these dealers.



MERCHANDISING DISPLAY—Here is Tom Breneman, manager of KFRC, San Francisco, and C. W. Saunders, manager of the New Mission Groceteria, looking over one of the many merchandising displays of Durkee Famous Foods Inc. (mayonnaise), tied in with the CBS-Don Lee network program "Good Morning Neighbor", which started June 2 for 26 weeks. Breneman is featured in a triple role in the twice-weekly quarter-hour program emanating from KFRC. Mayonnaise container, offered as a premium, is an eight-ounce Libbey Safedge tumbler colorfully decorated with Mickey Mouse characters. Agency is Botsford, Constantine & Gardner Inc., San Francisco.

More and More it's . . .

KOIN in Portland, Oregon . . . for Radio Advertising!

On November 1st, 1935, KOIN discontinued the broadcasting of all forms of medical advertising, (other than network), advertising dentists, etc. Notwithstanding this, total local program business since that date has shown a GAIN OF 31 PER CENT, making KOIN more than ever unchallenged first choice in all types of local business.

LOCAL PROGRAMS

The following figures are for the four-week period from Sunday, March 29, to Saturday, April 25, inclusive. x—Indicates accounts that have used KOIN for one year or more.

KOIN

	Hrs.	Min.
xBerg, Charles F.; **Women's Clothes**	3	
Blitz-Weinhard; **Beer**	2	30
xColumbian Optical Co.; **Optometrists**	3	15
Columbia Pickle Co.; **Pickles**	1	
xFahey Brockman; **Men's Clothing**	6	
Gadsby Furniture Co.; **Furniture**	3	
Gevurtz Furniture Co.; **Furniture**	3	45
xHeathman Hotel; **Hotel**	7	
xHolman, Edward, & Son; **Mortuary**	2	
xHoneyman Hardware; **Hardware**	1	
xMeier & Frank; **Department Store**	9	
xMeyer, Fred, Inc.; **Food**	6	
xNorthwestern Electric Co.; **Electric Power**	2	
xPacific Outfitting Co.; **Men's Clothing**	1	30
Pendleton Woolen Mills; **Clothing**	2	
Portland General Electric Co.; **Electric Power**	1	
Portland Federal Savings & Loan; **Financial**	1	
xPortland Public Market; **Food**	6	
Powers Furniture Company; **Furniture**	7	
Proctor's; **Women's Clothing**	3	
Shipley, W. W.; **Automobiles**		45
xWeiner's, Joe; **Men's Clothing**	6	

Competing Station

	Hrs.	Min.
Collins & Erwin; **Pianos**	3	
Doumitt Foot Comfort, Inc.; **Shoe Store**		15
Gill Bros. Seed Co.; **Seeds, etc.**	1	
Gumbert, Milton L.; **Furs**	1	40
Herner Radio; **Radios, etc.**	1	30
Jacoby, M.; **Jeweler**	2	10
Luke, Tommy; **Flowers**	2	
Meier & Frank; **Department Store**	12	30
Montag Furnace Co.; **Furnace Mfrs.**	2	
Nick's Flower Home; **Flowers**	1	
Painless Parker; **Dentist**	5	45
Semler, Dr. Harry; **Dentist**	13	
Star Furniture Co.; **Furniture**	20	30
Vancouver Fur Factory; **Fur**	1	

These figures are commercial programs only, and do not include political speeches, some of which were carried on both stations. KOIN does not accept political speeches until after 9 p.m.

TOTAL HOURS

KOIN 77.45 **Competing Station 67.20**

NUMBER OF ADVERTISERS

KOIN 22 **Competing Station 14**

PARTICIPATING PROGRAMS—LOCAL

KOIN carries four daily participating programs sponsored by 28 advertisers with an average of 1.7 announcements per ¼ hour. Total time, 85 hours for 4-week period. Competing station carries no programs of this type.

KOIN—85 HOURS
Competing Station
NONE

ANNOUNCEMENT ADVERTISING

Accurate competitive figures not available, but fair estimates indicate substantial advantage with KOIN. Actual KOIN figures for the 4-week period show 643 announcements, or an average of over 23 daily. In comparison with figures preceding November 1st, 1935, this constitutes a

70% GAIN

NOTE: Figures for former period used for purposes of comparison were published in October, 1935, from a check made Aug. 25th to Sept. 21st, 1935.

KOIN is the CBS key station for the Pacific Northwest . . . Its record of preference among Portland advertisers is due to its ability to deliver maximum results per dollar of advertising expenditure.

KOIN

Exclusive Representatives: *FREE and SLEININGER* New York, Chicago, Detroit, Los Angeles, San Francisco

Last-Minute Action Kills Food-Drug Bill

Measure Defeated in Congress After Three-Year Struggle

A THREE-YEAR fight for enactment of food and drugs legislation along the lines of the Copeland Bill was lost with the adjournment of Congress June 20 when the House refused to accede to a division of authority over advertising control between the Agriculture Department and the Federal Trade Commission.

A day before adjournment the House without advance notice considered and passed the Copeland Bill (S-5) and paved the way for its enactment. There were some two score amendments in the bill as it passed the House but the only one which provoked any discord was that relating to the administrative provisions. The bill, advocated by the administration, would make more stringent the laws governing the sale and advertising of foods, drugs, cosmetics.

Senate and House conferees met all day June 20 in the hope of compromising their differences. Practically all of the House changes were agreed to with the exception of that proposing retention of jurisdiction in the Trade Commission rather than its transfer to the Food & Drug Administration of the Department of Agriculture. A compromise finally was worked out whereby the Food & Drug Administration would retain control over provisions having to do with drugs and devices while practically all matters relating to foods and cosmetics would be administered by the Trade Commission.

To Be Revised in 1937

THIS, however, did not suit the House which wanted full control vested in the Trade Commission rather than "Tugwell" administration. After lengthy debate the House, by a vote of 190 to 70 rejected the Senate proposal and the bill died with the end of Congress.

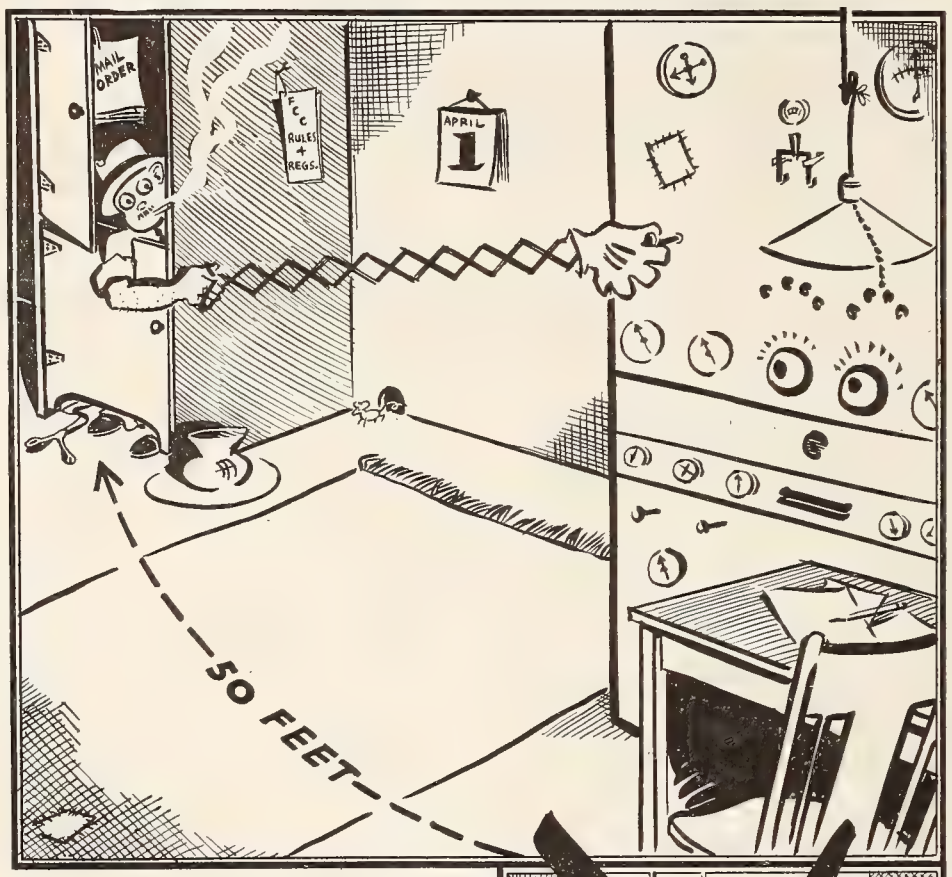
The Copeland Bill, as it passed the Senate last year, was far different than the original Tugwell Bill which would have drastically curtailed the sale and advertising of these commodity lines. The House toned down the bill even more and opposition had developed against it from some groups on the ground that it was too weak to do any good.

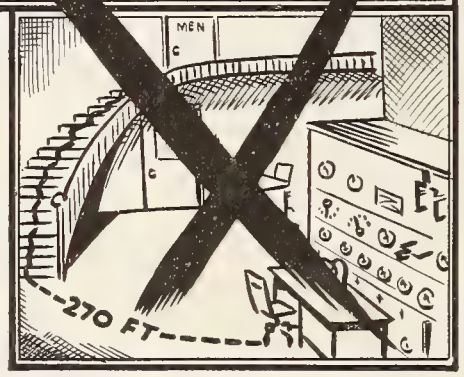
It is expected that renewed efforts will be made at the next session of Congress, convening in January, to have more stringent legislation enacted. The Federal Trade Commission has vigorously opposed transfer of any jurisdiction over advertising provisions to the Food & Drug Administration. But for the disagreement on the question of administration, the bill would have passed, it is believed, early in the session.

Another measure involving advertising which died with this Congress was the Wheeler-Rayburn Bill which would have given the Trade Commission authority to act without proving the element of unfair competition. Organizations representing newspapers and manufacturers opposed this bill on the ground that it would result in more government snooping into business.

NATURE FORGETS, BUT NOT FCC

Pompous Documents Settle Question of How Far an Engineer May Be Stationed From Rest-room





AND NOW someone with the qualifications of a "Specialist" is needed in the sanctified field of Federal radio regulation.

Or maybe we're a bit late, for there are clear-cut signs that a "Chic Sale" already has joined the FCC staff, falling within the scope of its engineering functions.

Are we trying to be humorous? We were never more serious! There is official correspondence bearing the signature of Herbert L. Pettey, until three months ago secretary of the FCC, to back up our point. And remember! Mr. Pettey's signature as secretary of the FCC was the counterpart of that of the Lord Privy Seal of the British Empire.

"The Commission," wrote Mr. Pettey one hot day last July to a station which in this accounting will be identified as Station X, "has received a report from the inspector in charge * * * relative to operating conditions existing at the transmitter of Station X * * * with regard to the convenience available to the operator on watch for personal necessities. It appears that the transmitting equipment must be, and probably is, left unattended at times."

The letter continued that if such is the case it violates Rule 170 of the Commission which requires that each station keep at least one operator on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. Getting deeper into this intricate problem, the FCC Secretary wrote that the word "place" in this rule has been construed to mean the room in which the transmitter is located and where the operator in charge may observe the readings of the various indicating instruments. A full statement of explanation was demanded.

Then followed a hot and heavy exchange of correspondence between the chief engineer of Station X and his Washington attorney, which lasted from July until September, and finally culminated in a letter to Mr. Pettey promising to rectify the situation. Choice paragraphs, omitting the unpublishable ones, tell their own story.

First, wrote the chief engineer to his Washington Blackstone:

"It is true that the equipment at * * * is actually left unattended at times, when the transmitter is on the air, due to the fact that it is necessary for the operator to answer the call of Nature. The problem has never occurred to us before, as we had interpreted the word 'place' to mean the building in which the transmitter was located and not the actual operating room.

"It seems a little incongruous to imagine an operator sitting on the (*censored*) with the control readily at hand and the meters in full view, but we like to think we employ habitually (*censored*) operators. It hardly seems fair that a station, operating on a small scale, should be required to employ an operator to stand by to relieve the operator normally on duty while he relieves himself.

"The only other alternative would be to install facilities in the actual operating room. This would, no doubt, prove embarrassing to the operator as well as visitors, who might happen in at odd moments."

Responded the barrister, in typical legalistic style:

"It seems to me that the problem raised is one that will require the combined efforts of an engineer, a lawyer and a 'specialist' to solve. Of course, the operators might be trained to so regulate their routine that they could go through their shifts without leaving the instrument panel, but that might result in 'cruel and unusual punishment' which is, I understand, unconstitutional."

Corridor Mileage

IN A LESS serious vein, he asked for information as to the location of the (*censored*), to determine if the operators actually roll up much mileage in their trips back and forth. Then, mumbled on the lawyer: "The practice of law sometimes leads one into amazing activities."

Came the disheartening news from the chief engineer of Station X that the nearest (*censored*) was located on the second floor of the hotel in which the transmitter is located, a distance of some 270-odd feet from the transmitter. Immediate steps, he said, were being taken to correct this and install the proper facilities closer to the transmitter (about 50 feet away).

It then became the duty of the attorney so to inform the FCC Privy Seal. In stout-hearted manner, and with a flourish of his facile pen, he wrote, in part:

"The Commission is hereby advised that the (*censored*) facilities formerly available for the use of the operator on duty were somewhat removed from the room in which the transmitter of the station is located. In view of these facts it is possible that a literal interpretation of the Commission's Rule 170 might indicate a technical but unintentional violation of that requirement. However, extreme caution always has been exercised by the station management in connection with this matter, and arrangements are now being made to adjust the situation by obtaining facilities closer to the operator's post of duty."

Thus the FCC emerged victorious in another momentous battle involving compliance with its technical regulations. No appeal is indicated.

Big Tonic Campaign

INDO-VIN Inc., Cincinnati (tonic) has all plans made to go on the air, coast-to-coast, with a disc campaign. Transcriptions have been ordered from the Chicago branch of the Columbia Phonograph Co. and will be made from scripts being written by Sandra Michael, of Chicago. The program, which is to be called *Welcome, Neighbor* will be on the air 15 minutes five days a week, beginning early in the fall. Cramer-Krasselt Co., Milwaukee, is the agency. Actual making of the transcriptions will begin within the next ten days, and the distribution will include points in 35 or 40 states. Although this is not the first appearance of the Indo-Vin concern on the air, it is by far their most important and comprehensive one. Indo-Vin has tried radio advertising, sporadically, at several times in recent years. Its latest previous appearance was during 1934, when it offered a male singer on a spot program.

ADVERTISERS PIN BOUQUETS ON

WTCN

FOR ITS PRODUCTIVENESS

. . . . . and after all,
RESULTS are what count

HERE'S WHAT WTCN ADVERTISERS SAY:

The following are excerpts from letters of WTCN advertisers. They express a satisfaction with results that is typical of the attitude of all WTCN users.

"The results were so gratifying that we signed a year's contract."
SNYDER'S FAMILY LIQUOR STORE.

"Since our Monday program, we have received 122 dollar bills and sales slips."
NI-TONE COMPANY.

"Our clients have expressed their complete satisfaction not only with your facilities, but with results obtained through the use of your medium."
HAROLD S. CHAMBERLIN ADVERTISING AGENCY.

"Our returns from WTCN have been so satisfactory that we have not only doubled the length of our contract, but have also doubled our time on the air."
CENTRAL FURNITURE & CARPET COMPANY.

"The response to our offer was so extraordinary that we believe the above information would be of genuine interest to your listeners."
BLACKETT-SAMPLE-HUMMERT, Inc.

"We have been advertising over your station for a year now and from the beginning have had success."
FOREMAN and CLARK.

FACTS ABOUT WTCN

Owned and operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune.

Located in the Twin Cities . . . nation's 10th largest market . . . population 750,000.

Operates on a new 5,000 Watts transmitter.

Population of Primary Area . . . 1,856,954.

Families in Primary Area . . . 448,089.

Families with radio in Primary Area . . . 223,865.

Potential audience in Primary Area . . . 891,460.

More local advertisers use WTCN than any other Twin Cities station.

79% of WTCN contracts are renewals.

Broadcasts all important local sport events, such as baseball, football, basketball and hockey games, boxing, wrestling, golf tournaments, etc.

Has the most elaborate news broadcasting service in the Northwest through the combined news-gathering resources of the Minneapolis Tribune, St. Paul Dispatch-Pioneer Press and St. Paul Daily News.

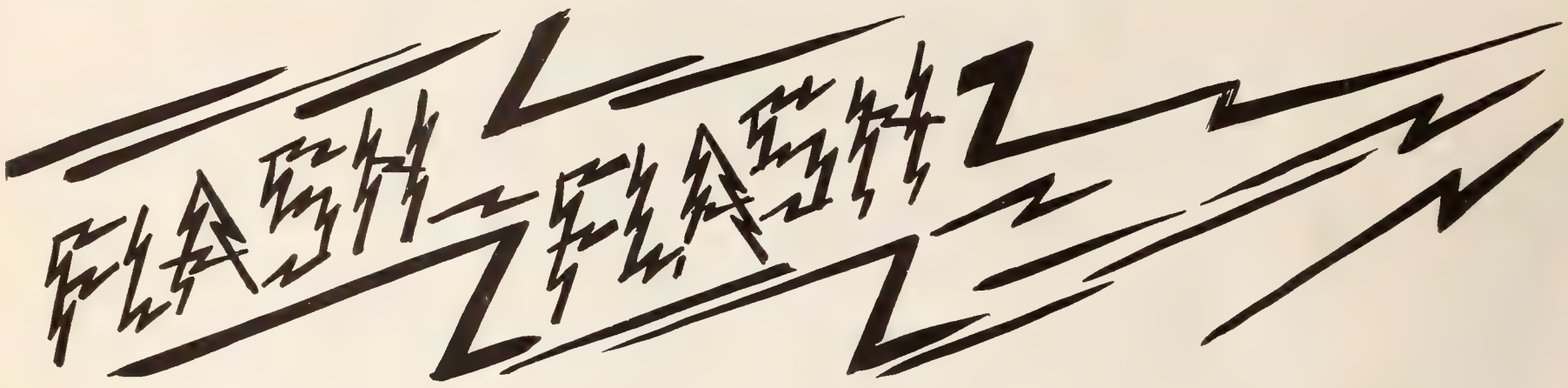
Broadcasts all civic activities and local enterprises of public interest, such as traffic court, council meetings, community singing, dedications.

IN THE TWIN CITIES MARKET IT'S WTCN

Minneapolis Tribune and St. Paul Dispatch-Pioneer Press Station

Wesley Temple Bldg., Minneapolis — Minnesota Bldg., St. Paul

FREE & SLEININGER, NATIONAL REPRESENTATIVES



NBC Advertisers

Your West Coast Programs

Whether On

Red or Blue Network

Can Be Scheduled

On

KGIR

BUTTE, MONTANA

Without Adding Another Station

★



BUTTE, MONTANA

July 1, 1936

Dear Reader:

This page of copper from the mines of Butte, is to impress upon you the fact that the Butte mines are producing 500,000 pounds of copper each 24 hours. In addition, much gold and silver is being mined in and near Butte. This means many men at work with large payrolls. Yes, business is good in Butte, the largest city in Montana, center of population for the State, home of KGIR, the only station heard in Butte's retail trading area during daylight hours.

KGIR is affiliated with NBC, carrying both Red and Blue network programs. You can not have coverage in Western Montana without KGIR.

Respectfully yours,

KGIR, INCORPORATED

Ed Craney

Ed Craney

½ of Montana's population lives within 50 miles of KGIR.

Western Representative:

Walter Biddick
Los Angeles
San Francisco
Seattle

Genuine Copper Novelties
Originated and Printed
A. H. Heilbronner Co.
Butte Montana

Eastern Representative:

Joseph H. McGillvra
New York
Chicago

Welcome to Chicago, N. A. B.! Come up and see us.



TWO STRINGS TO YOUR BOW

And either one an effective projector for your sales arrows. In America's second market direct your advertising through the facilities of either WMAQ or WENR and earn extra dividends in results.

WMAQ
50,000 WATTS
NBC Red Network

WENR
50,000 WATTS
NBC Blue Network

CHICAGO

Completely programmed by NBC

Prof. Armstrong's System--What It Means

Frequency Modulation Plan Furnishes Plenty of Food For Thought on Future of the Broadcast Industry

By PAUL F. GODLEY

HERE is an expert's digest of the technical aspects of the new ultra-shortwave system of frequency modulation developed by the noted Maj. Armstrong, who has been demonstrating it to engineers during the last few months and who detailed it further at the June 15 FCC shortwave hearings. Maj. Armstrong's system envisages practically perfect broadcast reception if and when the ultra-shorts eventually become used for program services on an everyday basis, and he is convinced faithful audiences will inevitably tune in those waves.

MAJ. E. H. ARMSTRONG, inventor of feedback, superregenerative and superheterodyne circuits, and now Professor of Electrical Engineering, Columbia University, has invented a radically new system of broadcasting, which is technically described in the May *Proceedings of the Institute of Radio Engineers*. He places programs on a carrier in a manner which produces a fluctuation in the radiated field unlike any field fluctuation produced by nature. He provides a receiver which is preponderantly insensitive to the natural (or man-made) noise fields.

Noises result from a variation in the amplitude of a radiated wave. Present methods put programs on their carrier waves by variation of amplitude. Present radio receivers are sensitive to any and all amplitude phenomenon. They cannot differentiate between amplitude variations which are noise, and those which are program.

Prof. Armstrong modulates his carrier by shifting its frequency—"frequency modulation". Heretofore, such has been condemned. But, heretofore, no one has gone about the thing in the Armstrong manner. In the receiver, immunity from the amplitude phenomenon is provided. Thereafter, the effects of the frequency modulation of the carrier are translated into amplitude phenomenon for the operation of the usual type of amplifier and reproducer.

Service Areas

PROF. ARMSTRONG has been working on this system for 12 years. He has secured patent coverage here and abroad and some of the patents have issued. The new system has been experimentally applied to the ultra-high frequencies using a power of two kilowatts (peak) and he has been granted a permit to build a 40,000 watt station in or near New York City. His interest centers about the production of broader and dependable service areas, true high fidelity of reproduction and the elimination of static and noise. He advocates the use of channels having a width at 7 meters of 200 kilocycles, and it is his expressed belief that with a power of 50,000 watts it will be possible to provide (1) a dependable service area superior to that possible with 500,000 watts as now applied, and (2) a channel efficiency (number of stations per channel, and number of services per station) in excess of anything previously contemplated.

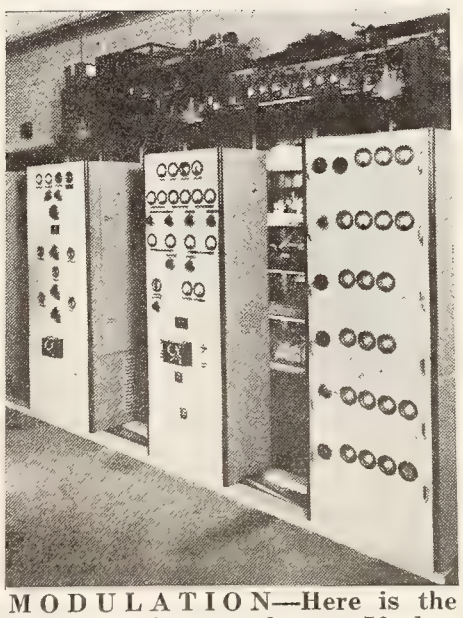
What is there to this new system? Can it provide a greatly broadened listener service? Can it effect a major extension of the broadcasting industry? Can it serve as the foundation of a truly universal, and truly dependable broadcasting service? Is it a good "buy"? If the answer to these questions is "Yes", as Prof. Armstrong believes, the broadcasting industry and the radio industry in general has a great deal to think about.

A complete and easy development of the industry along present lines is barred by numerous technical handicaps. Chiefly, these are static, sky-waves, and scarcity of facilities. Many of our people have either a very poor and intermittent service, or none at all. Uninterrupted service is known to few indeed. Summer static and thunderstorms have seen to that.

For an *ideal* broadcasting system the specifications might read something like this:

(1) A static-free service.
(2) A noise-free service.
(3) A service free from the effects of sky-wave, such as volume fading, side-band fading, heterodynes, and cross-talk.
(4) A service which is uniform day and night, and throughout all seasons.
(5) A greatly broadened, dependable service area for a given power.
(6) A decidedly greater fidelity of reproduction—*realism.*
(7) A system which could supply two or more services from a single transmitter and its associated channel.
(8) Equipment costs for both transmitter and receivers of the same order as at present.

In the face of the numerous striking demonstrations of the performance of the Armstrong system the above specifications cannot be lightly dismissed. During a severe thunderstorm reception from a 2 kw. (peak-power; UHF) Armstrong modulated transmitter 85 miles away proved to be static and noise free while the identical program from a 50,000 watt station at the same distance (WEAF, 200,000 watts peak power) was rendered wholly and entirely unacceptable by the static. Comparison has also been made between amplitude and frequency modulation using UHF (120 mc.) at low powers (250 w. peak) over shorter distances (12 miles). The comparison here shows program rendered useless due to ignition noises and man-made static as against a thoroughly "clean" program of a fidelity many times superior to any which our present broadcasting can offer. Striking, too, is the comparison as shown by the cathode-ray oscilloscope. The unmodulated carrier for the conventional method is seen as a broad, noise-filled envelope; for the Armstrong method, as a smooth, narrow line.



MODULATION—Here is the driver equipment for a 50 kw. frequency modulation transmitter as devised by Prof. Armstrong.

What of the Future?

IN THE UHF's—above some 36 mc.—sky waves do not have to be dealt with. Side-band fading and serious amplitude fading are absent. Shrinkage of coverage due to these is gone! And, with the Armstrong system, shrinkage of coverage due to static and ignition noise certainly appears to be gone. With the 2,000 watt transmitter referred to a coverage radius of 85 miles was had. What might this radius be with powers of the order of 50,000 watts? Armstrong, apparently, intends to find out. It is his belief, as indicated, that the dependable service area of such a station will exceed that of a 500,000 watt station of the conventional variety on present channels. If this proves to be true the economics involved alone may well serve to affect fundamental changes in the broadcast set-up of the future.

One of the most surprising products of the system resides in the fact that where stations operate on the same channel the signal of the undesired station must be half as strong as that of the desired before interference sets in. Even under this relatively favorable circumstance there need be no extensive cross-talk area in the practical sense. Antennas for the reception of the UHFs are small in dimensions, and directive antennas for differentiation between two or more stations operating on the same channel and in different directions are both cheap and easy of construction and installation. Thus, the restriction on duplication of facilities on the same channel is, relatively, mild in the extreme, and the efficiency of the channel in terms of dependable service becomes relatively very great.

Accustomed as we are to thinking in terms of 10 kc. channels, the requirement of a 200 kc. channel for the Armstrong system appears as an extravagance — as a serious offset to the advantages of the system. Because it is the best that we have had—all that we have had—we are accustomed to thinking of our present system as a dependable service to the country as a whole. *But it is not a universal service,* and for the great majority of those who are served, not a *dependable* service! Studied in terms of universality and dependability, and in terms of *cost* of universality and dependability were current methods used (assuming that to be possible), our present system appears in a highly unfavorable light.

Allocation Aspects

CONCERNING the Armstrong system, the evidence is incomplete. Yet, let us examine the possibilities, conjecturally, in an effort to arrive at some basis of comparison—and let us not be too much surprised if the figures arrived at become almost astronomical, relatively. Let us assume that a 50,000 watt station in the vicinity of 40 mc. (7.5 m.) can be made to show an all-time dependable service radius of 100 miles. Further—and bearing in mind directive receiving antennas, and the fact that the undesired signal must be half as strong as the desired to produce objectionable cross-talk—let us assume that transmitters of like power may be assigned at distances of 200 miles up and down the land. With tolerances this gives a good 50 stations per channel.

Finally, let us utilize for this hypothetical set-up that portion of the spectrum between 7 and 8 meters alone. Again with tolerances, here are a good 20 channels, and the total number of 50,000 watt stations has reached 1000; each with a potential all-time service area of about 30,000 square miles, for a total of 30 million square miles. *The total land area of the entire continental United States is 3 million square miles.* This would mean ten services always available to every listener everywhere. Place two simultaneous services on each carrier and the number is of course doubled.

So much for conjecture. But, if we are to be guided by Armstrong's demonstrations, possibilities such as these by no means appear ridiculous.

Limitations imposed by the present system place prime fidelity, too, beyond reach. Perspective broadcasting with its astonishing realism has been unable to get out of the laboratories. Frequently modulation is a way out. Or, it is a means which can provide transmission of two sound programs and a facsimile service from a single transmitter, on a single carrier, for consumption by a single combination receiver.

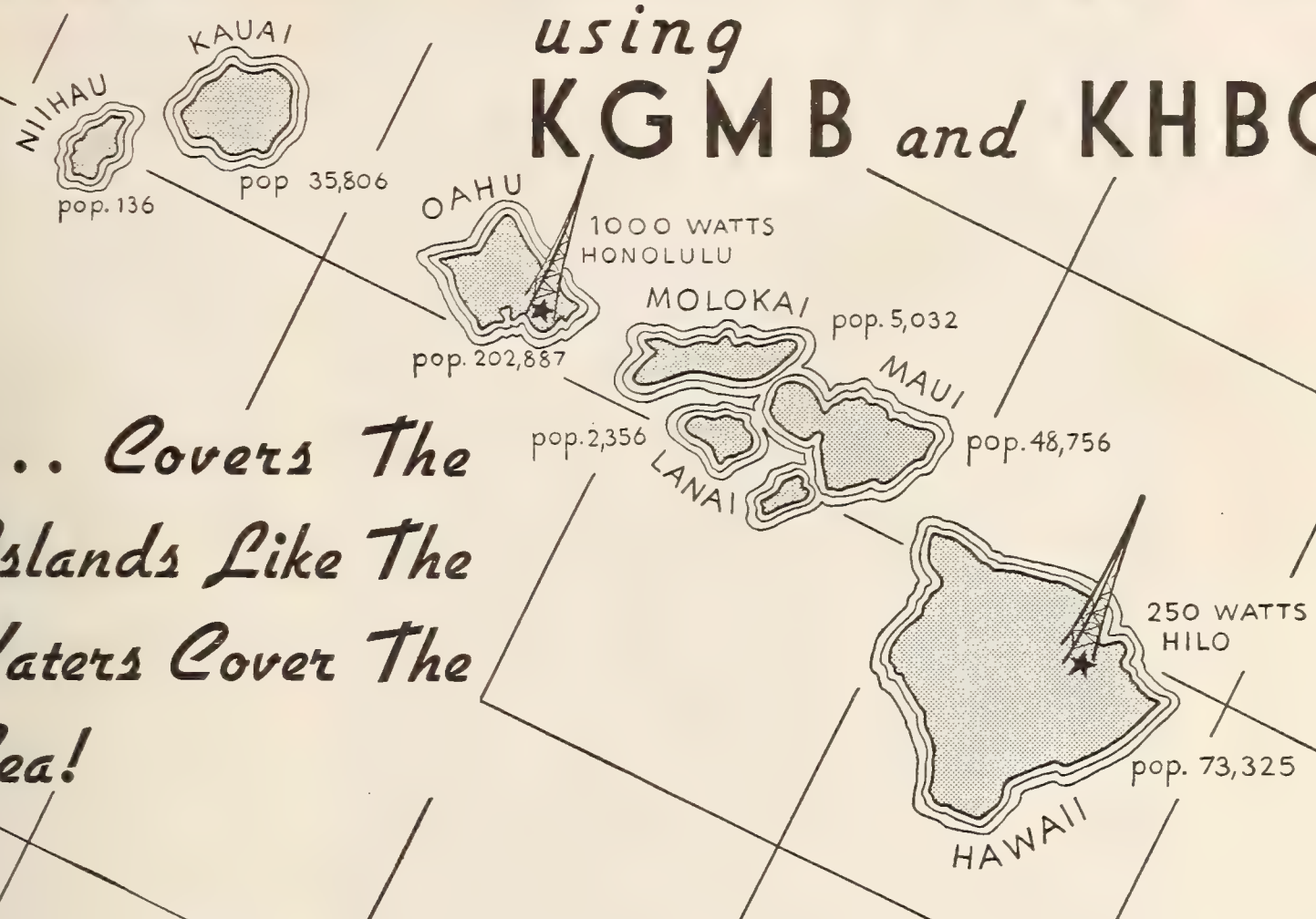
What manner of transmitters

(*Continued on page 84*)

HONOLULU BROADCASTING CO., LTD.

using

KGMB *and* KHBC . . .



.... Covers The Islands Like The Waters Cover The Sea!

HAWAII ONE OF AMERICA'S BEST MART OUTLETS

Value of Merchandise Shipped From Mainland Increased More Than $15,000,000 During '35

By R. W. JIMERSON
Financial Editor, The Examiner

Figures obtained yesterday through the Federal Department of Commerce affirm the position of the Territory of Hawaii as one of the best markets for the products of continental United States.

Value of merchandise shipped from the mainland to Hawaii increased by more than $15,000,000 during 1935. reaching a total of $78,924,776.

Reprint from San Francisco Examiner
March 7th, 1936

ARE YOU GETTING YOUR SHARE?

IT IS POSSIBLE
with one program over
KGMB—Honolulu
and
KHBC—Hilo

to put your advertising message into the homes of more than 70% of the purchasers of the foregoing merchandise.

HONOLULU BROADCASTING CO., LTD. ☆

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. - CHICAGO, 228 N. LaSALLE ST

LOS ANGELES - - - MacGREGOR & SOLLIE
729 S. Western Ave., Hollywood, Calif.

KGMB HONOLULU, OAHU

KHBC HILO, HAWAII

THIS HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST.. *IT PAYS!*

Industrial Market Effectively Reached By Equipment Firm

Duff-Norton Finds Disc Series Gives Successful Promotion

DUFF-NORTON MFG. Co., Pittsburgh (The House That Jacks Built), oldest manufacturer of industrial jacks, and selling to a purely industrial clientele, has found its brief experience in radio advertising successful and is continuing its transcriptions on KDKA, Pittsburgh, as well as expanding to other stations. The series has been an innovation in industrial sales promotion, with its use of a disc program three evenings a week.

To promote its program, Duff-Norton has circulated to the industrial trade an eight-page illustrated folder in colors, inviting comment on its idea. The company deals principally with railroads, oil fields and heavy industries.

NBC Trade News Service has just issued a release covering the broadside as well as the NBC transcription series which the sponsor is now using. The sponsor makes this radio approach:

A Special Market

"AS THE world's oldest and largest manufacturers of lifting jacks we have to our credit 55 years' experience serving the railroads, oil fields, mines and American industry. In addition we have the plant, the modern equipment, the experienced man power to start where you leave off . . . in the producing - machining and assembling of special or standard apparatus and equipment. We stand ready — on call — to go to work for you as part of your organization . . . to do your work quickly . . . accurately . . . economically."

That is the theme, verbally addressed to "Mr. Manufacturer", woven into the commercials. Actually, the radio campaign is said to have the unique advantage, not only of delivering a message to the executive, but of reaching beyond him to the unnumbered workers who in the ordinary course of events live close to the functional problems of industry, but far from selling talk.

"To these more or less forgotten men—whether they work with bridges, airplanes, locomotives, in America's oil wells or mines—the name of Duff-Norton now comes more and more frequently to mind when a job gets jammed up or something come along at the plant which can't be handled without outside help," says NBC. "This plan of extra coverage, of direct salesmanship to everyone concerned, is one that the heavy industries are turning to in increasing numbers since Duff - Norton started their campaign in June."

The agency is Walker & Downing, Pittsburgh.

JAMES R. RHODES, of Newton, Ia., publisher of four Iowa dailies, has purchased a 15 - minute Saturday evening period over WHO, Des Moines, for the *Rhodes Iowa News Digest* which introduces the newspaper's executives and editors and deals with state affairs.



Two of the New Studios in Elaborate WNOX Building.

WNOX, Knoxville, recently acquired by Continental Radio Co., Scripps-Howard newspaper affiliate, tried out operating on a 24-hour basis following formal dedication of new studios in its own building at 110 S. Gay St., main Knoxville thoroughfare. Among novel features of the layout are two paneled show - window studios on the first floor, one of which is illustrated above.

Another effective idea, conceived by James C. Hanrahan, Continental vice president, is a church-pew type of auditorium studio which eliminates noise of moving chairs and seats an extra hundred persons in the same space. This studio, decorated in aluminum and bright red and blue, seats 800.

With opening of the new studios May 27, R. B. Westergaard was promoted from commercial manager to manager. He was formerly of KSO-KRNT-WMT, Iowa, where he was merchandising manager. John Mayo, formerly of NBC and CBS, is program director and is assisted by Jack Howard, son of Roy W. Howard, Scripps - Howard board chairman.

Salesmen are Bob Anderson, Willard Blanc, Jack Mims, formerly of Southwest Broadcasting System and WGST, Atlanta, and Darvin Mueller. Announcers are Ray Atkins; Lowell Blancard, formerly of WXYZ, Detroit, and KYW, Chicago, who also is master of ceremonies; William Johnson, Charles McMahon and H. P. Shelton. Joe B. Epperson, formerly of WIS, Columbia, S. C., is chief engineer. Assistants are John Cole, P. J. Leonard, J. G. Schaefer. Others on the staff are James Hart, pianist and organist; Sally Belt, bookkeeper; John Brakebill, secretary; R. L. Hopkins, program department assistant; Charles J. Jones, building superintendent; John Towner, secretary to Mr. Westergaard.

The spectacular opening of the new studios, directed by Mr. Hanrahan, brought such crowds to the WNOX building that police were called to save the sidewalk studios and keep gate-crashers out of the big auditorium.

Coast Cookie Series

DAD'S COOKIE Co., Los Angeles, in June placed its account over the Southern California network, Los Angeles, with KFWB as the key station. The contract was for 52 weeks and handled direct. The sponsors are using three evening quarter-hours a week, plus an additional half-hour Saturdays with a juvenile revue. The half-hour program is presented from Warner Bros. sound stage with audience admitted upon presenting five coupons from packages of Dad's cookies or cookie jars.

50 kw. Is Sought By CKLW, Windsor

Newspaper Seeks to Purchase CRCW, Commission Station

CANADA'S two broadcasting stations at Windsor, Ont., just across the river from Detroit, may undergo drastic changes soon if movements now under way materialize. The changes, however, manifestly rest upon what is done about the Canadian Radio Commission, whose demise in favor of a one-man regulator is planned before the end of this year.

While not officially announced, it has been learned on reliable authority that Ted Rogers, head of the Rogers-Majestic Corp., Toronto radio firm which also operates CFRB in that city, has asked for authority to increase the power of CKLW, Windsor, from 5,000 to 50,000 kc. Under pressure from Canadian interests, the Americans formerly operating CKLW—including George Storer and Sam Pickard—recently sold the station to the Rogers-Majestic group.

Would Purchase CRCW

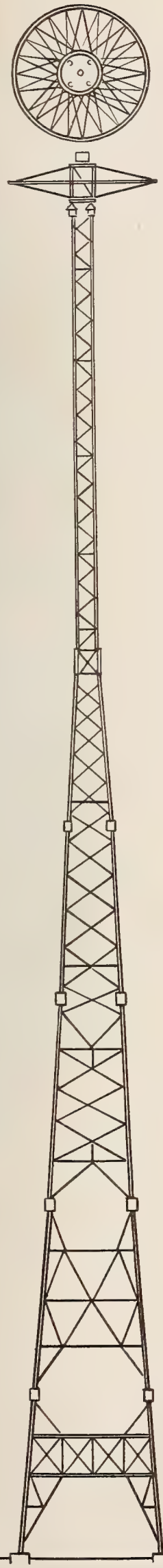
IN ADDITION, it was learned that W. F. Herman, publisher of the *Border Cities Star*, Windsor daily newspaper, is seeking to purchase the 1,000-watt CRCW, Windsor, from the Canadian Commission, its present operator. The station is on the choice 600 kc. frequency.

Another pending deal for a station purchase in Canada is reported from Stratford, Ont., where Roy H. Thompson, owner of CJKL, CFCH and CKGB in northern Ontario, is negotiating to take over CJCS, Stratford. In addition, it is reported that Mr. Rogers is contemplating buying CKCO, Ottawa, and to increase its power.

In the meantime, Canadian circles are still buzzing over the prospective appointee to the directorship for all Canadian broadcasting, proposed to parallel the functions in the British Broadcasting Corp. of Sir John Reith, director general. While the names of Gladstone Murray, Canadian-born executive of the BBC, and Reginald Brophy, Canadian - born station relations manager of NBC, are most frequently mentioned, there has also been talk of trying to recruit either M. H. Aylesworth, former NBC president, or James Wallington, popular NBC announcer, for the job—though informed circles are inclined to discount this as mere rumor. Mr. Wallington is Canadian-born but Mr. Aylesworth was born in Cedar Rapids, Ia.

American Oil on 33

AMERICAN OIL Co., Baltimore (Amoco, etc.) through its agency, Joseph Katz Co., is broadcasting six weekly RCA transcription announcements for an indefinite period on 33 stations East of Cleveland. Stations selected for the campaign were WJAX, WIOD, WFLA, WSB, WTOC, WTIC, WCSH, WEEI, WTAG, WOKO, WBEN, WHAM, WSYR, WJAR, WMAL, WTBO, WBAL, WCAO, WFBR, WFMD, WWNC, WBT, WPTF, WGAR, WHP, WCAU, WCAE, WIS, WCHV, WLVA, WTAR, WRVA, WDBJ.



● Field tests verify the calculations of WHK engineers that with its new antenna, WHK will be received in its normal area with a strength approximately equivalent to doubling the present power at the transmitter. We believe it to be the only antenna of its type in the world.

Again WHK LEADS *the* WORLD • •

with a New-Type Super-Efficient Antenna

In 1934 the engineering department of WHK under the direction of Edward L. Gove, technical supervisor, set out to develop a better, more efficient antenna system. After more than two years of study and rigorous testing WHK is starting construction of a new 300 foot, vertical "loaded" tower with a "cap" 30 feet in diameter. To the casual observer the new WHK antenna will mean merely a slender column with a huge "bicycle wheel" on top, but to national advertisers it is just so much more assurance that programs over WHK will find their way into more homes than ever before.

This is not the first time WHK has pioneered new radiating equipment. In 1930 WHK erected the first sectionally insulated towers. This step resulted in changes in antenna practice in the entire field of broadcasting.

WHK amply covers one of the country's richest markets . . . . over 40% of Ohio's retail sales are made within its primary listening area. Wire or write for complete proof that WHK will do more for you per dollar expended.

WHK
CLEVELAND

H. K. CARPENTER, *Vice Pres. & Gen'l Mgr.*

C. A. McLAUGHLIN, *Sales Manager*

Exclusive Representatives: FREE & SLEININGER, Inc.
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

Basic Station Columbia Broadcasting System

Transfer of WEEI To CBS Approved

Shifting of Network Outlets In Boston Expected Soon

SHIFTING of NBC and CBS outlets in Boston in advance of next Jan. 1 is expected following approval by the FCC Broadcast Division June 20 of the assignment of the license of WEEI, Boston, from the Edison Electric Illuminating Co. to WEEI Broadcasting Corp., a CBS subsidiary, under a lease arrangement amounting to $219,000 annually.

WNAC, Boston, present CBS outlet, is contracted for that network's service until the end of the year, but already has made arrangements with NBC to become its basic Red Network outlet when the shift takes place. The WEEI contract with NBC runs until next April, but the principals have agreed that the shifts will take place earlier if worked out to the mutual satisfaction of the parties involved.

Switching of Outlets

AS BROADCASTING went to press, conversations were in progress to set a definite date for the switching of the network outlets. Simultaneously, it is expected, WICC, Bridgeport and WEAN, Providence, owned by Shepard Broadcasting Co., will join the NBC-Blue network as part of the arrangement. It is expected that the shift will take place soon.

CBS also is expected to announce the appointment of a new manager of WEEI within the next week. The new executive probably will be designated from New York or Chicago, with the Boston staff to be augmented with other personnel.

Also pending before the FCC Broadcast Division is the application for transfer of license of KNX, Los Angeles to CBS. A hearing on the KNX transfer, at a sales price of about $1,300,000, was held June 29 before the FCC Broadcast Division. No decision is expected any time soon, and may not come until the fall.

CBS also has entered into an arrangement with KSFO, San Francisco, for lease of the station, subject to FCC approval. The lease, to cover a five-year period, with two option renewals of five years each, entails a cost to CBS of between $25,000 and $30,000 annually. Should the FCC approval be not forthcoming by the time CBS severs its affiliation with KFRC, San Francisco at the end of the year, then a regular affiliated station arrangement will be entered into with KSFO.

The WEEI lease arrangement covers a period ending April 1, 1943, at the figure of $219,000 per year, plus an additional expenditure for lease of studios and offices. The WEEI agreement also contains an option by which CBS has the right to purchase the station upon the same terms and conditions which are offered to the Edison Company by any other party and which it may be willing to accept.

EMIL POLAK, NBC musical director on the West Coast, died in a San Francisco hospital the weekend of June 21, of natural causes.



HUNDRED JUDGES—Yankee Network's "Committee of One Hundred" listening to a preaudition on which they vote their opinion.

PREAUDITIONING FOR YANKEE

Committee of One Hundred Listens to Programs and Votes Opinion of Entertainment Value

TO DETERMINE listener interest of its programs before they are introduced on the air, by means of preauditions, 100 women, a cross section of the thousands of New England women who tune in to Yankee Network features, met in the studios of the network in Boston in June to organize The Yankee Network's "Committee of One Hundred" on a permanent basis, and to determine in their first preaudition, the best of several programs that were submitted to them, for the benefit of a well-known national advertiser.

In answer to the requests of Linus Travers, Yankee Network executive, members of the committee volunteered their services as a "jury" in selecting programs, that they, as New England housewives, feel sure will appeal to the thousands whom they are representing.

In the future Yankee Network programs will carry the approval of the "Committee" and the assurance that as far as may be determined beforehand, the program will be a success on the air, and measure up to the standards of fine radio entertainment. The enthusiasm of the members of the committee, as shown by their early arrival at the studios, and by their marking of preaudition ballots, reveal the real interest and the eagerness with which the public grasps the opportunity to exercise a control in the choice of radio programs. Representatives of the advertiser, for whose benefit this first preaudition was held, were pleased with the results and have signified their intention of submitting other of their programs for approval.

Proceedings of the organization of the committee, its purposes, and first hand interviews of various members were broadcast over WAAB, Boston. It is also the purpose of Mr. Travers to conduct tours of inspection of the Yankee Network studios, introduction of committee members to radio artists and personnel of the two stations in order to familiarize them with the various aspects of broadcasting. Preauditions will be held at regular intervals and committee members will be furnished with engraved membership certificates.

Procter & Gamble Plans Spot Campaign for Dreft

PROCTOR & GAMBLE Co., Cincinnati, one of the largest of all radio advertisers, is planning to launch a new campaign starting July 6, called Dreft. It will be a transcription offering and scripts are being prepared under the title *Kitty Keen Inc.* The story will be of the dramatic type and will be heard in daytime 15-minute episodes, five a week, probably for 13 weeks, although the series may be continued for a much longer time than that. Blackett-Sample-Hummert Inc., Chicago is the agency.

The programs are already being tested over WOC, Davenport, Ia., 1:30 to 1:45 p. m. CST, but will go to a long list of spots throughout the Midwest on and after July 6. The sponsor is not yet ready to announce the list of stations.

KCMO Gets Full Time

KCMO, Kansas City, formerly KWKC, was granted a change in operation from specified hours to full time by the FCC Broadcast Division on June 20.

Greif Suit Discs

L. GREIF & BRO. Inc., Baltimore (manufacturing tailor) is offering local dealers a series of 12 five-minute transcriptions featuring Stoopnagle & Budd in a program titled *Heroes in Homespun*, cut by Langlois & Wentworth Inc., New York. The company, which has semi-national distribution of suits made from Chatham Mfg. Co. homespun fabric, has not used radio before. The discs allow 30 seconds for local announcements. Cahn, Miller & Nyburg Inc., Baltimore, arranged the series.

NBC Copyright List

AN ALPHABETICAL list of NBC *Thesaurus* selections, with information as to the copyright owner, publisher and artist, has been sent to all stations subscribing to the service, according to an announcement June 20 by C. L. Egner, manager, NBC Transcription Service.

BENRUS MFG. Co., New York (watches) on June 21 began a new series of 50-word time announcements five times nightly, seven days a week, on WJZ, New York. Announcements will run for 52 weeks. Brown & Tarcher Inc., New York, placed the account.

President Speaks Over KBIX Remote

THE UNIQUE distinction of an exclusive broadcast by President Roosevelt is claimed by KBIX, new local station in Muskogee, Okla., which put on an impromptu program last month when the Chief Executive's special train stopped at the Oklahoma City en route to Dallas, Tex.

Having been advised that the President's train would pass through Muskogee at a given time, W. L. Waltman, manager of the station, had three remote control pick-ups spaced to make sure the microphones would be easily accessible to the President's car. Although M. H. McIntyre, secretary to the president, had informed newspapers that the President would not make a talk, Mr. Waltman contacted Mr. McIntyre when the train stopped and the President consented to address the KBIX audience from the platform, while the train changed crews.

KBIX, owned and operated by the Muskogee *Daily Phoenix & Times Democrat*, took the air May 1 on 1500 kc., with 100 watts unlimited time. Western Electric equipment and a 179-foot Blaw-Knox vertical radiator have been installed. In addition to Mr. Walter, the executive staff includes G. W. Brock, chief engineer, and La Vell Waltman, program director and chief announcer. Engineers on the staff are James Manship and Dub Everly, and announcers include K. O. Richardson and Jay Crum. Kellie Morgan is commercial manager, Gordon Berger, director of musical features and Franklin Whitehead in charge of continuity.

Duffy Copyright Measure Dies as Congress Ends; New Effort Will Be Made

THE VICTIM of a successful ASCAP lobbying campaign, the Duffy Bill to amend the copyright laws died with the adjournment of Congress on June 20. It must start from scratch at the next session, which convenes in January, when it is likely that many new faces will be on the House Patents Committee, the majority of which had been cajoled into the position of opposing the measure because ASCAP opposed it.

As passed by the Senate the measure would have eliminated the $250 statutory minimum damage clause of existing law and thereby would have shorn such organizations as ASCAP and other licensing groups of the arbitrary powers they have held in forcing payments of exorbitant license fees for their works. In several other ways the onslaughts of copyright groups would have been curbed under the Duffy Bill.

Notice already has been served by proponents of the Duffy measure that they will be prepared to force action at the next session. The existing law has been on the books for a quarter of a century and is antiquated and outmoded. The NAB, along with hotels, motion picture exhibitors and other representatives of music users supported the Duffy Bill but were not sufficiently strong to offset the ASCAP lobby.

Four Stations File For 500 kw. Power

WJR, KFI, WSM, KDKA Added To Five Previously Submitted

FOUR additional applications for authority to use superpower of 500,000 watts, bringing the total pending applications to nine, were filed with the FCC during the last week in June. The applicants are WJR, Detroit; KFI, Los Angeles, WSM, Nashville, and KDKA, Pittsburgh.

Already pending are the applications of WHAS, Louisville; WHO, Des Moines; WJZ, New York, and WGN, Chicago. A general hearing on superpower has been scheduled by the Broadcast Division for September 24 and it is expected that all of the applications will be heard at that time.

In addition to the petitions already filed, it is understood WOAI, San Antonio, and WBBM, Chicago, also plan filing. Moreover, about a dozen other clear channel stations, including those of the networks, are understood to be considering applications which, if granted, would make them as powerful as WLW — the world's largest station.

The KFI application seeks a directional antenna which would be designed to suppress its signal to the West to prevent dissipation of its energy over the Pacific Ocean and intensify it up and down the Pacific Coast. KDKA, noted as a pioneer station, for a half dozen years has been experimenting with superpower up to 400,000 watts in after-midnight experiments.

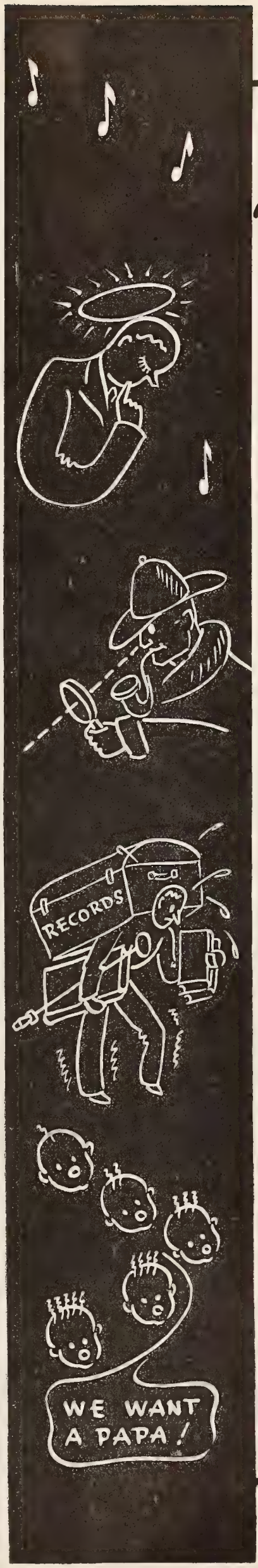
Under present Commission regulations, the maximum power allowed clear channel stations is 50,000 watts. WLW is using 50,000 watts regular and 450,000 watts experimental.

A number of clear channel stations, through counsel, have contended that the Commission should first hold a hearing on the matter of revising its regulations to make 50,000 watts minimum rather than maximum power. They maintain that hearings on the specific applications would be premature if held prior to a declaration of policy by the FCC and, in fact, in violation of the existing regulations.

Whether the FCC will consider these contentions has not been indicated. In any event, it is expected that the issue will be raised at the Sept. 24 hearing unless some action is taken beforehand.

Newspaper Guild Invites Writers of Radio News

FURTHER recognition of the journalistic status of newsmen writing and editing for radio was accorded at the recent New York convention of the American Newspaper Guild, organized by newspaper reporters for the purpose of collective bargaining and better working conditions, when it invited any employe of a radio news service devoting the major part of his time to editorial work to join local guilds. The constitution was amended to include such workers, the phrasing being such as to permit membership of news gatherers and editors attached to broadcasting stations as well as to newspapers, press associations, newsreel companies or newsphoto agencies.



IS IT *true*

WHAT THEY SAY ABOUT

LANG-WORTH?

SOMETIMES WE WONDER OURSELVES!

We've had so many nice things said about our Planned Program Service we're apt to go "gaga" any minute with embarrassment.

So we're going to the Convention! Yessir, Cy Langlois and Ralph Wentworth, in person, have decided to turn detective. We're going to set up headquarters in the Stevens Hotel and meet these subscribers who are doing all the boasting—face to face.

We're bringing all the evidence—hundreds of tuneful selections, hand-picked from the world's richest storehouse of musical treasure—Public Domain. Dance music, concert, salon, vocal quartette, chorus, novelty—an inexhaustible supply—free as the air!

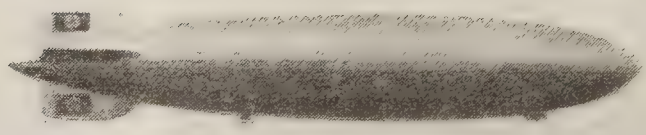
And with us go the Lang-Worth Quintuplets—five brand-new radio series, looking for local adoption—yes, there'll be a christening! If you're in Chicago, don't miss it! Let's get this thing settled once and for all—

IS IT TRUE WHAT THEY SAY ABOUT

LANG-WORTH FEATURE PROGRAMS, Inc.
A DIVISION OF LANGLOIS & WENTWORTH, Inc.
420 Madison Avenue New York

N. A. B. Convention Headquarters
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SOUND ENGINEERING

Symbol of sound engineering and swift flight . . . Germany's great new zeppelin *Hindenburg,* which, like RCA's broadcast activities, serves the public in the air.

RADIO CORPORATION OF A

EVERYTHING IN RADIO FOR SERVICE IN CO

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IN BOUNDLESS SPACE; in all fields of radio, RCA pioneered. For RCA was first to use the airwaves for international communications . . . domestic communications . . . broadcasting. Today, America has seen one RCA service of the air grow, from a small beginning to a point where now the words . . .

"This is the National Broadcasting Company!"

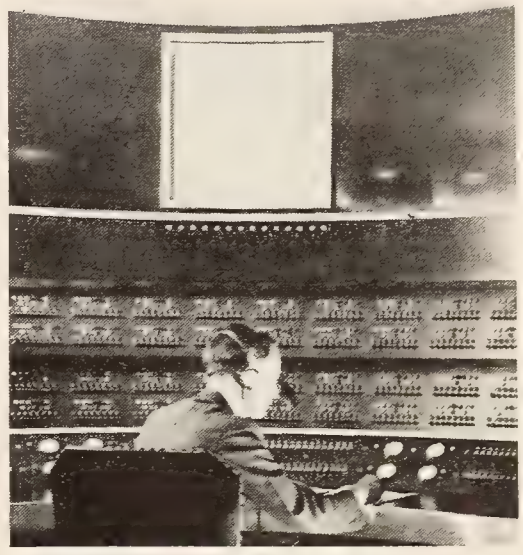
. . . are heard from early morning until late at night by millions in the United States and Canada . . . words synonymous with radio's best entertainment.

Thus again RCA comes to the fore. The National Broadcasting Company, one of the Radio Corporation of America's services, operates the largest networks in the world. Stretching from coast to coast, reaching from Canada to Florida, the NBC Blue and Red networks comprise 96 stations, linked together by specially engineered telephone wires.

Through these vast networks, NBC serves millions daily with every type of program. And, in addition to offering a complete broadcast advertising and program building service to advertisers, maintains NBC Artists Service for the provision of radio talent of all kinds. So, through the National Broadcasting Company, RCA performs still another service in radio.

By applying knowledge of the problems of broadcasting to the manufacture of its radio products, RCA assures the buying public of "pre-tested" quality. Some day, the vast store of experience gathered by RCA in sound engineering will lead to the engineering of *sight!*

Only RCA is active in all branches of the radio industry. That's why RCA merits true *confidence.* And, since confidence is a mighty sales factor, RCA dealers do a better business!



Master Control Room at Radio City

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NBC Music Appreciation Hour, with Walter Damrosch conducting, reaching millions of school children throughout the nation, inaugurated on combined WEAF-WJZ networks . . . 1928.

First to use glass curtain, shutting off audience noises from broadcasting studio stage . . . 1930.

First 'round-the-world broadcast by Pope Pius XI on combined networks in 1931.

Light pack set, a foot square and seven inches thick, introduced by NBC . . . 1933. Used by "roving reporters" at President Roosevelt's inauguration.

First to introduce improved mobile short wave transmitter capable of broadcasting on a national network and maintaining constant two-way communication . . . 1933.

First to introduce improved short wave relay apparatus for broadcasts from aircraft and similar uses . . . 1933.

—plus many more outstanding "firsts" that stamp NBC *first* among the networks of the world.

RCA MANUFACTURING CO., INC. • RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO., INC.
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Roosevelt and Radio

EVER SINCE the present administration took office more than three years ago there have been repeated insinuations that it looked kindly upon having the government enter the field of broadcasting. It was simply waiting for the opportunity to start some sort of system of stations of its own, we have heard. At times these suspicions seemed to have some basis of fact, but always it developed that some underling "brain-truster" had concocted an idea which was promptly squelched upon being brought to the attention of the higher councils.

If there is any doubt as to how President Roosevelt himself feels about Radio by the American Plan, one has but to read his message to the industry, sent through BROADCASTING and published in this issue. The language is clear and concise. He expresses his faith not only in American broadcasting but in American broadcasters.

The President's message is significant not only for what it says but for what it implies. In a few terse paragraphs he covers practically every broad question of government and its relationship to broadcasters, about which there has been concern. We have wondered about government ownership, about monopoly and about future developments. "There should be no monopoly in the moulding of public opinion, either government or private," states the chief executive.

Today the major problem on the doorstep of the broadcaster is that of future services —television, facsimile and high-frequency broadcasting. There are many interlopers who would grab off these channels for their own private, political or propagandistic pursuits. Even the government departments are seeking more than half of the available spectrum.

The President is conversant with these impending developments. He gets periodic reports from every government agency and in that manner he has acquired a broad general knowledge of the status of science, art and industry. In his message to the broadcasters he makes clear what the broadcasters themselves have maintained—that these new offshoots of radio are the logical heritage of the broadcasters of today.

"I have an abiding faith in American inventive genius," the President wrote, "and in the ability of the broadcasters to utilize these new developments in a way that will improve their service to the nation as a whole."

As we view it, only one thing was left unsaid by the President. Broadcasters have been pleading for three-year licenses as against the six-month authorizations now issued. The law permits three-year licenses. Without them the broadcasters practically exist on a month-to-month basis. The President talks of improved public service and "increased industrial stability" for the broadcasting industry. That stability can only come with a franchise which will allow the progressive, law-abiding station to administer his business without undue duress.

Even without a stated commitment on longer licenses, however, we feel the President gives new courage and incentive to broadcasters in his message. On behalf of the industry, we express appreciation and thanks.

Ready for the Future

VIEWED in retrospect, the FCC hearings on the future uses of the higher frequencies, reported in detail in this issue, bear out our contention from the outset, namely, that these new channels of communication should be allocated to furnish the greatest service to the greatest number of our people. Thus we retain our conviction that, particularly in view of their fine showing at the conference, priority belongs to those now furnishing such services —particularly to broadcasters, who will not be found lacking in capital and enterprise when television, facsimile and local apex services burst their experimental bounds.

We recognize, of course, the rightful priority of services devoted to safety of life and property, but from what we gathered as close observers at the conferences their demands are not irreconcilible with those of the broadcasting and set manufacturing industries, whose own trivial differences as to wave band allocations for television ought easily to be reconciled.

We regard as untenable such demands as those of the government, which asks for more than half the proposed new spectrum; of the educators, who through Federal Commissioner of Education Studebaker ask for a block of frequencies that (marvelous to contemplate, politically!) will give every one of the 127,000 school systems of the country its own station; and of such nebulous services as radio-typewriters for business houses, which are private in character and will occupy far more of the spectrum than they deserve. Of course, the government demands—and those of Dr. Studebaker, who even in these days of technological unemployment said that "by a slight increase in the size of classes the cost of a few teachers to serve under the traditional pattern would be saved"—may be further manifestations of the government's insistence upon entering private fields, but we doubt whether the administration's higher officials really know what these men are proposing.

Private operators and experimenters, not the government, are offering and have offered the facilities that will best serve the people at large. The answer to the governmental demands was simply stated at the conference: That all private operations can quickly be commandeered for government use by a mere presidential edict in time of stress or emergency. We are all Americans and that means we are all ready to plunge in when need demands, but in peacetime our American credo in radio as in other fields of business is to let private enterprise do the developing. The fact that the administration is cognizant of broadcasting's great day-by-day service to the American people is well expressed in President Roosevelt's letter in this issue.

The presence of so many broadcasting executives and engineers at the hearings indicated their keen appreciation that, as Comdr. Craven said, "radio is at the crossroads". More than that, we can say for the broadcasting industry that it is ready to pursue the proper paths the FCC will direct when it determines what services shall utilize these new avenues of the ether, and how.

It Won't Happen Here

ONE WOULD conclude from the conversation he hears that the NAB convention in Chicago will be more like a Latin American revolution than a business meeting of a great American industry. To us it seems shameful that factional differences should run to such extremes.

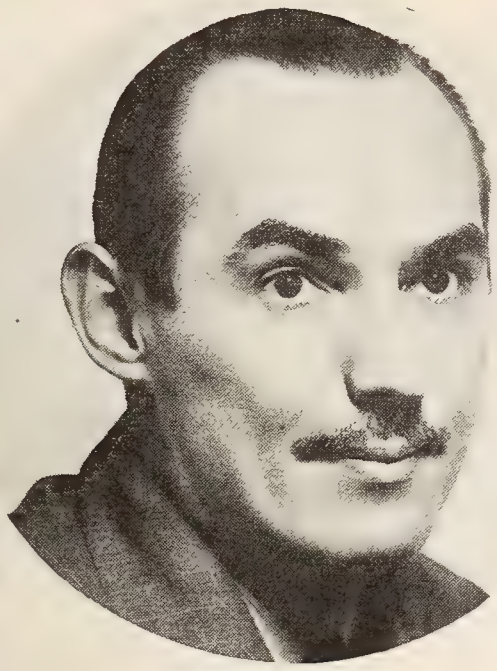
Many harsh words have been uttered during the last year. The trouble centers around copyright. The major networks and a substantial group of independently owned stations have been at issue. The problem is a dollars-and-cents one. The accusation is that the networks, as against the independents, got the better of a business bargain.

All that may be true. But it does not seem to be any basis for threatening the unity of an industry that must buck the line together if it is to keep its strength and identity. There has been much unnecessary waving of red flags, in our opinion. Copyright, after all, is just one of many problems which broadcasting faces. It is wrong to allow that one issue to becloud all others and threaten to break up a trade association which otherwise has done a satisfactory job of fighting radio battles on the national front.

After all the tumult and shouting is over, it is our guess that the divergent viewpoints will be reconciled. There are plenty of good brains in the NAB membership, and the preponderance of good sense urges the conviction that only in unity is there strength.

CRITICS of radio can be found abundantly in Congress, particularly when it serves their political ends. Occasionally, however, one hears words of praise, such as the comments of such men as Senators Borah and Dickinson, who figured prominently in the recent Republican convention. Borah informs BROADCASTING that he has only "words of commendation" for the fine work of radio, and that he has "never heard a word of complaint". Dickinson said he regards radio as the most important political medium because the candidate gets "almost immediate reactions".

We Pay Our Respects To —



HERBERT VESTNOR AKERBERG

EVER SEEN a living portrait of the busiest man in the world? If not, just visit Herbert Vestnor Akerberg, at CBS headquarters in New York City. The problems of 103 affiliated CBS stations converge on his desk. Nobody bothers to write. It's the telephone all day long. With one it is the writing of a new contract; with another, the clearing of time for a dedicatory program; and a third wants to know how this assignment shift or that would work out; copyright bothers the fourth, and then there is always the constant figuring of new outlets here or shifts there.

At CBS they call his job station relations. A better title would be general utility man for network operations. The job calls for knowledge of every phase of station-network operations, including placement of accounts, station markets and coverage, equipment and antenna design, copyright, contract forms, and in fact everything except actual programming.

When Sam Pickard decided last month to become a gentleman farmer down in North Carolina and relinquished his active duties as vice president for station relations, it was only logical that Herb Akerberg should succeed him. Mr. Pickard remains as a CBS vice president by remote control, but the assignment of vice president in charge of station relations falls upon the capable shoulders of Akerberg. For the last two years he has been Pickard's chief assistant, and station relations manager.

A sort of born diplomat, Herb Akerberg has a knack of saying the right thing at the right time. His forte is negotiation—and it takes real ability to keep the records straight in that sort of activity.

Herb Akerberg had much to do with "building" CBS, literally, because as an engineer for Bell Telephone Laboratories in 1929 he was assigned the job of installing WABC when that station became the owned-key station of CBS. He never returned to Bell Labs. From an engineering capacity with the young network he was assigned to development and planning, acting as a sort of general assistant to William S. Paley, CBS president. The phenomenal growth of CBS since then is known by everyone identified with radio, and in the background there was always Herb Akerberg, diligently applying himself to technical plans for expansion from the 18-station original network to the "world's largest" single network.

Like so many in radio, Herb Akerberg started out as an amateur operator in his native town of Columbus, O. Although it isn't generally known, he was one of the first engineers to engage in synchronized broadcasting — that method of simultaneous operation of stations on the same channel which in the early days was looked upon as the panacea of all of radio's technical ills. With WAIU, Columbus, first as its chief engineer and then as its manager in 1927 and 1928, he synchronized the station experimentally with KMOX, St. Louis, and later with WKRC, Cincinnati, under the rigid supervision of the old Radio Commission. These experiments attracted nationwide attention. Young Akerberg was called in those days the "radio Bolshevist" because of his efforts toward setting up networks of stations on single frequencies.

On June 24 last, exactly 38 years had passed since the birth of Herbert Vestnor Akerberg in Columbus. His parents were Swedish and his father had been employed by the Pennsylvania Railroad. During his early schooling in Columbus he took to amateur radio, and when only 14 built a wireless station in Columbus. Never losing his technical interest in radio, he joined the Signal Corps of the Army during the World War, and taught code to pilot cadets at the training school at Cincinnati.

The war over, young Akerberg again hopped on the radio bandwagon and sold radio sets. In 1923 he built WPAL in Columbus and operated it until 1926 when he became engineer of WAIU, shortly afterward becoming its manager. It was during this period that he made the front pages of many newspapers because of his pioneering synchronization efforts.

He accepted a position with Bell Laboratories in 1928 to further his experimental work and the following year was assigned the task of installing WABC. Even before that job was completed he was named assistant chief engineer under Paul A. Greene, and when the latter left CBS a year later, he became chief engineer. The title of research and development engineer was given Akerberg in 1931 after CBS officials discovered his natural bent for figuring out complicated things. He was made a sort of trouble-shooter for the network.

When the station relations job became more than a one-man undertaking, Akerberg found himself assistant to Vice President Pickard. It soon developed into a full-time assignment and in 1934 he became Mr. Pickard's assistant and the following year station relations manager. Last month he was promoted to a vice presidency. It was he who negotiated the recent affiliation and purchase arrangements with WJR, Detroit; WWL, New Orleans; KNX, Los Angeles, KSFO, San Francisco and WEEI, Boston.

No one has ever been able to figure out what hobbies, if any, go with Herb Akerberg aside from his work. He is a 32d degree Mason and a Shriner. With the lovely Mrs. Akerberg (formerly Florence Miller of Columbus), he resides in New York close to CBS headquarters.

PERSONAL NOTES

MRS. PHILIP G. LOUCKS, wife of the Washington attorney and former NAB managing director, is recovering at Sibley Hospital, Washington, from a serious illness which followed giving birth to a 7 lb. 7 oz. son, born June 13. The boy was named Michael Philip.

NAYLOR ROGERS, general manager of KNX, Hollywood, dislocated his hip June 12 and was taken home to recuperate after a short stay at a hospital.

GORDON EWING has been promoted to sales manager of WBZ, Boston, succeeding Griffith B. Thompson, who has joined the NBC sales staff in New York. Ewing will be in charge of NBC sales coverage in New England.

GEORGE BIGGAR, promotional director of WLS, Chicago, left Chicago in June for the Texas Centennial and National Folk Festival.

HAROLD GRAY, former announcer of WJSV, Washington, has joined the sales and production staff of the U. S. Recording Co., Washington.

BOB KAUFMAN, formerly publicity director and program director of CBS, Chicago, has been appointed manager of KMA, Shenandoah, Ia.

HARRISON HOLLIWAY, newly appointed general manager of KFI-KECA, Los Angeles, left June 12 on a trip to New York and Washington, planning to stop at the NAB convention on the return trip.

ARTHUR McDONALD has been appointed sales manager of KEHE, Los Angeles. At one time he was on the sales staff of KHJ and KNX, later sales manager for Standard Radio Inc. He had not been in radio the past year.

GERALD KING, manager of KFWB, Hollywood, and George Fischer, publicity director, won prizes at the annual Warner Bros. golf tournament in June.

H. J. BRENNEN, Robert M. Thompson and S. A. Pickering, of the executive staff of WJAS, Pittsburgh, left June 16 on a European vacation and will return about Aug. 1 on the *Queen Mary*.

LLOYD E. YODER, NBC western division press relations manager, Philip C. Lasky, general manager of KSFO and Tom Breneman, general manager of KFRC, are among the 28 prominent San Franciscans who are to select the finest outdoor girl from that city from high school students to represent San Francisco at the California Rodeo in Salinas, Cal., July 16 to 19, inclusive.

PAUL McCABE, NBC revenue accounting supervisor in San Francisco, has resigned to become associated with a Los Angeles concern. His successor at NBC is A. J. Diedericks.

WESLEY I. DUMM, president tof the Associated Broadcasters Inc., which operates KSFO, San Francisco, and Philip G. Lasky, general manager of the station, are in New York to confer with CBS officials. Final arrangements are to be made with CBS for leasing of KSFO. Lasky will remain in the East to attend the NAB convention before returning to his desk. Dumm is scheduled to return to San Francisco this coming week. Both executives are accompanied by their wives.

PAUL KESTEN, CBS vice president, was due to return to New York about July 1 from a vacation trip in Europe.

MISS ANGELA McCOSKER, daughter of Alfred J. McCosker, president of WOR and chairman of Mutual, was to leave July 1 for a two-month trip to Europe with a party of eight young ladies.

J. H. HARDY, lately with Richman & Associates, Los Angeles, and once with KIEV, Glendale, Cal., has joined the sales staff of KRKD, Los Angeles.

QUIN RYAN, broadcast manager and commentator of WGN, Chicago, expects to spend the hay fever season on his newly acquired power boat in Lake Superior, a haven for sufferers from that malady. Blair Walliser, production chief, another boating enthusiast, expects to take in the Mackinac yacht race in his sloop.

RICHARD STANNARD, formerly on the sales force of KGB, San Diego, and KHJ, Los Angeles, early in June joined the commercial department of KFWB, Hollywood, to take the newly-created post of sales promotion manager.

EDWIN W. CRAIG, executive head of WSM, Nashville, and Mrs. Craig plan to sail for Europe July 2 for a vacation. Mr. Craig, who has been prominently mentioned for the NAB presidency, therefore will be unable to attend the Chicago sessions July 6-8.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, was to return from London July 1 in time to go to the NAB convention.

DR. MAX JORDAN, Central European representatives of NBC who came over on the maiden voyage of the dirigible *Hindenburg* in May, addressed the Overseas Writers of Washington June 18. He was scheduled to return late in June on the airship.

ROBERT KAUFMAN, formerly with KELW, Burbank, Cal., and later in the agency business, has joined the sales department of KEHE, Los Angeles.

A. J. MOSBY, owner and manager of KGVO, Missoula, Mont., was in San Francisco on June 17 during his Pacific Coast tour contacting advertising agencies and clients.

CHARLES KAPLAN, of the sales staff of WIP, Philadelphia, is convalescing at his Atlantic City home from an operation.

CLAIRE PATRICK, in charge of NBC's musical rights department in San Francisco, was married to Gregory Lance of Seattle, at Stevenson, Wash., on May 22, it was revealed when she returned from her vacation. They will make their home in San Francisco where Mrs. Lance will continue her affiliation with NBC.

JOHN BUSSELLE, 1936 graduate of the College of Emporia, has joined the sales and client service staff of WHB, Kansas City.

WEBLEY EDWARDS, manager of KGMB, Honolulu, was honor guest at a luncheon held in the Palace Hotel, San Francisco, June 16, attended by 40 radio and advertising executives. Fred J. Hart, vice-president and general manager of the Honolulu Broadcasting Co., which operates the station, was toastmaster. Edwards, who has been on the mainland since May 21, making a good will tour of the West Coast for KGMB, was to leave San Francisco June 27 for Honolulu.

HARRY ANDERSON, NBC sales manager in San Francisco, has returned to his desk, after a conference with network clients in New Orleans.

DAN WELDON, formerly on the sales staff of KROW in San Francisco, is now with KYA, that city, in a similar capacity.

AND THEY CALL BROADCASTING A MAN'S GAME!



FEMININE SIDE OF RADIO—Among women radio station managers are: Top row (left to right) Mrs. Edythe Fern Melrose, WJAY, Cleveland; Mrs. Jessie Jacobson, KFBB, Great Falls, Mont.; Miss Bernice Judis, WNEW, Newark; lower row, Lillian E. Kiefer, WMBQ, Brooklyn; Marie W. Vandergrift, WPAY, Portsmouth, O.; Joy True, KOH, Reno, Nev.; Mrs. R. W. Britton, KGBU, Ketchikan, Alaska.

DEADLIER than the male may be the female of the species—but they do make good radio station managers, we are told on competent authority. A survey by BROADCASTING discloses that among the 630-odd stations in the United States there are about a dozen women managers, who in several cases are also station owners. Most of them are married, and happily, according to our reports.

Modesty may have accounted for the failure of some of them to respond to our request for photographs, but the best list we could compile of women top executives of American stations, besides those pictured above, is as follows:

Mrs. Margaret Haymond, KMO, Tacoma, owned by Karl Haymond; Mrs. W. J. Virgin, owner and manager of KMED, Medford, Ore.; Mona J. Pape, WHBL, Sheboygan, Wis.; Bertha Jackson, WCAX, Burlington, Vt.; Mrs. M. J. Milberne, WCNW, Brooklyn; Mary E. Beehler, KGEK, Sterling, Col. There may be a few others we haven't heard about, but if they are they have been appointed since our 1936 Year Book was published.

There are, of course, quite a few women commercial managers—and mighty good sales executives they are, too, we are told. And there are even more women program directors, but only a handful of regular announcers are females for the peculiar reason that, except for specialty programs, they don't seem to click with the American audiences as they do in Europe.

It was with regret that BROADCASTING learned of the retirement of Mrs. J. L. Bush from the active management of WDZ, Tuscola, Ill., one of the oldest broadcasting stations in the United States, which recently was sold to a new corporation headed by Edgar Bill, operator of WMBD, Peoria, with Clair Hull, of WMBD, as the new manager. Mr. and Mrs. Bush, however, retain a 25% interest in the station.

Also, we learned that Elsie L. Budd is no longer manager of WLNH, Laconia, N. H., a post she held when the former manager died suddenly last year. Miss Budd, however, continues with the station as its assistant treasurer.

BEHIND THE MICROPHONE

CARLTON KADELL, West Coast announcer, recently narrating the *Strange as It Seems* series on CBS, was selected to announce the Amos 'n' Andy series on NBC while the dialect duo spend the summer in Hollywood.

WILLIAM McGRATH, formerly of Philadelphia stations, has been named production manager of WNEW, Newark.

JAMES V. MacDONALD, for several years in charge of publicity for WEEI, Boston, as well as for Edison Electric Illuminating Co., Boston, has left the station to devote full time to Edison publicity. Lewis S. Whitcomb is handling WEEI publicity.

LEW STEARNS, graduate of the University of California at Los Angeles, has joined the announcing staff of KFAC, Los Angeles. Martin Provenson has resigned to go to Texas and Burton Bennett, former program director of the station, returned to become a staff announcer.

LEE HOAGLAND has returned to the announcing staff of KMTR, Hollywood, after several months absence. He takes the post of Fred Graham, who resigned to do transcription work.

HENRY CIESEL, announcer of WEBR, Buffalo, is back at the studios following his honeymoon in Washington.

WALLY WARREN has been transferred by Central States Broadcasting System from Omaha to Council Bluffs studios of KOIL.

ALOIS HAVRILLA, NBC announcer, current holder of the diction medal, sails for Europe in July to visit his Czechoslovakian birthplace.

TOM BREEN, formerly with NBC, New York, and Hal Chambers, formerly of KJR-KOMO, Seattle, and KGB, San Diego, in June joined the announcing department of KFWB, Hollywood.

J. E. DOYLE, radio editor of the *San Francisco Chronicle* for the last three months has resigned and on July 1 takes a similar position with the *New York American*. His successor in San Francisco is Herb Caen, formerly radio editor of the *Sacramento* (Cal.) *Union*.

PAUL PIERCE, announcer of KFWB, Hollywood, is the father of a nine pound boy born in June.

JOHN TOBOLA, former announcer and operator of WMFJ, Daytona Beach, Fla., has joined the announcing staff of KELD, El Dorado, Ark.

JOHN McTIGUE, NBC press department in Radio City, is the father of a boy, his first child, born June 20.

THOMAS FREEBAIRN-SMITH, staff announcer of KNX, Hollywood, left the middle of June with the Hollywood Cricket Club for a tour of the Northwest, but will return to the air late in July.

MRS. HERM BREDERO, conducting a daily program on 2GB, Sydney, Australia, under the name of *Auntie Val*, will arrive at Los Angeles Harbor on the *Mariposa* July 11 for a three-month trip.

CHARLES ANDERSON, doing heavy roles in the *Sunday Players* transcription series in Hollywood, where he was also on KFI and KFWB, has returned to Denver where he is announcing on KOA.

CLIFF ANDERSON, in charge of NBC program traffic in San Francisco, was recently married to Adele Hooper of Milbrae, Cal.

ARNOLD MAGUIRE, radio writer, producer and actor, will join the production department in NBC's San Francisco headquarters on July 6.

GORDON B. CASTLE, formerly of Campbell-Ewald Co. and WGR, Buffalo, has joined WJR, Detroit, as announcer and publicity director.

DICK LAPE, announcer of WEBR, Buffalo, received a degree in June from State Teachers' College.

JOSEPH BOLEY, announcer of WJAS, Pittsburgh, has resigned to take up advanced work in public speaking at the Cape Cod School, Martha's Vineyard.

PAUL ZENS, of the music copyright division of KNX, Hollywood, and Miss Goldie Hardesty were married in Yuma, Ariz., June 14.

CHARLES WISE, formerly publicity director of WKRC, Cincinnati, sailed June 17 for a two-month tour of Great Britain, Scotland and France, to make a study of broadcasting in those countries.

DON HANCOCK, formerly of WLW, Cincinnati, has joined WBBM, Chicago.

ROBERT HALL, formerly of WOR, Newark, has joined WIP, Philadelphia.

LORNIE WILKINSON, program director of WTAQ, Green Bay, Wis., is the father of a baby girl.

C. WHITNEY SHEELEY and Milton Royce, operating a radio agency in Hollywood as Sheeley-Royce, have dissolved the partnership. Mr. Sheeley will continue the business while Mr. Royce will free lance.

DON WILSON, NBC announcer on the Jack Benny program, is the master of ceremonies of the new Jell-o program which started June 28 while Benny is in Hollywood on a picture assignment.

EDWIN JAY, announcer and pianist, has joined the staff of WINS, New York.

JACK ZEIGIN, announcer and publicity director of WIBM, Jackson, Mich., has resigned.

LOUIS AIKEN, Jr., formerly with WXYZ, Detroit, has joined the announcing staff of WCKY, Cincinnati.

WADE WATSON, formerly of WNEW, Newark, has been named to the production staff of WBNX, New York.

BEN HARKINS, formerly on the production staff of KOMO, Seattle, Wash., has joined the announcing and artist staff of KJBS, San Francisco.

Broadcasting Problems To Feature Program of West Coast Advertisers



Mr. Dixon

SPOKESMEN for radio and advertising from all parts of the West Coast will be in attendance at the 33d annual convention of the Pacific Advertising Clubs Association to be held in Seattle July 5 to 9. The radio departmental session July 7 will be presided over by C. P. MacGregor, president of MacGregor & Sollie Inc., Hollywood transcription producers.

Sydney Dixon, sales manager for the Hollywood division of NBC, will be one of the principal speakers at the radio departmental meeting, having for his subject, "Radio Advertisers' Guest List". Nathan Danziger, general sales promotion and advertising manager of the Golden State Co. Ltd. (dairy products), who is also president of the San Francisco Advertising Club, is to speak on "The Golden State of the Morning Air". There will also be three talks of five minutes each. Speakers and their topics are H. J. Quilliam, manager, KIRO, Seattle, "Independent Radio Stations' Picture"; Herbert Poole, Seattle, "Selling Radios by Radio", and Ben Tipp, Seattle, "My Experience in Selling Diamonds with Radio".



Mr. MacGregor

According to present plans a special broadcast has been arranged for the radio departmental meeting through KOMO. Talks, interspersed with popular nationally known programs, will be heard.

On the committee with Mr. MacGregor are H. M. Feltis, sales manager of KOMO; H. J. Quilliam, manager, KIRO; Tom Schafer, manager, KVOS, Bellingham, Wash.; Harvey Wixson, manager, KHQ, Spokane; T. W. Symons, Jr., manager, KFPY, Spokane; Norman Storm, commercial manager, KOL, Seattle.

Stations in Shreveport To Enter New Quarters

KWKH and KTBS, Shreveport, La., will move into new studios and offices, occupying the entire second floor of the Commercial Bank Building in Shreveport in mid-July, according to John C. McCormack, general manager.

The plans call for three studios designed by Johns-Mansville sound engineers. The floors, walls and ceilings will be "floated" or "cushioned", so that no shock or sound can be transmitted to them from the building or from one studio to another. The studio equipment will be RCA high-fidelity. In addition to three studios and two control rooms there will be 10 offices, an audition room, and accommodations for spectators. The entire floor will be furnished in modernistic style and will be air-conditioned throughout.

W "=THAT'S NEWS!" G

The Scranton Times.

The Times Performs a Public Service

IN complete harmony with its traditional policy of service to the people The Scranton Times was privileged to be the first to officially and definitely announce to the public in this section of the anthracite region that an agreement to raise the suspension order at the mines had been reached. It was news of first importance to tens of thousands of mine workers and hundreds of thousands of others indirectly affected by the decision.

The Times was able to inform the anthracite communities and relieve their suspense in spite of the fact that the news came long after its hours of publication. That was made possible through an arrangement with WGBI, Scranton's enterprising local commercial radio station. Within a moment or two of reception of the news from its staff writer on the scene, The Times released the good tidings to WGBI and they went out into the ether and into radio receiving sets in thousands of homes up and down the two valleys. To WGBI The Times expresses its appreciation for a fine courtesy.

Editorially the Scranton TIMES, one of the most influential inland papers in the United States, pays its respects to the WGBI ideal of public service. There is no connection between this Station and the newspaper. No charge was made for the time involved.

Anthracite coal basic industry of Lackawanna County, Penna., dictates the lives of 24,106 mine workers and their families. Annual wages of $34,244,100 are paid — approximately $114,147 daily.

Any impending suspension of work that might cut off that daily wage was "news" of the highest degree.

WGBI brought that news to thousands of its listeners saving them tens of thousands of dollars.

Thus Radio scored again!

WGBI is the only regional station serving Northeastern Pennsylvania and adjoining New York State. Its studios and transmitter are located in Scranton, the third largest city in Pennsylvania and the heart of the seventeenth largest Metropolitan area in the United States.

National Advertisers using more than 17 stations cannot afford not to use WGBI. Those using more than 2 stations in a regional campaign in Pennsylvania must, of necessity, include WGBI. Practically all National advertisers using spots on a National basis are numbered among WGBI's fast-growing clientele.

Recently installed new antenna system, including the latest type of vertical radiator, insures maximum signal.

Recent surveys prove conclusively that advertisers desiring complete coverage in Northeastern Pennsylvania *must* use WGBI.

YOURS FOR THE ASKING

You'll be interested in the Survey Maps made since the installation of our new Antenna System.

B I

Frank Megargee, President
Scranton Broadcasters, Incorporated,
Scranton, Pa.

FAY PATTEE has been appointed assistant to Henry C. Maas, NBC sales traffic manager in San Francisco, succeeding Fern McNeil, resigned. Miss Pattee was transferred to her new post from the fan mail department.

CHARLES FOLL, announcer at KROW, Oakland, Cal., has announced his engagement to Minnie Shank of that city. The wedding is scheduled for Aug. 16.

JAY SIMS, former NBC announcer in San Francisco, early in June joined the announcing staff of KEHE, Los Angeles.

DARRELL DONNELL, news editor of KYA, San Francisco, who recently signed his third contract with the Hearst organization and is observing his fifth year as a news broadcaster and commentator, has taken on the additional duties of radio editor of the *San Francisco Examiner*, with Frank Smith as his assistant. Donnell succeeds the late Oscar H. Fernbach.

SCOTT WEAKLEY, production manager of KROW, Oakland, and Dell Perry, staff pianist, have collaborated on writing a song entitled "Since My Major Love Gave Me The Gong", which got its first airing over that station June 1.

HERB ALLEN, announcer of KYA, San Francisco, has taken on the additional duties as editor of the six-weekly quarter-hour *Sports Highlights of the Air*.

WARD KEITH, program director of W9XBY, Kansas City, narrowly escaped injury while changing tires along a highway when another car crashed into his machine. Keith leaped in time but Bill Squyers, W9XBY singer, suffered fractures of both legs.

JOSEPH BETZER, oldest announcer on the staff of WEBR, Buffalo, has been named chief announcer.

WALTER KNOBELOCH, formerly of WCSC, Charleston, S. C., has joined the announcing staff of WIS, Columbia, S. C. Grame Fletcher, formerly of WFBC, Greenville, S. C., also has joined WIS.

GILBERT BAYEK, whose apprenticeship the past year has been served at WPRO, Providence; WLBZ and WABI, Bangor, Me.; and WLLH, Lowell, Mass., has joined the announcing staff of WHDH, Boston.

SID SCHWARTZ, head of the publicity department of WNEW, Newark, is spending his honeymoon in Havana.

BRUCE COLLIER, formerly of Twentieth Century-Fox in Chicago, has been named continuity editor of KFYO, Lubbock, Tex.

HUGH WALTON and Taylor Grant, announcers of WCAU, Philadelphia, have composed six songs, two of which, "I Live for You" and Heartbroken Melody" have been performed on CBS. The other four are "Dream On", "When I Make You Mrs. Me", "Day Dreams" and "Now I Am Blue".

RALPH WONDERS, head of the CBS Artists' Bureau, New York, arrived in Hollywood June 15 to open a coast office for his department.

ARNOLD MAGUIRE, continuity editor of KFRC, San Francisco, joins the production department of NBC in that city on July 6. He succeeds Almon D. Knowles, who was associated with NBC for three years as producer of various programs before moving to southern California.

REG DOUGLASS, chief announcer of CKNX, Wingham, Ont., had to quit writing the resume of a ball game he was covering when a foul tip caught him in the arm. Two minutes later Howard Bedford, program director, who had taken up the task, had his hat removed by a second foul ball. Douglass has been carrying his arm in a sling.

Charles Wakeman Wins Atlantic City Award for Best News Broadcasting



Mr. Wakeman

AGAIN recognizing oral journalism along with other news services, the Atlantic City Press Club at its annual Headliners Frolic June 30 awarded its gold medal for the best news broadcast of the year to Charles Wakeman, announcer of WJAS, Pittsburgh, for his broadcast over that station and CBS of an eyewitness account of the recent Johnstown floods. Honorably mentioned with Mr. Wakeman were Walter Glaus, WJAS engineer, and Bob Moe, CBS engineer.

Eight other awards for the best newspaper, news reel, news photo and magazine feats of the year were made, with a half hour devoted to a broadcast of dramatizations of the events over CBS. The radio award was accepted on behalf of Mr. Wakeman by Paul White, CBS director of special features.

Winners in the radio division last year were NBC, for its first stratosphere broadcasts, and CBS, for its coverage of the Chicago stockyards fire.

Mr. Wakeman entered radio when he was only 16, having formerly been with American Broadcasting Co. in New York, handling sports and special events. Himself a former football, track and swimming star at Penn State, and holder of several championships, his specialty has been sports, and he handles all such features for CBS that emanate from Pittsburgh. In 1935 he was winner of the H. P. Davis Memorial Announcers Award given annually by the widow of the former radio head of Westinghouse.

Another Free Offer

STILL another "free offer" of continuities from commercial interests came last month to stations from the Save the Surface campaign, directed by Lenore Kent with headquarters at 2201 New York Ave., N. W., Washington, D. C. The campaign is underwritten by the National Paint, Varnish and Lacquer Association. If stations decide to try to sell the continuities to a local paint dealer or manufacturer, Miss Kent suggests she ought to be paid for the scripts!



BEST ANNOUNCER — Henry J. Kaufman (left), head of the Washington agency bearing his name, presents 1936 trophy for best local commercial announcer to Larry Elliott, WJSV.

Larry Elliott Awarded D. C. Announcing Prize

LARRY ELLIOTT, veteran announcer of WJSV, Washington CBS key, was voted the best local commercial announcer for 1936 in the annual trophy contest conducted by Henry J. Kaufman Advertising, Washington agency handling numerous local accounts. The two runners up were Bill Coyle, who won the prize last year, and Hugh McIlrevey, both on the staff of NBC's stations WRC and WMAL.

Judges in the contest were John Heiney, radio editor, *Washington Post*; James Chinn, radio editor, *Washington Star*; Jack Stone, radio editor, *Washington Herald*; Carl Sprinkle, radio editor, *Washington News*; William D. Boutwell, U. S. Office of Education; E. H. Reitze, president, Capitol Radio Engineering Institute; Martin Codel, publisher, BROADCASTING; Comdr. W. J. Ruble, U. S. Navy; Maurice Lowell, WPA radio project; Dr. H. G. Dorsey, U. S. Coast & Geodetic Survey.

Midcontinent Oil Series

MIDCONTINENT PETROLEUM Co., Tulsa, Okla., has decided on plans to broadcast a spot program, 15 minutes long, three days a week, beginning early this fall. Transcriptions will tell a romance of newspaper life and the transcriptions have been arranged for with the Chicago branch of the Columbia Phonograph Co. The name of the program will be *Diamond City News* and R. J. Potts & Co., Kansas City, is the agency. The new programs will be on the air early evening hours during a 13-week contract.

Armstrong System

(*Continued from page 72*)

and receivers are required for this system? And what are their costs?

A 1,000 watt transmitter designed for amplitude modulation calls for a peak-power tube capacity of 4,000 watts. Such a transmitter, designed for frequency modulation, would be a 4,000 watt transmitter. In terms of power rating and in terms of *dependably served* area transmitter costs for frequency modulation will be lower.

Receivers for the system will require an increase in the number of tubes over present good models which have 12 or 14. Perhaps 16 or 18 will be called for. The "bread-board" receiver used in our recent IRE demonstration had 22 tubes, no effort having been made during the development work up to that time to economize. But, there appears no thing which indicates that prices for the new receivers will fall far from prices now in effect on our good or better types of radios. If the expected service is there the cost of the tubes in the receiver is of wholly secondary importance.

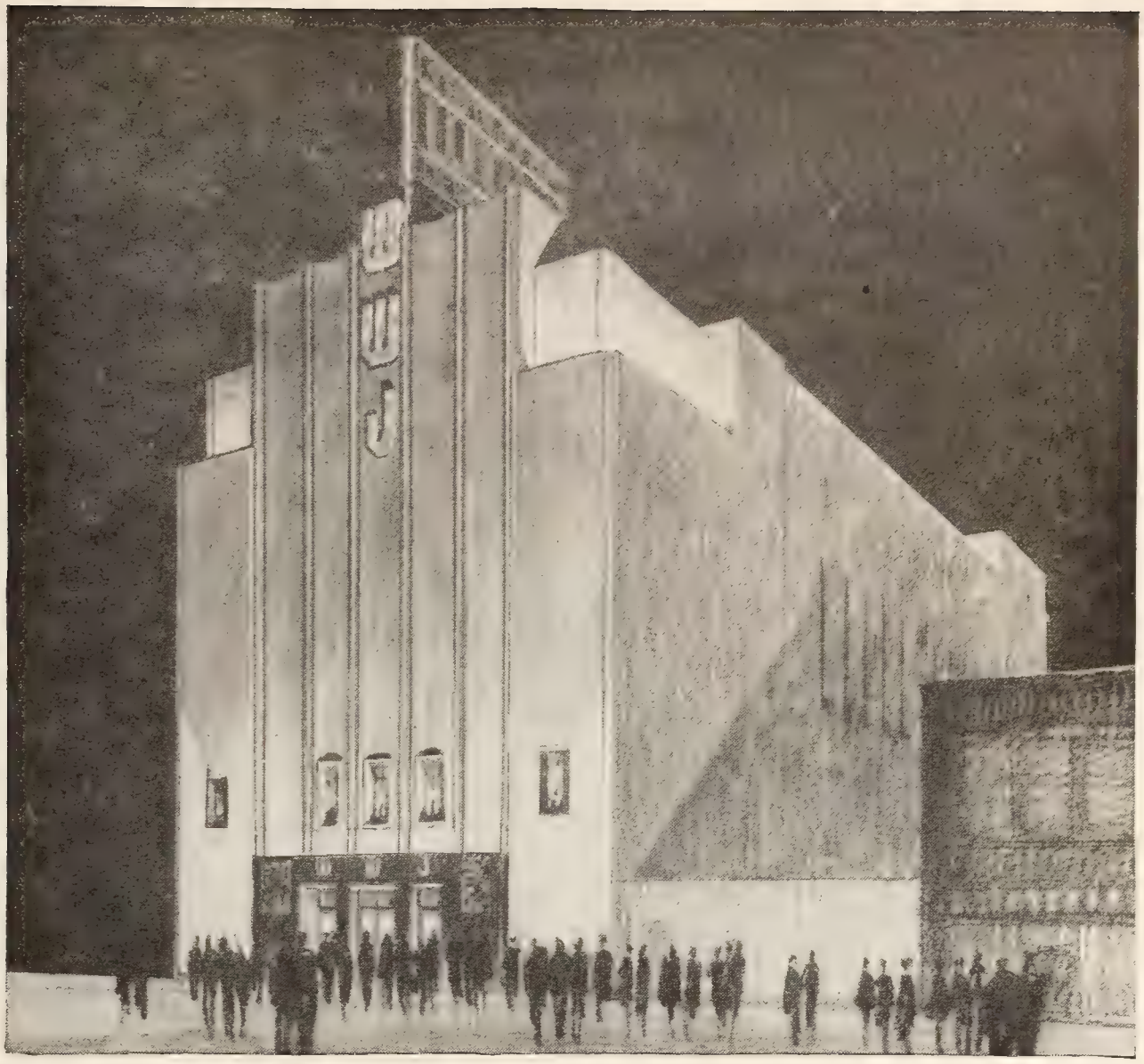
Prof. Armstrong hopes that he can complete his 40,000-watt plant late this fall and, thereafter, carry through on the final stages of what has been—for an individual—an unusually elaborate, long-drawn, and extensive developmental program. He has expressed it as his desire to provide for everyone in the industry an opportunity to see for themselves what his system will do when operated as a full scale model. Since his own money goes into the project one is left in no doubt concerning his own convictions. As the radio industry well knows, he has been right several times in the past. If his expectations are realized what then?

He believes that, as with the D.C. and A.C. power systems of days gone by, both the new and the old may with small confusion and great advantage work side by side; that therein is sure to lie great stimulation for the art and the industry; that thereafter the best system, or the best combination of systems will—as it should—within a few years time prevail.

IN ITS June 15 story on Remington Rand's sponsorship of a new program on a 51-station hookup of regional networks, BROADCASTING erred in stating that this company has cancelled its *Five Star Final* show on WMCA and the Inter-City Network. BROADCASTING regrets the error.



WORK OF STUDENTS — Here are some of the examples of student participation in the CBS American School of the Air, in connection with the art broadcasts, part of the nationwide CBS educational series.



WWJ

Celebrates Sixteenth Anniversary.... Opens Fine New Studio Building

Thursday evening, August 20, 1936, WWJ will celebrate its sixteenth birthday. The feature of this program will be the formal opening of its new studio building, one of the finest, most modernly equipped radio broadcasting studio buildings between New York and the Pacific coast.

America's Pioneer Radio Broadcasting Station

WWJ 920 KILOCYCLES EST. AUG. 20, 1920

Owned and Operated by The Detroit News

SUNDAY, AUGUST 16, The Detroit News will publish a special Rotogravure Section announcing the birthday celebration and presenting features of WWJ's new studio building. Make your space reservations for this special Rotogravure section now!

CONTEST IS BEGUN BY GENERAL MILLS

GENERAL MILLS Inc., Minneapolis, during the week of June 22 started its first contest on the new CBS daytime hour, five days a week, calling it the Gold Medal Nomination Sweepstakes. The contest seeks a new name for the program, tentatively titled *Gold Medal Hour*. The contest closes July 11.

With the exception of one insertion in the *American Weekly* the contest is being promoted exclusively through the *Gold Medal Hour*. In addition to submitting a new name for the program the sponsor is also asking that each contestant check in the order of preference the six programs that make up the hour.

No limit as to number of entries is made, but each must be accompanied by sales slip or receipt showing the purchase of a package of any of the following Gold Medal products: Wheaties, Bisquick, Gold Medal Kitchen Tested Flour, Softassilk Cake Flour. The Nomination Sweepstakes is being merchandised in grocery stores by window posters and other types of posters that can be affixed on the products promoted. Official entry blanks are distributed exclusively through local grocers.

A total of 357 prizes will be awarded. Seven Graham Sedans will be given to the first seven winners; next 50 will receive a Fairbanks-Morse refrigerator and the next 300 will be given a Fairbanks-Morse table radio. Blackett-Sample-Hummert Inc., Chicago, has the account.



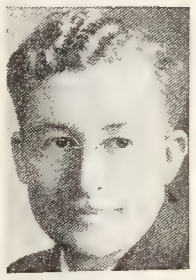
PICKING A NAME—General Mills is distributing these ballots and entry blanks for the Gold Medal Nomination Sweepstakes.

BRAIN TEASERS AS SALESMEN

WMBD Finds Public and Sponsor Fond of Questions And Answers; Prizes Given Winners

By GOMER BATH
WMBD, Peoria, Ill.

UNUSUAL audience interest in two series of announcers' contests led to the development of *Brain Teasers* by WMBD, Peoria, Ill. This half-hour feature, formerly three times a week and now twice weekly, has kept a city audience of 115,000 and the surrounding community talking for nine months. It has been sponsored the entire time by Brooks Apparel Store for Men and Women.


Mr. Bath

The program is a contest, based on the idea of questioning the ordinary man and woman before the microphone. At the beginning, a few announcements brought the names of a great many who made application to enter the contest. Actual contestants were selected from this list, as nearly as possible in the order of their application, but always to include three men and three women in each half-hour contest.

Each contestant is given a little less than five minutes before the microphone, simply following the directions and answering the questions of the announcer who conducts the contest. At the conclusion of the quiz, the contestant is asked to read a piece of commercial continuity for the advertiser. Contestant has had this continuity for a half hour so that he may study it and do it full justice. The advertising thus done by the contestants is practically all that appears on the program.

Audience Reaction

THE advertiser offers in each contest a $5 merchandise certificate as first prize and a $2.50 certificate as second prize. One dollar merchandise certificates are offered to listeners who submit questions which merit use in the contests.

At the conclusion of the contest the announcer reads the list of questions used and gives the correct answers. She also gives names of winners of the previous contest.

Judges grade contestants 75% on their correctness in answering questions, 10% on promptness and 15% on clearness of voice and good personality. It was found necessary to stress promptness in order to keep the program running at a good tempo.

Reaction of the audience has been seen in several ways. There have always been more than enough persons volunteering to take part in the contests, probably more for the enjoyment of it than for the chance of winning a prize. Any errors broadcast during these periods have always brought a great mail and telephone response. Questions have been submitted in such quantities that building the contest has never been a problem.

The *Brain Teasers* are composed of questions which require quick thinking and a good memory as well as "catch questions". The latter are frequently misunderstood by the audience and it has required the work of three telephone operators for an hour or two to explain after some of the broadcasts. Questions which really test the knowledge of contestants have proved popular.

The *Brain Teasers* have the element of freshness since each contest brings a new set of questions and six new personalities to the microphone. Humorous situations develop spontaneously but the announcer is careful not to embarrass or "make fun of" the contestant. The cost of the program is the cost of prizes. Florence Pearson, member of the WMBD sales staff, originated and conducts successfully the *Brain Teaser* series.

Coverage in Carolinas Offered by WIS - WPTF With Combination Rate

CREATION of a combination rate, both day and night, covering WIS, Columbia, S. C., and WPTF, Raleigh, N. C., whereby they will be offered national advertisers for intensive Carolina coverage, was announced June 17 by the stations, effective next month. Both are represented nationally by Free, Johns & Field Inc., with whom the combination rate was worked out in conferences in New York.

The night 15-minute joint rate is $90 and the 9 to 6 p. m. rate is $56 per 15 minutes and the early morning rate (7 to 9 a. m.) $40.

The stations are under separate ownership, WIS being owned by Liberty Life Insurance Co., and WPTF by the Durham Life Insurance Co. The sales plan contemplates minimum contracts of 15 minutes, and equal use of facilities on both stations, in the same time classifications. Where necessary, wire lines will be provided.

WIS operates on 560 kc., with 5,000 watts day and 1,000 watts night, while WPTF operates on 680 kc., in essentially the same power classifications. The combination rate structure was devised by G. Richard Shafto, manager of WIS; Richard H. Mason, WPTF manager, and H. Preston Peters, F. J. & F. vice president in charge of New York offices.

LUCIUS ROBERTSON, of the NBC statistical department, won slightly more than $1,000 in the Irish Sweepstakes recently, and Henry Heisel, of the RCA comptroller's department, won $2,200.

ZENITH RADIO Corp. bid of $410,000 for the property of the bankrupt Grigsby-Grunow Co., Chicago, was accepted June 17 by the referee in bankruptcy on recommendation of creditors and bondholders.

Cleveland Media Organize Agency Recognition Plan

Financial Responsibility and Good Reputation Required

ALL MAJOR Cleveland advertising media have joined together to set up standards for the recognition of advertising agencies in and about Greater Cleveland. This step has been taken to cooperate more fully with established agencies, to protect their interests and investments and to assure the various advertising media of Cleveland that they will no longer be pressed for recognition by so-called chiselers, agencies of little experience or financial standing, and the so-called one-desk, one-man outfits.

Participating in this venture, which is known as the Cleveland Media Group, are the four broadcasting stations, WGAR, WHK, WTAM and WJAY; the three daily newspapers, *The Cleveland Press*, *The Cleveland Plain Dealer* and *The Cleveland News*, The Central Outdoor Adv. Co. and The Stearn Street Car Adv. Co.

Basic Requirements

A SUCCESSION of meetings held during the past three months for the purpose of organization were necessary to outline the requisites for agency recognition. These requisites, in the main, are:

1. That the principles of the agency must be of good reputation, with advertising experience and ability.

2. That the financial statement of the agency must be satisfactory and continuously satisfactory.

3. That the agency assumes full responsibility for payment of all advertising bills.

4. That the agency shall be an independent contractor, without any direct affiliation with any of his clients and with no financial interest in his agency by any of his clients.

A committee representing each of the four media comprises the executive committee of the Media Group. These are John F. Patt of WGAR for radio; F. N. McGehee of *The Cleveland Press* for newspaper, Brown Irish of The Central Outdoor Adv. Co. for outdoor advertising, and Paul Hines of The Stearn Street Car Adv. Co. for car cards. They, however, simply meet to harmonize the collective viewpoints of the four media groups and are in no way empowered to make decisions binding their groups. Each group may act separately, but so far all four media have agreed on which agencies shall be recognized and which agencies shall be denied recognition.

The Cleveland Media Group has executive offices at 1180 Union Trust Bldg. and Jules Eshner of that office is acting as coordinator.

Star Brewery on Four

STAR BREWERY, Vancouver, Wash. (Hop Gold beer) is sponsoring Bobby Grayson, former Stanford All-American football player, in a weekly quarter-hour sports news program on KOIN, Portland; KOL, Seattle; KVI, Tacoma; KFPY, Spokane. The program is keyed from KOIN.

FCC in Half Year Grants 22 Stations

New Broadcasters This Year In the 100-watt Classification

CONSTRUCTION permits to erect 22 new broadcasting stations, all in the 100 watt or daytime category, have been issued by the FCC during the six months from Jan. 1 to July 1, the records reveal. Some of the grants were made without hearings and some upon recommendation of Commission examiners after hearing. All grants were under the FCC's broad authority to license new locals in communities deemed to require such service under the amended radio law—an authority that has been broadened substantially with the repeal in June of the Davis Amendment, eliminating zones and quota.

Following are the stations authorized for construction (these should be added to the 1936 BROADCASTING Year Book listings); U indicates unlimited time, and D daytime:

KBST, Big Spring, Tex. — Big Spring Herald Broadcasting Co., 100 w. U on 1500 kc.

KPLT, Paris, Tex.—North Texas Broadcasting Co., (*Paris News*) 100 w D on 1500 kc.

KRBC, Abilene, Tex. — Reporter Broadcasting Co. (*Abilene Reporter*), 100 w. U on 1420 kc.

KRRV, Sherman, Tex.—Red River Valley Broadcasting Corp. (*Sherman Democrat*), 100 w. D on 1310 kc.

KEUB, Price, Utah—Eastern Utah Broadcasting Co. (Sam G. Weiss), 100 w. U on 1420 kc.

KUTA, Salt Lake City—Utah Broadcasting Co. (C. Carman, David G. Smith and Grant Wrathall), 100 w. U on 1500 kc.

KANS, Wichita, Kan.—Charles C. Theis, 100 w. U on 1210 kc.

KDNC, Lewiston, Mont.—*Democrat-News* Co. Inc.—100 w. U on 1200 kc.

KVCV, Redding, Cal. — Golden Empire Broadcasting Co. (William Schield, Harold Smithson and Sidney R. Lewis), 100 w. U on 1200 kc.

WAYX, Waycross, Ga.—Waycross Broadcasting Co. (E. F. and S. F. Sapp), 100 w. U on 1200 kc.

WFOY, St. Augustine, Fla.—Fountain of Youth Properties Inc., 100 w. U on 1210 kc.

WJNO, West Palm Beach, Fla.—Hazlewood Inc., 100 w. U on 1200 kc.

WGRC, New Albany, Ind. — Northside Broadcasting Corp., 250 w. D on 1370 kc.

WJRD, Tuscaloosa, Ala.—James R. Doss Jr., 100 w. D on 1200 kc.

WLIN, Middleboro, Ky.—Lincoln Memorial University, Harrogate, Tenn., 100 w. U on 1210 kc.

WMIN, St. Paul, Minn. — Edward Hoffman, 100 w. U on 1370 kc.

WNLC, New London, Conn. — Thames Broadcasting Corp., 100 w. D on 1500 kc.

WBLY, Lima, O.—Herbert Lee Blye, 100 w. D on 1210 kc.

WDWS, Champaign, Ill.—*Champaign News-Gazette* Inc. 100 w. D on 1370 kc.

WAPO, Chattanooga, Tenn.—W. A. Patterson, 100 w. D on 1420 kc.

WSPG, Portland, Me. — Portland Broadcasting System Inc. (*Portland Press-Herald*), 500 w to local sunset on 640 kc.

NEW, Valley City, N. D. (call letters unassigned)—George B. Bairey, 100 w. U on 1500 kc. (Granted June 20).

Now King-Trendle Corp.

JOHN H. KUNSKY, vice president of the Kunsky-Trendle Broadcasting Corp., having recently changed his name legally to John H. King, the company's name is now the King-Trendle Broadcasting Corp. King-Trendle operates WXYZ, Detroit; WOOD-WASH, Grand Rapids, and the Michigan Network, as well as various Michigan theaters. H. Allen Campbell is general manager.

Towering above the Mid-South

NOW 5000 WATTS NEW 600 FOOT TOWER

WMC

Radio Station of the Commercial Appeal

Most efficient station in the Mid-South

FIRST CHOICE OF THE NATIONAL ADVERTISER

Portions of the six states covered by this newer, finer service are estimated to have a population of 3,410,499 and a consumer income for the next six months 26% greater than the average for the past three years. Entirely new plant ready for operation about September 1.

WMC - MEMPHIS

"Down in Dixie"

Studio and Executive Offices: Hotel Gayoso

Cover the ENTIRE territory for less than half of the cost of spotting the area on smaller stations.

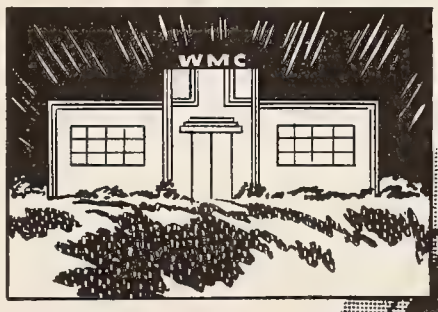
Through its affiliation with the Commercial Appeal (the South's Greatest Newspaper) WMC has established a reputation for interesting features, news scoops, and balanced entertainment that has built its program preference to more than 4 times as great as its nearest rival.

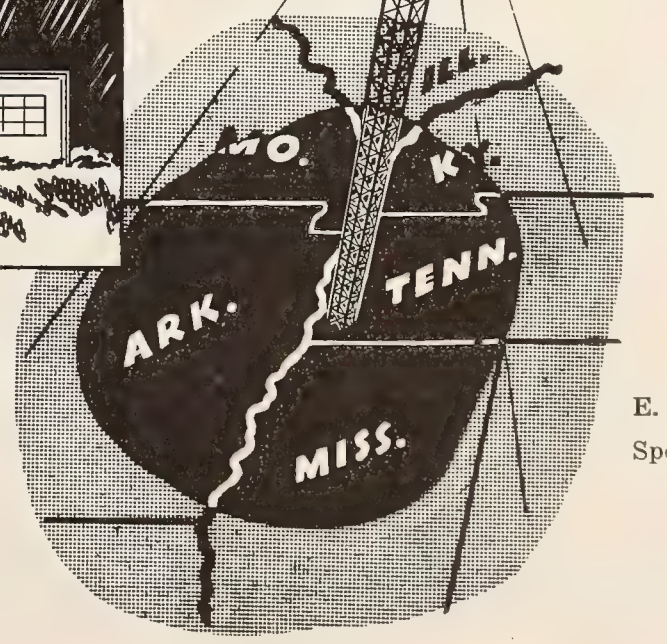
For high fidelity, uniform dependability, daily publicity and showmanship

WMC GIVES YOU MORE FOR YOUR ADVERTISING DOLLAR

- **Increased Coverage**
- **Outstanding Results**
- **NBC Outlet**
- **Popular Local Features**

RADIO MARKET MASTER OF THE MID-SOUTH





Wider Mid-South Coverage

E. KATZ,
Special Representative

Studio Programs Available for National Sponsorship

(Based on questionnaire returns from broadcasting stations)

ALABAMA

	TYPE	PREV. SPONS.	TITLE	TIME
Montgomery				
WSFA	Hymns in Rhythm	Yes	Sky Pilots	Eve.
	Radio Highlights	Yes	What's On Your Air	11 a.m., 6 p.m.

ARKANSAS

El Dorado				
KELD	News	Yes	News From Everywhere	7:30 a.m., 6.30 p.m.
	Instr., Singing	Yes	Johnnie Harvey's Cowboys	7:45 a.m., 6 p.m.
Favetteville				
KUOA	Hillbilly	----	Ozark Mountaineers	5:45 p.m.
	News	----	Views & Reviews	10:30 a.m.
Hot Springs				
KTHS	Hillbilly	Yes	Barn Dance, Var. Show	Thurs. 9:15 p.m.
	Hymns, History	No	Sunday Aft. Hymn Sing	Sun. 5 p.m.
Jonesboro				
KBTM	Bulletins	No	Police News	10:45 a.m.
	Organ, Vocal, Violin	No	Organettes	5:45 p.m.
Little Rock				
KARK	News	No	News Reporter	9 p.m.
	Street	Yes	Man on the Street	12:15 p.m.

CALIFORNIA

Berkeley				
KRE	Baby Welcome	Yes	Your Baby's Birthday	Wed., Sun. 6 p.m.
	Unpublished Songs	Yes	Inspiration Time	Tues. 5:45 p.m.
Long Beach				
KFOX	Comedy	Yes	Al & Molly	6 Weekly
	Comedy, Music	----	School Kids	7 Weekly
Los Angeles				
KEHE	Home Economics	Yes	Hostesses of Air	2 p.m.
	Child	----	Story Man	4:30 p.m.
KFAC	Drama	Yes	Jury's Verdict	7 p.m.
	Drama	No	Tom Brown	5 Weekly
KFWB	Amateur	Yes	Amateur HiJinks	Fri. 7:15 p.m.
	Drama	No	Who	Tues. 8 p.m.
Monterey				
KDON	Local Events	No	Date Book of the Air	1:30 p.m.
	Sports	No	Sport HiLites	12:30 p.m.
Oakland				
KROW	Infor. Interviews	No	Man on Street	5 p.m.
	Mystery Singer	Yes	The Ne'er Do Well	6:45 p.m.
Sacramento				
KFBK	Variety	No	Musical Caravan	Wed. 8-8:30 p.m.
	Girl Blues Singer	No	Rhythm & Romance	Thurs. 7-7:15
San Bernardino				
KFXM	Drama	No	Studio Players	Thurs. 7:30 p.m.
	Hillbillie	No	Apple Jack & Co.	2:30 p.m.
San Francisco				
KGGC	Women's Club	No	Fiesta	At Once
	High School Variety	Yes	Student's Hour	July

COLORADO

Denver				
KFEL-KVOD	News	Yes	News Service	On the Hour
	Piano, Vocal	Yes	Song-a-Day Songfellow	10:45 a. m.
KLZ	Semi-Classical Music	No	Organ-Piano Concert	Fri. 9 p.m.
	Western History Drama	Yes	Nuggets of the Rockies	----------
Greeley				
KFKA	Old Time Harmony	Yes	Lois & Joe	12:15-12:30 p.m.
	Cowgirl Singer	Yes	Esther Gibson	6:15-6:30 p.m.

CONNECTICUT

Bridgeport				
WICC	Oldtime Songs	Yes	Memory Song Man	Tues. 5:45 p.m.
	Ballad, Duets	----	Anne-Marie-Robert	----------
Hartford				
WDRC	Youth	Yes	Young Folks Program	Sat. 9:30 p.m.
	Drama	No	Metropolitan Players	Tues. 10:30 p.m.
New Britain				
WNBC	Script & Song	No	Paris Bros., Bob Jones	Eve
	Instrumental	No	Arcadian Serenaders	Eve
New Haven				
WELI	Child Variety	----	Juvenile With Prof. Ralph	Sat. 11-11:30 a.m.
	Mixed Quartet Ballads		Ballad Singers	Thurs. 7:30 p m

DISTRICT OF COLUMBIA

Washington				
WJSV	Commentator	Yes	Maybelle Jennings	Two Weekly
	Farm	No	Our Senator	6:30 a.m.
WOL	Sports Review	Yes	Today in Sports	6 p.m.
	News	Yes	Transradio	12:15 p.m.

FLORIDA

Jacksonville				
WJAX	Movie Review	Yes	Movie News Reporter	Morn. or Eve.
	Instr., Vocal Trio	Yes	Paul, Mary & Johnny	Morn. or Eve.
Miami				
WQAM	Child	Yes	Kiddie Kabaret	Sat. 10-10:30 a.m.
	Remote	No	Man in Street	M-W-F 12:30 p.m.
St. Petersburg				
WSUN	Solo, Instr.	No	Hazel Slusser	T, T, S., Noon
	Orch.	Yes	Southerners	Thurs. 7:30 p.m.
Tallahassee				
WTAL	Amateur	Yes	Kingston's Radio Amateurs	1 Hour
	Barn Dance	Yes	WTAL Barn Dance	1 Hour
Tampa				
WFLA	Partic	Yes	Kay Dean on Market Sq.	M-W-F 10 & 10:30 a.m.
	Orchestra	Yes	Grank Grasso & Orch.	Fridays

IDAHO

	TYPE	PREV. SPONS.	TITLE	TIME
Boise				
KIDO	Novelty	Yes	Circus Sideshow of Air	30 Min.
Idaho Falls				
KID	News	No	KID News O' the Air	9:45 p.m.
	Child	Yes	KID Kiddie Klub	5 p.m.
Twin Falls				
KTFI	Popular Dance	Yes	Ambassadors	Tue.-Sat. 9 p.m.
	Old-time Dance	Yes	Bar M Ranchhands	Fri. 9 p.m.

ILLINOIS

Chicago				
WAAF	Questions	No	Answer Man	3 Weekly Daytime
	Rhythm, Comedy	Partic	Red Hot & Low Down	2-3 p.m. Daily
WCFL	Mundelein Players	No	Adven. of Sally Ann	30 min.
	WPA Players	No	Happened on State St.	15 min.
WENR	Variety	No	Jamboree	Sat. 5:30-6 p.m.
	Organ	No	Jesse Crawford	Sat. 5-5:30 p.m.
WGN	Musical Variety	No	Melodies in Sky	Sun. 9 p.m.
	Musical Concert	No	Attilio Baggiore Orch.	Tues. 9 p.m.
WJJD	Feminine Partic.	----	Woman's Exchange	10:30 a.m.
	Young Men, Women	Yes	High School Hour	Sat. 10 a.m.
WLS	Serial Drama	Yes	Virginia Lee & Sunbeam	11:45 a.m.
	Orch., Quart., Solo	----	Melody Parade	12:15 Noon
WMAQ	Child Drama	No	Flying Time	5-5:15 p.m.
	Women's Drama	No	Dan Harding's Wife	9-9:15 a.m.
East St. Louis				
WTMV	Hourly News	Yes	News	Every Hour
	Variety	Yes	Shut-in Hour	1:30 p.m.
Harrisburg				
WEBQ	Barn Dance	Yes	Hay-Loft Hi-Jinks	Fri. 10-12 p.m.
	Variety	No	Radio Nite-Club	Mon. Wed.10 p.m.
Peoria				
WMBD	Questions	Yes	Brain Teaser	----------
	Peoria News	Yes	The Snooper	----------
Quincy				
WTAD	Music, Variety	Yes	Go Around	4:15 p.m.
	Hillbilly	Yes	Lem & Luther	6:30 p.m.
Rockford				
WROK	Barn Dance	Yes	Rock River Barn Dance	Wed. 9-10 p.m.
	Dramatic	No	Little Theater of Air	Sun. 8:30 p.m.
Tuscola				
WDZ	Feminine	Yes	Their Majesties the Babies	9:45 a.m.
	General	No	WDZ Birthday Party	2 p.m.

INDIANA

Elkhart				
WTRC	Juvenile (adult appeal)	No	Children's Hour	Sat. 10 a.m.
	Communities	Yes	Your Town	Fri. 1 p.m.
Fort Wayne				
WGL	Orchestra, Vocal	No	Bob Shreve Orch.	----------
	Organ, Piano, Violin	Yes	Duke & Duchess	----------
WOWO	Modern Barn Dance	Yes	Hoosier Hop	----------
	Harmony Team	Yes	Sunshine Boys	----------
Terre Haute				
WBOW	Song Team, Script	No	Willobys at Stoney Brook	M,W,F, 10:30 p.m.
	Orch., Harmony	Yes	Rhythmats	M,W,F, 6:30 p.m.

IOWA

Davenport				
WOC	Remote	Yes	Inquiring Microphone	12:15 p.m.
	Script	No	Family Foursome	Any Open Spot
Dubuque				
WKBB	News	No	Noon News	12:15 p.m.
	Play-by-play	No	Chicago Baseball	2-4 p.m.

KANSAS

Abilene				
KFBI	Kiddy Hour	No	Sunbonnet Sue	4:30 p.m
	Musical	Yes	Interstate Trio	7 a.m.
Hutchinson				
KWBG	Popular Music	Yes	Guess the Title	To Suit
	Old Time Dance	Yes	After Supper Gang	To Suit
Kansas City				
WLBF	Sports	Yes	Wrestling Matches	T, T 10 p.m.
	News	Yes	Hourly News	Every Hour
Topeka				
WIBW	Drama	No	Crime Patrol	3 15-min. in one evening

KENTUCKY

Ashland				
WCMI	Vocal, Poems, Organ	Yes	Twilight Reveries	6-6:15 p.m.
	Variety	Yes	Variety Show	8-8:30 p.m.
Louisville				
WHAS	Variety	No	Greetings From Old Kentucky	Wed. 7:30 p.m.
	Dialogue	No	Jackson Family	7:30 a.m.

LOUISIANA

New Orleans				
WWL	Fireside	Yes	Home Folks	8:30 a.m.
	Comedy	No	Harlem Shopping Tour	2 p.m.

MAINE

Augusta				
WRDO	Popular Vocal	Yes	Lilyan Dawne & Songs	Sun. Noon
	Child	Yes	Aunt Pansy's Club	Eve.

(Continued on page 90)



WASHINGTON THREW A DOLLAR

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WASHINGTON, D. C.

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Studio Programs Available for National Sponsorship

(Based on questionnaire returns from broadcasting stations)

(Continued from page 88)

MARYLAND

	TYPE	PREV. SPONS.	TITLE	TIME
Baltimore				
WBAL	Drama	No	The O'Days	6:20 p.m.
	Amateur	No	Calling All Stars	Fri. 2:30 p.m.
WCAO	Musical	No	Bolek Musicale	Sun., Wed. p.m.
	Bridge Talk	No	Talks on Contract	Tues. 12:30 p.m.
WFBR	Song, Talk Duo	No	Civic Calendar	9 a.m.
	Ballads	Yes	Phil Crist	To Suit
Cumberland				
WTBO	Hillbilly	Yes	Sleepy Valley	Mon. 7:30 p.m.
	Popular Music	Yes	Rudy Sullivan	Sun. 3:30 p.m.

MASSACHUSETTS

Boston				
WEEI	Variety	No	The Goofs	Sat. Noon
	Old-time Sing	No	The Get-Together	Wed. 7:30 p.m.
WMEX	Variety	Yes	Harper's Varieties	Sun. 11 a.m.
	Sports	Yes	Today's Winners	6:30 p.m.
Yankee Network	Script	No	The Hemingways	3 Weekly 15 min.
	Script	No	Marriage Clinic	Weekly Half-hour
Fall River				
WSAR	French	Yes	Franco-American Hour	Fri. 7 p.m.
	Portuguese	Yes	Azorean Hour	Sun. 6 p.m.

MICHIGAN

Battle Creek				
WELL	Reminiscences	Yes	News Once Was	8:15 p.m.
	Speech	Yes	Lost & Found	7 p.m.
Detroit				
CKLW	Feminine	Yes	Home Beautiful	9:30 a.m.
	Humor, Music	Yes	Happy Joe Frolic	8 a.m.
WJBK	Commentator	Yes	Billy Repaid's News Comment	7:30 p.m.
	Magic	Yes	Chandu	Daily
WJR	Child	Yes	Uncle Neal's Safety Club	4:30 p.m.
	Hillbilly	Yes	Michigan Mountaineers	5 p.m.
WXYZ	Poetry, Music	Yes	Wandering Vagabonds	Any Time
	Novelty Songs	No	Girl Friends	Any Time
Flint				
WFDF	Amateur	Yes	Talent Quest	Tues. 8:30 p.m.
	Movie News	Yes	Hollywood Reporter	5-30 p.m.
Grand Rapids				
WOOD	Hillbilly	Yes	Log Cabin Four	Morn. or Night
	Tenor, Piano, Guitar	Yes	Kroger Presents	Morn. or Night
Ironwood				
WJMS	Music, Poetry	No	Musical Miniatures	Sun. 1 p.m.
	Recordings	No	Birthday Party of the Air	5:15 p.m.
Lansing				
WJIM	Hillbilly	Yes	Zeb Turner's Mountain Men	Night
	Phone Request	Yes	Earle Parchman	Open
Jackson				
WIBM	Hillbilly comedy	Yes	Rhythm Rangers	3¼ hrs. week
	Baritone, Organ	Yes	Lavender & Old Lace	Fri. 10 p.m.
Kalamazoo				
WKZO	Street Interview	Yes	Inquiring Reporter	----------
	Music Question Box	Yes	Eddie Makins	----------

MINNESOTA

Minneapolis				
WCCO	Variety	Yes	Cross-Roads Party	----------
	Male Quartet, Instr.	Yes	Four Horsemen	----------
WTCN	News	Yes	Newsroom	6:45 p.m.
	Trio, Solo, M.C.	No	Amanda Snow's Revue	8:30 p.m.
Rochester				
KROC	Quartet, String Trio	Yes	Musical Mom. in History	9 p.m.

MISSISSIPPI

Jackson				
WJDX	Minstrel	Yes	Sunshine Minstrel	Sat. 7 p.m.
	Choir, Sermon	Yes	Radio Gospel Voice	Sun. 3 p.m.
Kosciusko				
WHEF	Barn Dance	Yes	WHEF Barn Dance	Thurs. Eve.
	Amateur	Yes	Radio Talent Discovery	Sun. 3 p.m.
Laurel				
WAML	Organ	Yes	Organ Melodies	12:15-12:45 p.m.
	Teddy Jones Orch.	No	Danceable Melodies	Sun. 3:30 p.m.

MISSOURI

Columbia				
KFRU	Rural Comedy	Yes	General Store	1 p.m.
	Baseball	Yes	Baseball Games	Thurs., Sun.
Joplin				
WMBH	Music, Prizes	Yes	Mystic Melodies	11:45 a.m.
	Sports Roundup	Yes	Sports Flashes	5:55 p.m.
Kansas City				
WHB	Variety	Yes	WHB Staff Frolic	3 p.m.
	News	Yes	John Cameron Swayze	3 Daily
W9XBY	Old-time Music, Dialogue	No	Chuck Wagon Opera	12 noon
	Cowboy Singer	Yes	Colorado Pete	12:30 p.m.
St. Jospeh				
KFEQ	Hawaiian	No	Dixie's Hawaiians	8:15 a.m.
	Minstrel	No	Minstrel Show	Opt.
St. Louis				
KMOX	Dramatic	No	True Detective Stories	Night
	Music, Narrator	Yes	Dream Avenue	Day
KSD	Dramatic	Yes	Where to Go Tonight	12 noon
	Musical	----	Cameo of Modern Song	9:35 p.m.
WIL	Child Birthday	Yes	Birthday Bells	8 a.m.
	Musical Sports Revue	Yes	Today's Sports	3:30 p.m.

MONTANA

	TYPE	PREV. SPONS.	TITLE	TIME
Great Falls				
KFBB	Genuine Hillbilly	Yes	Breakfast Club	8-8:30 p.m.
Missoula				
KGVO	Amateur	No	KGVO Amateur Hour	Tues., p.m.
	Drama	No	Treasure Trails	Mon. 8 p.m.

NEBRASKA

Grand Forks				
KFJM	Drama Thriller	No	Story Man	11:15 a.m.
	Youth	No	Miles Grina's Birth. Club	5:30 p.m.
Lincoln				
KFAB	Homey Variety	Yes	Neighborville Folks	Sun. 2:30 p.m.
	Kids, Dogs	No	Kennel Klub	4-5 p.m.
Norfolk				
WJAG	Markets, News	----	Partic Radio Family	12:15 p.m.
	Man in Street	No	Voice of Street	10:15 a.m.
Omaha				
KOIL	Tenor, Organ	No	Ken & Eddie	Open
	Variety	Yes	All Aces	Open
WOW	Questions	Yes	Curiosity Club	5-5:15 p.m.
	Novelty Harmony	Yes	Helen & Three Notes	10:30 a.m., 10:15 p.m.

NEW JERSEY

Atlantic City				
WPG	Child Amateur	Yes	WPG Kiddies Revue	Sun. 2 p.m.
	Sketch	No	Home Sweet Home	5 p.m.
Newark				
WNEW	Boys	Yes	Junior G-Men	5:30 p.m.
	Variety	Yes	Alan Courtney's Joymakers	11:30 a.m.
Trenton				
WTNJ	Street	Yes	Public Speaks	Sat. 4:30 p.m.
	Poetry, Organ	Yes	Enchanting Moments	9:15 a.m.

NEW YORK

Buffalo				
WBNY	German Music	No	Little German Band	Sat. 10 p.m.
	Drama	Yes	Nine O'Clock Show	Sun. 9 p.m.
WEBR	Remote	No	Baseball	3-5, 6 & 9:15 p.m.
	Sports resume	No	Sports Highlights, Races	4-5 p.m.
New York				
WOR	Woman's Hour	Yes	Martha Deane	2 p.m., 11:45 a.m. (Sat.)
	Child	Yes	Uncle Don	6 p.m.
WOV	Speaker	No	In Psychologist's Office	9:45 a.m.
	Variety	No	Hans & Harry	10 a.m.
Plattsburg				
WMFF	Oldtime Orch.	No	Mountain Music Makers	Sat. 1 p.m.
	Baseball Play-by-play	No	At the Bleachers	Sun. 3 p.m.
Rochester				
WHAM	Orphanage Talent	No	Children Can Conquer	Late Aft., Sat. a.m.
	Orch., M. C.	No	WHAM & Egg Club	----------
WHEC	Mystery Commentator	Yes	Roch. Merry-go-Round	Fri. 7:30 p.m.
	Audience Singing	No	Let's All Sing	Sat. 8:30 p.m.
Schenectady				
WGY	Male Quartet	Yes	The Upstarters	Open
	Minstrel Show	No	Magnolia & Sunflower Minstrels	Open
Syracuse				
WSYR	Irish Tenor	Yes	Paul O'Tree	Eve.
	Harmony Team	No	Red & Marion	Eve.
Utica				
WIBX	Dramatic	No	Our Neighborhood	T, T, 7:45 p.m.
	General Infor.	Partic	Information	11 a.m.
White Plains				
WFAS	Orchestra	No	Swingtime	Sun. 6:45 p.m.
	Juvenile	Yes	WFAS Junior League	Sat. 4:15 p.m.

NORTH CAROLINA

Charlotte				
WBT	Informal song, talk	Yes	Sing, It's Good for You	----------
	Hymns, Readings	No	Meditation Hour	----------
Greensboro				
WBIG	String Band Contest	Yes	Carolina Jamboree	Sat. Night
	Partic	Yes	Greetings, This is Another Day	6:30-8:30 a.m.
Raleigh				
WPTF	Women	Yes	Woman's Mag. of Air	3 weekly a.m.
	Politics	Yes	Political Promenade	7:30 p.m.
Rocky Mount				
WEED	Hillbilly	No	Sat. Night Jubilee	Sat. night
	Sports	Yes	Sports Revue	6 p.m.
Wilmington				
WMFD	Variety	No	Studio Jamboree	Sat. 6 p.m.
	Homemaking	No	Musical Kitchen	10 a.m.

NORTH DAKOTA

Bismarck				
KFYR	German Band	Yes	Prof. Sauerkraut Band	Noon
	Radio Stars Info.	No	Studio Reporter	10:30 a.m.
Fargo				
WDAY	Poetry, Organ	No	Memory Lane	9:30 a.m.
	Barn Dance	Yes	WDAY Barn Dance	Sat. 8:30 p.m.
Minot				
KLPM	Poems, Organ	----	Musical Scrapbook	6:45 p.m.
	Foreign Lang.	Yes	Norse Hour	Wed. 6:30 p.m.

OHIO

Akron				
WJW	Loan, Borrow, Give	No	WJW Trading Post	11:45 a.m.
	Music, Poetry	No	When Day Is Done	10 p.m.
Cincinnati				
WCPO	Interviews	Yes	Man on the Street	On Req.
	Legal	No	Unusual Lawsuits	On Req.

(Continued on page 92)

NATIONAL ASSOCIATION OF BROADCASTERS' CONVENTION AT THE STEVENS • JULY 6-7-8

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Studio Programs Available for National Sponsorship

(Based on questionnaire returns from broadcasting stations)

(Continued from page 90)

OHIO—(Continued)

	TYPE	PREV. SPONS.	TITLE	TIME
WKRC	Boy, Girl Songs	Yes	Upstairs	1 p.m.
	Scores, Sports Gossip	Yes	Dick Bray	6:15 p.m.
WLW	Dramatic	No	Waterfront Wayside	On Req.
	Music, Drama	No	Darktown Meetin'	On Req.
Cleveland				
WGAR	Advice to Unhappy	Yes	Guide to Happiness	Open
	Hillbilly	Yes	Hickreenuts	Open
WHK	Musical	No	Reflections	Eve.
	Variety	No	The Curtain Rises	Eve.
WJAY	News	Yes	Here-There-Everywhere	5 Daily
	Drama	Yes	Your Neighbors	2:15 p.m.
WTAM	Hillbilly	Yes	Pie Plant Pete	5 p.m.
	Novelty Orch.	----	Stubby Gordon's Novelette	T. W. T, p.m.
Columbus				
WBNS	Novelty	No	Early Birds	8 a.m.
	Homemakers	Yes	Homemakers Club	1:30 p.m.
WCOL	Man in Street	Yes	Inq. Reporter	12:15 p.m.
	Local news	No	WCOL Police Reporter	7:15 p.m.
WHKC	Organ Reader	----	The Word Man	----------
	Trio, Script	----	Barber Shop Meloders	----------
Dayton				
WHIO	Sports	Yes	News & Views	6:30 p.m.
	News	Yes	News	8, 12 a.m., 6:45, 10 p.m.
Portsmouth				
WPAY	Barn Dance	No	Musical Farm Hands	Sat. Nt., Weekdays
	Street Interview	Yes	Man on Square	12:30-12:45 p.m.

OKLAHOMA

Ada				
KADA	Auto Remote Interv.	Yes	Highway Pickups	Day
	Variety	Yes	Kadadid Frolic	Late aft., eve.
Ardmore				
KVSO	Drama	No	KVSO Theatre of Air	Sun. 3:30 p.m.
	Child Amateur	No	Kiddie Parade	Sat. 8:30 a.m.
Shawnee				
KGFF	Art Haines Band	Yes	String Band	1:30-2 p.m.
	Dixie Mountaineers	No	String Band	5:30-6 p.m.
Tulsa				
KTUL	Dialogue	Yes	Agnes & Al	9 a.m.
	Talking	Yes	Lost & Found	6:15 p.m.
KVOO	Life in Ozarks	Yes	Bill & Mary	1:45-2 p.m.

OREGON

Marshfield				
KOOS	Amateur	Yes	Chet's Show	Open
	Hillbilly (audience makeup)	Yes	KOOS Ramblers	Open
Portland				
KEX	Dramatized News	No	Oregonian on Review	Sat. 7 p.m.
	Community Sing	Yes	Everybody Sing	Wed. 8:45 p.m.
KOIN	Hawaiian	To Net.	Isle of Dreams	Open
	Child Educ.	Yes	Save a Life Club	Late Aft.
Roseburg				
KRNR	Comedy Drama	No	Station Master	6:15 p.m.
	Health	No	Ounce of Prevention	4:45 p.m.

PENNSYLVANIA

Erie				
WLEU	Transcribed	No	Club Gorgeous	9:30 p.m.
	Voice, Music	Yes	Old Philosopher	9:15 a.m.
Johnstown				
WJAC	Hymns	Yes	Little Village Choir	Wed. 7:15 p.m.
	Music	Yes	Druckenmiller Trio	Thurs. 6:45 p.m.
Philadelphia				
WCAU	Daily Hymns	No	Singing Parson	On Req.
	Revue	No	Savitt Serenade	On Req.
WIP	Minstrel	No	Rupert George's Minstrels	Thurs. 11:30 a.m.
	Romantic Variety	No	Aperitif	Thurs. 5:15 p.m.
WTEL	Ringside Descrip.	Yes	Wrestling Bouts	Thurs. 10 p.m.
	Organ, Poetry	Yes	Console Rises	8 a.m.
Pittsburgh				
KQV	Rhythm, Song	Yes	Well-dressed Man	Aft.
	Hillbilly	Yes	Crazy Hillbillies	Early a.m.
WJAS	Variety	Yes	Smooth Sailing	Sun. 4:45 p.m.
	Gossip	Yes	Pittsburgh Backstage	Thurs. 7:15 p.m.

RHODE ISLAND

Providence				
WPRO	Sports	Yes	Joe Fay's Sports Slants	Early Eve.
	Juvenile Revue	Yes	Buddy's Gang	Open

SOUTH CAROLINA

Charleston				
WCSC	Women's Feature	Yes	Do You Know?	M-W-F 10:45 a.m.
	Musical	Yes	Sundown Revue	Sundays 6:30 p.m.
Columbia				
WIS	Negro	No	Rev. Downs & Choir	Wed. 7:15 p.m.
	Sports	No	Sports With Abie Fennell	6:15 p.m.
Greenville				
WFBC	Hillbilly	----	Lee Boswell	Early a.m.
	Reenacted News	----	S. Car. March of Time	Sun. 6 p.m.
Spartanburg				
WSPA	Organ	----	All Request Organ Concert	2:30 p.m.
	Music Greeting Club	----	Something for All	6:30 a.m.

SOUTH DAKOTA

Sioux Falls				
KSOO	Popular Dance	No	Hits in Review	Sun., Thurs., p.m.
	Comedy, Piano Duo	Yes	Skyride	3:45 p.m.
Yankton				
WNAX	String Trio	Yes	Nancy Gurney Trio	3:15 p.m.
	Comedy	No	Old Village School	2:30 p.m.

TENNESSEE

	TYPE	PREV. SPONS.	TITLE	TIME
Bristol				
WOPI	Hillbilly	Yes	Sat. Aft. Matinee	2:15-4 p.m.
	Popular	Yes	Jerry & Blue Chasers	8:45-9:15 p.m.
Knoxville				
WNOX	Hillbilly	No	WNOX Carnival	8 p.m.
	Local Society	No	Club Calendar	9:45 a.m.
WROL	Hillbilly	No	Orig. Crazy Tennesseans	11:45 a.m.
	Poetry, Organ	No	Aft. Meditations	1-1:15 p.m.
Memphis				
WHBQ	Vocal	Yes	Voice of Romance	----------
	Sports	Yes	Wrestling Matches	----------

TEXAS

Amarillo				
KGHC	Sports	Yes	Sports Broadcast	After Aug. 15
	Hillbilly	Yes	Barn Dance	After July 15
Dallas				
WFAA	Oldtime Music	No	Good Old Singers	Fri. 8:30 p.m.
	Cowboy Songs	No	Singing Cowboy	8 a.m.
Fort Worth				
KFJZ	News	Yes	Short Wave Flashes	To Suit
	Sports	Yes	Sport Slants	Eve.
WBAP	Dramatic	No	Helen's Home	9:45 a.m.
	Dramatic	No	Dream Dramas	Thurs. 9:45 p.m.
Lubbock				
KFYO	Drama	Yes	KFYO Playhouse	Eve.
	Music	Yes	Girls Novelty Trio	P.M.
Midland				
KRLH	Variety Orch.	Yes	Dude Vance & Gang	12:30 or 7:15 p.m.
	Novelty Duet	Yes	Sunrise Boys	7-7:30 a.m.
Pecos				
KIUN	Barn Dance	No	KIUN Barn Dance	Hour Weekly
	Vocal Duet	Yes	Mountaineers	¼ Hr. Daily
San Antonio				
KABC	News	Yes	Newscasts	At Once
	Sports	Yes	Sports of the Day	July 1
KMAC	Variety	Yes	Speedblenders	7:30 p.m.
WOAI	News	Yes	Newscasts	7:45 a.m., 5-45, 10 p.m.
	Woman's	Yes	Home Folks	Tues. 9:15 a.m.
Waco				
WACO	Child	Yes	Little Broadcasters	5 p.m.
	Organ, Violin	----	Sunshine & Shadows	10:30 a.m.

UTAH

Salt Lake City				
KDYL	Child Talent	Yes	Kangaroo Club	4-30:4:45 p.m.
	Inquiring Reporter	Yes	KDYL Inq. Reporter	T-S 1:15-1:30 p.m.

VERMONT

St. Albans				
WQDM	Musical	Yes	Request Program	Wed. 11:15 a.m.
	Dramatic	Yes	Memory Program	Wed. 12:30 p.m.
Waterbury				
WDEV	Blues Singer	Yes	Lila Culver	p.m.
	Mount. Singing	No	Arkansas Cowboys	p.m.

VIRGINIA

Charlottesville				
WCHV	Records, Chatter	Yes	Willy Williams & Clara	8:30 a.m.
	Eleanor Whitney	Yes	Ideal Home	Open
Newport News				
WGH	Scotch	No	Scotch Minstrel	7:30 p.m.
	Spanish Pop. Songs	No	Latin-Amer. Serenade	Sun. p.m.
Roanoke				
WDBJ	Musical	Yes	After Dinner Variety	Tues. 7 p.m.
	Vocal	Yes	Harmony Girls, Tenor	Mon. 9:15 p.m.

WASHINGTON

Seattle				
KIRO	News	No	Today's News, Tomorrow's History	7:15 p.m.
KJR	News	Yes	Totem News Reporter	3 Daily
	Household	Yes	Home-Maker	10:15 a.m.
KOMO	Hillbilly	No	Cowboy Joe & Mountaineers	10:15 a.m.
	Orch., Vocal	Yes	Waltz Dreams	Tues., Sat. 9 p.m.
Spokane				
KFPY	Hillbilly	No	Hillbilly Hijinks	Mon. 8:30 p.m.
	Sentimental Music	No	Street of Dreams	9:45 p.m.
Tacoma				
KVI	Market News	Yes	Sunrise Club	6 a.m.
	Organ, Guessing	Yes	Mystic Melodies	Partic.
Walla Walla				
KUJ	News	No	News	8 ¼ Hr. Daily
	Studio Ensemble	Yes	Memories	12:30 p.m.
Yakima				
KIT	Partic.	Yes	Old Maestro	Spots
	Hillbilly	Yes	Yakima Sage Riders	15 min.

WEST VIRGINIA

Fairmont				
WMMN	News	Yes	Transradio	6 p.m.
	Sports	No	Baseball Scores	6:30 p.m.

WISCONSIN

Milwaukee				
WTMJ	German Comedy Orch.	Yes	Heinie & Grenadiers	11:30 a.m., 9:30 p.m.
	Women's Commentator	Yes	What's New in Milwaukee	10:15 a.m.
Racine				
WRJN	Man in Street	No	Opinions of Passerby	Sat.
	Street Singer	No	Romero & His Songs	Fri.

U. S. POSSESSIONS

Honolulu, Hawaii				
KGMB	Historic Drama	----	Winning of West	8:30 p.m.
	Review	Yes	Open House	Eve.

When Western Leaders Want CO-OPERATION & COVERAGE . . . . . They Come to - KSL

AFFILIATED WITH CBS

THE VOICE OF THE WEST



Above—Sir Malcolm Campbell drives 301 miles per hour on the Bonneville Salt Flats . . . KSL is there.

Western business and community leaders know that KSL leads in coverage, popularity and prestige, so it is no wonder that they come to KSL first when there's an advertising or news job to be done. Another reason why this great 50,000 watt station is truly "The Voice of the West."



Above—Governor Blood Addresses the People of Utah . . . KSL is there.



Left—The Utah Open Golf Champion gets in trouble . . . KSL is there.

Below—Salt Lake City goes on parade . . . KSL is there.



Above — The U. S. Army christens a new war bird . . . KSL is there!

FIRST IN SALT LAKE CITY & WESTERN AMERICA

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Passing the Radio Buck

By Station Break

AN IDEALIST will define democracy as a government of the people, for the people and by the people . . . a pessimist wonder whether it is a government at all.

* * *

DEMOCRACY is principally a government of kicks, says the skeptic . . . where everybody sits quietly by, reaping benefits, until his pet privilege is interfered with . . . when he cries to high heaven about his rights as a citizen.

* * *

WE SELDOM think of civic matters until they become personal matters. To paraphrase that sterling broadcaster, William Hard . . . even the great political parties hibernate between conventions, and then, in a few brief, hysterical, fatigue-drunk days, select the leaders and policies by which they hope the nation will be run.

* * *

A TRADE association, such as the NAB, is a *business democracy* . . . with all of the failings of democracy in the large.

* * *

ITS FAILINGS? Last year at Colorado Springs, copyright was allowed completely to usurp the interests of an industry, which, in addition to this admittedly pressing problem, had many other important matters which *should* have received its most careful attention. *But democracy never acts until its personal interest is threatened.* It never looks ahead.

* * *

AND WHEN copyright was discussed . . . it was debated in an atmosphere of frenzied personalities which completely clouded the real economic and legal issues involved . . . issues concerning which few indeed seemed to have done any constructive thinking prior to attending the convention.

* * *

WHILE this was occurring, the membership listened with scant attention to the proposal for the creation of an agency recognition system by the broadcasting industry . . . a system which would protect the efficiency and integrity of the agency, upon which radio depends so greatly . . . and which would have put the broadcasters on a par with other major advertising media.

* * *

THIS SCANT attention was later turned into no action, when the system, cursorily adopted, failed of establishment by lack of station interest and cooperation.

SIMILAR attention was given to the creation of a cooperative bureau of radio research . . . which the NAB, ANA, and 4-A's are now attempting to bring into being . . . a project which will give radio a general counterpart to the ABC in the publication field, which will furnish sorely needed fundamental information regarding broadcasting, save stations and networks hundreds of thousands of dollars annually in defensive competitive research necessitated by the extreme claims of someone else, and which will inspire a new and greater confidence in the medium as a whole . . . in other words a project of major importance.

* * *

THERE was a report which mentioned the standard accounting system developed during the year of 1935 . . . but to date a mere handful, STATION BREAK is informed, have adopted this system or even shown much interest in it.

* * *

FROM what he has seen, STATION BREAK is utterly at loss to know how the average radio station has any idea of its specific costs of operation or therefore, of its operating efficiency.

* * *

TYPICAL failings of a democracy. Some day there may be a governmental requirement of standard accounting . . . following which all stations will scramble . . . completely in a dither . . . to have a system satisfactory to them adopted. How much easier would it be . . . to apply a sound system in advance of such a contingency . . . and to prove the desirability of its continuance by the soundness and comprehensiveness of the data which it reveals.

* * *

PARDON our jaundiced vein. Believe it or not . . . broadcasters are little worse than other business men. But we *do* have a message . . . (You must *always* have a message when you sound the trumpet of reform so loudly). Our message is this:

* * *

LESS than a week from now the broadcasting industry will have another convention. Some of these matters will come up again, while some are dead beyond revival. Certainly there will be more problems than copyright to be considered. Now a democracy succeeds to the extent to which it is based upon an intelligent, *informed* public opinion. *The business democracy of the NAB will be successful to the extent to which the broadcasters have familiarized themselves with the problems of the industry sufficiently to act intelligently regarding them.*

FLASH! WFBR broadcasts more local live talent shows sponsored by national advertisers than any other Baltimore station! We have several shows on tap with a built-up audience ready to boost YOUR product in Baltimore...Write WFBR for details.

Representatives: Edward Petry & Co.

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

WMT Gets Power Boost

WMT, Cedar Rapids, Ia., on June 20 was authorized by the FCC to increase its day power from 2,500 to 5,000 watts, upon reconsideration of an application which previously had been designated for hearing. It operates on the 600 kc. channel and will retain its 1,000 watt night power.

Negotiations With WOV For Transfer to Paulists Fail After Many Months

ALL NEGOTIATIONS for the sale of WOV, New York, for $300,000 to WLWL, Paulist Father station in New York, as a means of acquiring full-time operation for the latter station, are off after several months of effort to complete the transaction, it was stated in authoritative quarters June 22.

In addition to these two stations, CBS was also interested in the transaction, since it had pending a proposition whereby it would have leased WLWL as a full-time station and operated it in New York. The negotiations, it is reported, have been rather heated and have had repercussions at the FCC and in certain Congressional circles.

John Iraci, owner of WOV, a limited time station operating on 1130 kc., with 1,000 watts, had offered to make arrangements with WLWL as a part of the transaction whereby he would have leased the station under terms similar to those advanced by CBS. This offer, however, did not receive acceptance and all offers were off. Among other things, certain programs broadcast over WOV were attacked by the Paulists, and Rep. Connery (D-Mass.) on June 18 attacked the FCC for its failure to act on this and other complaints, although he did not mention WOV by name. [For details of plan whereby WLWL would have acquired the facilities of WOV and become a full-time station see BROADCASTING June 15.]

Webster-Eisenlohr Uses Two More on Inter-City

SPONSORED by Webster-Eisenlohr Inc., New York (Girard and Henrietta cigars), the *Today's Winner* show carried on a hookup of WMCA, New York, and WPRO, Providence, on June 22 was extended to two other stations of the Inter-City Group—WIP, Philadelphia, and WCBM, Baltimore. The feature is a 15-minute racing result program six nights weekly.

WMCA also announces the signing of Dentists Supply Co., New York, for 26 weeks starting Sept. 22 for *The Dentist Says*, 15 minutes on Tuesdays and Thursdays, featuring Dr. George Wood Clapp and piped from WMCA to WIP and WMEX, Boston. The account was placed through A-W Adv. Agency, New York. General Foods Co., New York, through Advertisers Broadcasting Co., New York, on Sept. 17 will start *The Folk Singer* over WMCA, for Diamond Crystal Salt, Mondays, 9:30-9:45 p. m.

NBC Awards Deferred

NBC Music Guild Awards for new and original chamber music by American composers will be made early in the autumn, according to Frank Black, NBC music director and chairman of the award committee. Of more than 600 manuscripts submitted, 287 met requirements and the committee will continue to study them during the summer. Awards will be $1,000, $750 and $500.

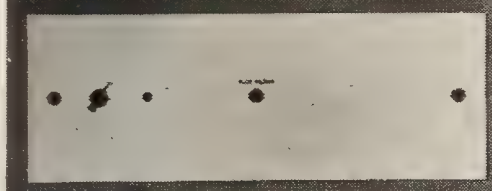
Techna Announces

SEE OUR DISPLAY NAB CONVENTION

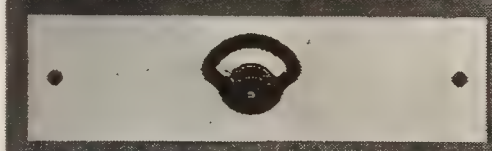
A NEW DEVELOPMENT IN BROADCASTING EQUIPMENT



AR - 83 — PRE-AMPLIFER, NET PRICE $67.50



PR - 84 — POWER SUPPLY, NET PRICE $53

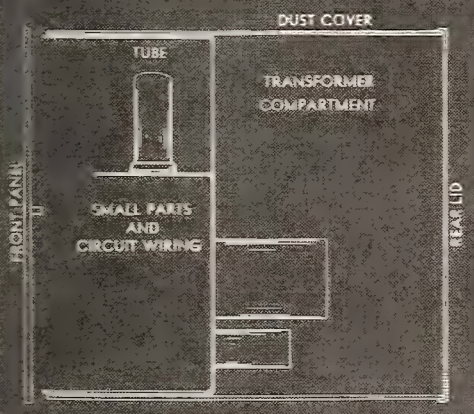


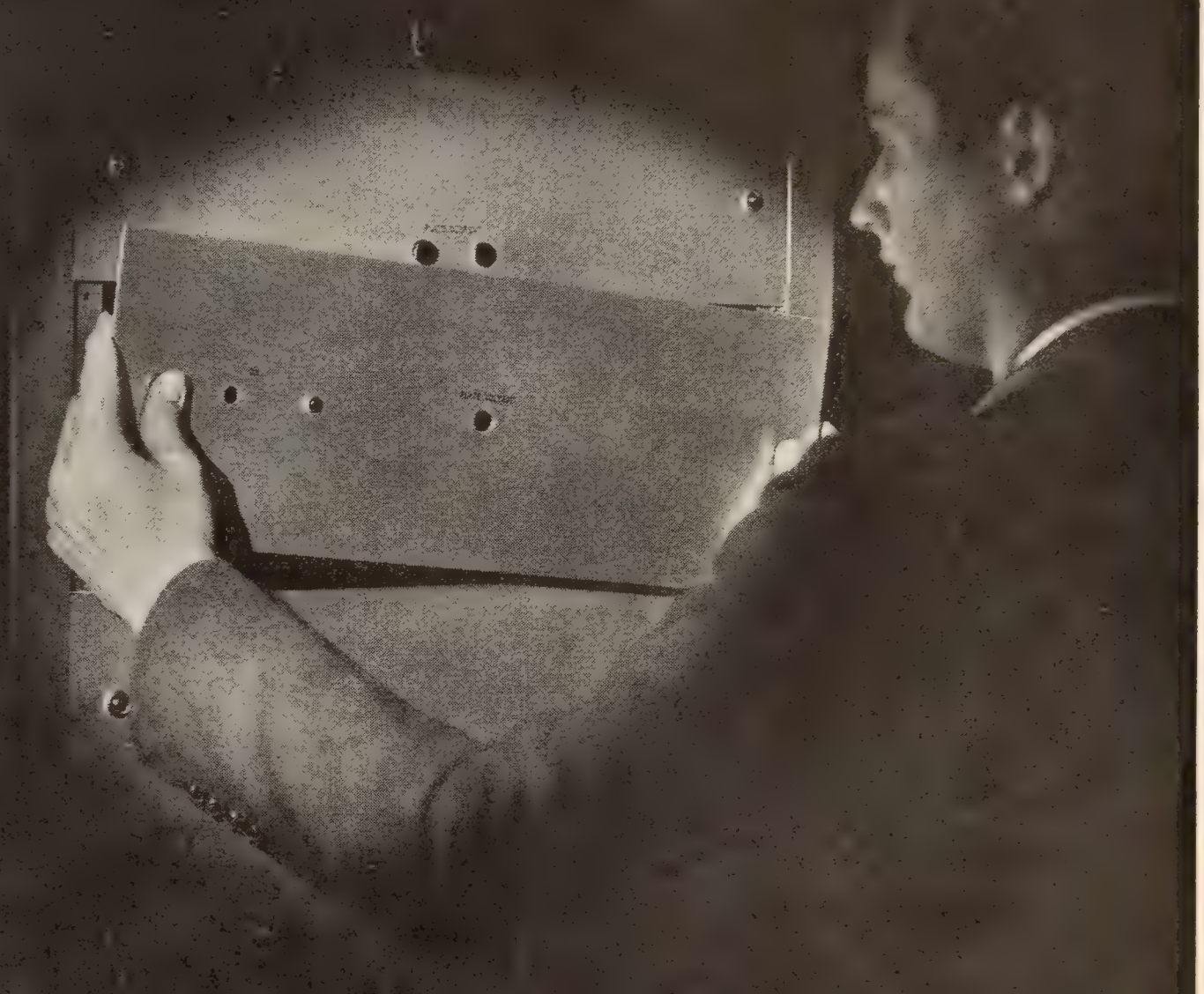
R - 86 — METER PANEL, NET PRICE $47.50



APR-85—LINE AMPLIFIER, NET PRICE $130

SECTION





TO eliminate service and maintenance difficulties found in present-day designs which provide either tube *or* circuit accessibility, Techna Corporation announces a new development in broadcast equipment combining the major advantages of *both*.

In the new assembly, *both* circuit wiring and tubes are instantly accessible from the *front* of the rack. *No addition to panel size has been made.* Automatic spring locks with plunger release allow instant removal of the panel for necessary servicing. Push buttons are provided for testing plate currents and voltages of tubes.

Techna invites you to write for full information concerning this, and other broadcast, public address and recording equipment.

TECHNA CORPORATION

926 HOWARD STREET · SAN FRANCISCO

CABLE ADDRESS "TECHNA" BELL TELETYPE: "SF 329"

FULLY EQUIPPED BRANCH OFFICES NOW BEING ESTABLISHED IN CHICAGO AND NEW YORK

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA, Dallas

McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Packer Mfg. Co., New York (Scalptone), 26 *ta*, thru Blackman Adv. Inc., N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 44 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Funk & Wagnalls Co., New York (Literary Digest), 3 *sa*, thru Austin & Rossiter Co., N. Y.
Magnolia Seed Co., Dallas (Chigger Chaser), 19 *sa*, thru Dicklow Adv. Agency, Dallas.
General Mills Inc., Minneapolis, 65 *t*, thru Blackett - Sample - Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Drene), 14 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reliance Mfg. Co., Chicago (Big Yank shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Zenith Radio Corp., Chicago, 36 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
General Mills Inc., Minneapolis, 195 *sp*, thru Blackett-Sample-Hummert Inc., Chicago (starts Aug. 31).
Chamberlain Laboratories Inc., Des Moines (hand lotion), 182 *ta*, thru Coolidge Adv. Co., Des Moines (starts Oct. 1).
J. A. Folger & Co., Kansas City (coffee), 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago (starts Oct 12).
Beaumont Laboratories, St. Louis (4-way tablets), 100 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago (starts Oct. 19).
McKesson & Robbins Inc., Bridgeport (Pursang), 26 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WFAS, White Plains, N. Y.

McKesson & Robbins Inc., Bridgeport (Pursang), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Adjustable Shoe Co., New York, 3 weekly *sa*, thru Morton Freund Adv. Co., N. Y.

WGN, Chicago

Cal-Aspirin Corp., Chicago (aspirin), 108 *sp*, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.
Armin Varady Inc., Chicago (cosmetics), 26 *sp*, thru Sellers Service Inc., Chicago.
Golf Ball Inc., Milwaukee (golf balls), 26 *sp*, thru Auspitz & Lee, Chicago.

WABC, New York

Lever Bros. Co., Cambridge, Mass. (Spry), 5 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Pompeian Co., Bloomfield, N. J. (cosmetics), weekly *sp*, thru Topping & Lloyd Inc., N. Y.

KMJ, Fresno, Cal.

Pacific Greyhound Lines Inc., San Francisco (transportation) weekly *t*, thru Beaumont & Hohman Inc., San Francisco.

WJAS, Pittsburgh

Griffin Mfg. Co., Brooklyn (shoe polish), 4 daily *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.

WEEI, Boston

General Baking Co., New York (Bond Bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Whittemore Bros. Corp., Cambridge (shoe polish), 3 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
McAleer Mfg. Co., Detroit (auto polish), 3 weekly *sa*, thru Holden, Graham & Clark Inc., Detroit.
Lever Bros. Co., Cambridge (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 24 weekly *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
American Oil Co., Baltimore, 6 weekly *ta*, thru Joseph Katz Co., Baltimore.

WHB, Kansas City

Grayson Co., New York (women's apparel), weekly *t*, thru Simon & Gwynn Inc., Memphis.
Cardinal Laboratories Inc., Chicago (Rite-Way shoe cleaner), 8 *sa*, thru Blackett - Sample - Hummert Inc., Chicago.
Westinghouse Elec. & Mfg. Co., St. Louis (electric fans), 52 *sa*, thru Fuller & Smith & Ross Inc., St. Louis.

KDKA, Pittsburgh

Gold Dust Corp., New York (Shinola), 60 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Graef-Cowen Corp., Allentown, Pa. (Aeroxon fly ribbon), 9 *sa*, thru John L. Butler Co., Philadelphia.
Procter & Gamble Co., Cincinnati, 90 *ta*, thru Blackman Adv. Inc., N. Y.

KNX, Hollywood

Gold Dust Corp., New York (Shinola), 5 weekly *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Bulova Watch Co., New York, 3 daily *sa*, thru Biow Co. Inc., N. Y.
Standard Oil Co. of Cal., San Francisco, 3 daily *sa*, thru McCann-Erickson Inc., San Francisco.
Nu-Enamel Pacific Co., Los Angeles (paint), daily *sa*, thru Paul Winans Radio Adv. Co., Los Angeles.
Ironized Yeast Co., Atlanta, 2 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Sears Roebuck & Co., Los Angeles (retailer), 2 *sa*, thru Dana Jones Co., Los Angeles.

WICC, Bridgeport

Lever Bros. Co., Cambridge, (Lifebuoy), 39 t, thru Ruthrauff & Ryan Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 9 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gulf Products Co., Pittsburgh (oil, gasoline), weekly *sa*, thru Young & Rubicam Inc., N. Y.

KSFO, San Francisco

Pinex Co., Fort Wayne, Ind. (cold remedy), 15 weekly *sa*, thru Sellers Service, Chicago.
Standard Oil Co. of California (gas & oils), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Star Outfitting Co., San Francisco (clothing), 7 weekly *t*, thru Allied Adv. Agencies, Los Angeles.

KFOX, Long Beach, Cal.

KAY JEWELRY Co., Long Beach, Cal. (jewelry), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

KGO, San Francisco

Reliance Mfg. Co., Chicago (work clothes), 7 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman Inc., San Francisco.
Bulova Watch Co., New York (watches), 14 weekly sa, thru The Biow Co., N. Y.
Packer Mfg. Co., New York (Scalptone), 2 weekly *ta*, thru Blackman Adv. Inc., N. Y.
C. H. McAleer Co., Detroit (auto polish), 2 weekly *sa*, thru Holden, Graham & Clark Inc., Detroit.
Saylor's Chocolates Inc., Alameda, Cal. (candy), 2 weekly *sp*, thru Doremus & Co., San Francisco.
Hirsch & Kaye, San Francisco (opticians & photo supplies), weekly *t*, thru Harry S. Goodman, N. Y.

WTMJ, Milwaukee

Webster - Eisenlohr Inc., New York (Tom Moore cigars), daily *sp*, thru N. W. Ayer & Son Inc., N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
General Mills Inc., Minneapolis, 4 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.
Hurley Machine Co., Chicago (Thor ironer), 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chrysler Corp., Detroit (autos), 16 weekly *sa*, thru J. Stirling Getchell Inc., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 18 weekly *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Mission Dry Corp., Los Angeles (orange beverage), 6 weekly *sa*, thru McCarty Co., Los Angeles.

WNAC, Boston

Ironized Yeast Co., Atlanta (proprietary), 9 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gulf Refining Co., Pittsburgh (gasoline, oil), weekly *sa*, thru Young & Rubicam Inc., N. Y.
Gillette Safety Razor Co., Boston, 153 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
May Oil Burner Corp., Baltimore, 58 *sa*, thru Joseph Katz Co., Baltimore.

WHIO, Dayton

Lever Bros. Co., Cambridge (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lykolene Co., Kansas City (toothpaste), 2 daily *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
General Mills Inc., Minneapolis (Wheaties), 125 *sa*. thru Knox Reeves Adv. Inc., Minneapolis.

WKRC, Cincinnati

Jel-Sert Co., Chicago (Flavor-Ade), 3 weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.
U. S. Tire Co., New York, 13 *sa*, thru Campbell-Ewald Co. of N. Y.

WLS, Chicago

Griffin Mfg. Co., Brooklyn (All White Shoe Cleaner), 312 *sa*. thru Bermingham, Castleman & Pierce Inc., N. Y.

CKNX, Wingham, Ont.

Dr. Chase Medicines, Oakville, Ont. (proprietary), 18 weekly *sa*, thru Bison Adv. Agency, Oakville.

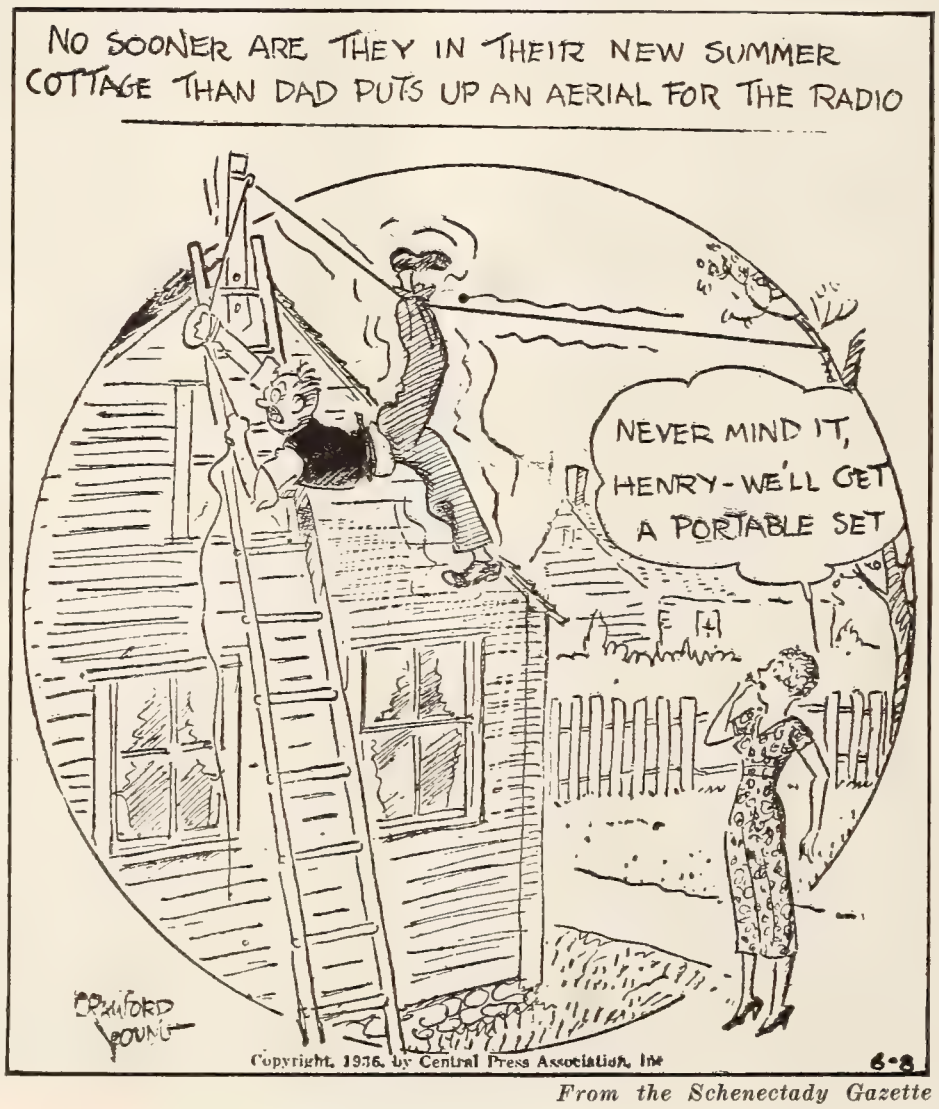
KGGC, San Francisco

Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.

WAAB, Boston

May Oil Burner Corp., Baltimore, 42 *sa*, thru Joseph Katz Co., Baltimore.

The Tutts Do Their Bit for Summer Radio



From the Schenectady Gazette

NETWORK ACCOUNTS

(All Times EDST unless otherwise specified)

New Business

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-x, paints, etc.) on Aug. 30 starts *Smiling Ed McConnell* on NBC-Red network, Sundays, 5:30-6 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

WASEY PRODUCTS Inc., New York (Barbasol) on Sept. 4 starts *Singing Sam* on NBC-Blue network, Fridays, 8:15-8:30 p. m., rebroadcast at 11:30 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

TEXAS Co., New York (oil products) on Sept. 20 starts *Eddie Cantor, Jimmie Wallington & Co.* on entire CBS network, Sundays, 8:30-9 p. m. Agency: Hanff-Metzger Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay soap) on Aug. 31 starts *Pepper Young's Family* on 5 NBC-Blue network stations, Mon. thru Fri., 10:30-10:45 a. m. Agency: Pedlar & Ryan Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes) on July 6 starts dramatic program on 7 NBC-Blue network stations (KDKA to be added Aug. 31) Mon. thru Fri., 11:45-12 noon. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 6 starts *Five Star Jones* on 3 NBC-Blue network stations (WJZ, WHAM, WSYR), Mon. thru Fri., 12-12:15 noon. On and after Aug. 31 program will add KDKA and WLS and change time to 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PRINCESS PAT Ltd., Chicago (cosmetics) on June 21 started *Tale of Today* on 6 NBC-Red stations, Sundays, 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati, on July 6 starts *Vic & Sade* on 5 NBC-Blue stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on June 29 renewed *Vic & Sade* on 35 NBC-Blue stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 6 starts *Five Star Jones* on 4 NBC-Blue stations, Mon. thru Fri., 12-12:15 noon. Agency: Blackett - Sample - Hummert Inc., Chicago.

DENTISTS SUPPLY Co., New York, on Sept. 22 starts *The Dentist Says* on 3 Inter-City stations, Tues., Thurs., quarter-hour. Agency: A-W Adv. Agency, N. Y.

GENERAL FOODS Corp., New York (Diamond salt) on Sept. 7 starts *The Folk Singer,* Mondays, 9:30-9:45 p. m. Agency: Advertisers Broadcasting Co., N. Y.

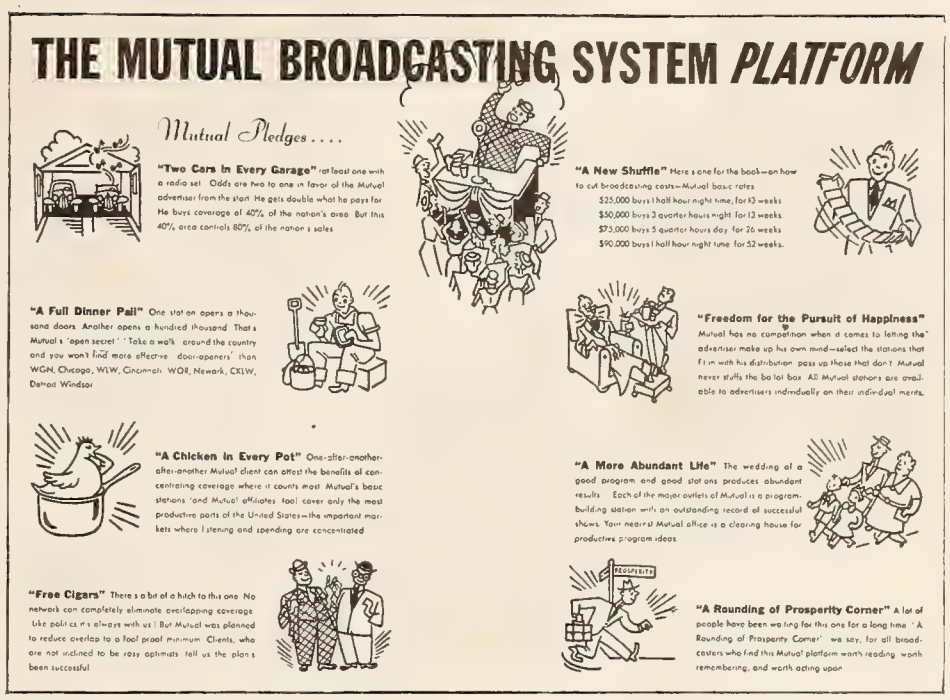
WEBSTER - EISENLOHR Inc., on June 22 adds WCBM and WIP to *Today's Winners* on Inter-City Group.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati, on July 6 starts *Home Sweet Home* on 12 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Blackman Adv. Inc., N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago, on July 30 renews *Kraft Music Hall* on 57 NBC-Red stations, Thurs., 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on June 29 renewed *Magic Voice* on 3 NBC-Blue stations, Mon. thru Fri., 4:45-5 p. m. Agency: Blackman Adv. Inc., N. Y.



MUTUAL PLATFORM—After the nominating speech for Gov. Landon had been completed at the Cleveland GOP convention, Mutual Broadcasting System distributed 100 copies of its "platform" to "big shot" delegates. The four-page promotion piece, of which this is the inside, also was delivered to the regular agency-advertiser mailing list.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on June 29 renewed *Oxydol's Own Ma Perkins* on 51 NBC-Red stations, Mon. thru Fri., 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati, on June 29 renewed *The O'Neills* on 39 NBC-Red stations, Mon. thru Fri., 3:30-4 p. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on June 29 renewed *Pepper Young's Family* on 43 NBC-Red stations, Mon. thru Fri., 3-3:15 p. m. (WLW at 4:30). Agency: Pedlar & Ryan Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes, Prince Albert) on June 30 renewed *Camel Caravan* on 82 CBS stations, Tues., 9:30-10:30 p. m. Agency: William Esty & Co. Inc., N. Y.

FORD MOTOR Co., Dearborn, Mich., (dealers) on June 30 renewed *Waring's Pennsylvanians* on 88 CBS stations, Tues., 9-9:30 p. m., repeat at 12 midnight. Agency: N. W. Ayer & Son Inc., N. Y.

Network Changes

GENERAL FOODS Corp., New York (Jell-O) on and after Aug. 30 will be heard over NBC-Red network Sundays, 7-7:30 p. m. Agency: Young & Rubicam Inc., N. Y.

Cable for Tower Lights

A NEW concentric cable to supply power to lights atop radio towers, first applied at WWJ, Detroit, has been announced by Western Electric Co. The cable is composed of an outer metallic tube which is at ground potential over its entire length, and an inner metallic tube insulated from the outer shell except at the end away from the tower where it is bonded to the outer sheath. Within the inner tube are two insulated conductors which carry the illuminating current. The assembled line is buried in the ground. As the line approaches the tower, the radio-frequency voltage on the conductors builds up until, at the point where the conductors commence to rise up the tower, they are at the same potential with respect to the ground as the tower itself. The new cable is declared to be practical for stations up to 50 kw.

Nathan Burkan's Will

NATHAN BURKAN, cofounder and general counsel of the American Society of Composers, Authors & Publishers, who died June 6, left an estate estimated at $1,500,000 to his widow and a five-year-old son Nathan Jr., his will filed in New York Surrogate's Court June 22 revealed. The will directed that all his books and works pertaining to copyright be left to ASCAP.

GRID RIVALS SEEK ANN ARBOR STATION

WITH John Fetzer, operator of WKZO, Kalamazoo, voluntarily dropping his application for a new station in Ann Arbor, home of the University of Michigan, two rival applicants headed by two noted football coaches were left in the field. Harry Kipke, Michigan grid coach, is one of the applicants, seeking 500 watts daytime on 800 kc.

The other application, shortly to be filed with the FCC, will name a group headed by Fielding H. Yost, Michigan athletic director and former grid coach, with other backers being Charles Verschoor, president, International Radio Co., Ann Arbor (Kadette); Prof. Waldo Abbot, U. of M. director of broadcasting; Al McDonald, president, McDonald Ice Cream Co.; Lewis G. Christman, vice president First National Bank; Harry Hawkins, Advertisers Publishing Co.; George Langford, Economy Baler Co.; John Hunter, head of a local dairy, and Phil Pack, local attorney and member of the legislature. The company would be known as Ann Arbor Broadcasting Co., with $50,000 paid in capital. Floyd Weissinger has been chosen as manager of the proposed new station, which may also have the backing of the *Ann Arbor Times-News,* published by the Booth syndicate of Michigan dailies.

INTER-CITY GROUP covered the Democratic convention with WIP, Philadelphia, as key station.



Like a
MODERN GENIE

KWK is doing very unusual things in the way of building up greater sales returns for their clients.

If you haven't a magic lamp to rub, just telephone or drop us a line and we will be there immediately.

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

PAUL H. RAYMER CO., Representatives
New York Chicago San Francisco

KWK

AGENCIES AND REPRESENTATIVES

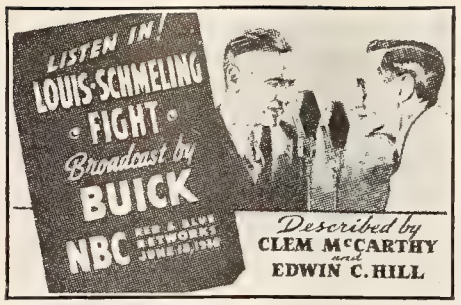
CONTRARY to published reports, Bess Johnson continues as radio executive of the Stack-Goble Adv. Agency, Chicago, with Al Shebel continuing as salesman on radio accounts, according to an official statement from that agency. Miss Johnson, who also plays the role of Frances Moran Mathews in *Today's Children*, has been on vacation for five weeks and from June 29 to July 5 broadcast from NBC in New York. Another Stack-Goble Chicago account, the *Singing Lady*, transferred its origination to New York June 29 when Ireene Wicker, who plays the lead, moved with her two children and secretary to a suburban New York home for the summer.

CHESTER H. McCALL, special assistant to the Secretary of Commerce, on July 1 becomes vice president of United States Adv. Corp., New York. The New York branch has been moved to 30 Rockefeller Plaza. Other offices are in Chicago, Toledo, Detroit and Baltimore.

BEN BOWDEN, formerly of the sales staff of WIP, Philadelphia, has joined Hancock-Payne Adv. Agency, that city.

WESTCO ADV. AGENCY, San Francisco, has appointed Michael Raffetto production manager in charge of all radio programs sponsored by the Sperry Flour Co. Raffeto, an NBC actor and producer, takes over his new duties July 1. He will continue to play the role of Paul in the NBC *One Man's Family* serial sponsored by Standard Brands Inc., in which he has appeared since it's inception four years ago.

BENSON & DALL Inc., Chicago agency, has moved to 360 N. Michigan Ave.



BIG EVENT — Buick Motor Co. distributed cards like this to promote its fight broadcast. Among other merchandising ideas were outlines of signs to be painted on dealers' windows and colored cards for showroom display.

CHARLES MARTIN, formerly of the *March of Time* scripting department, has joined Biow Co. Inc., New York, to head the production department and write the "Thrills" broadcast on the Philip Morris-NBC program. Mr. Martin replaces Phillips Lord in this assignment.

BRUCE MORGAN, of the radio production department of N. W. Ayer & Son Inc., New York, has resigned. He formerly handled the CBS *Atlantic Family* and the NBC *Kellogg College Prom* programs.

A. W. SCOTT, account executive of Beaumont & Hohman Inc., San Francisco, has been appointed manager of the radio department in that city.

RUTH PRITCHARD, in the office of the V. G. Freitag radio agency, Los Angeles, returned from Colorado late in June to rejoin the firm.

DONALD STAUFFER, of the radio dept. of Young & Rubicam Inc., New York, arrived in Hollywood in June in connection with production and talent activities for sponsors.

MILK IN CHICAGO
WCFL Program Brings Boost in Cities Distribution

AN INCREASE of 25% in the sale of milk in Chicago has been noted since WCFL, Chicago, started a contest in connection with a drive to unionize dairy employes. In charge of R. Calvert Haws, WCFL, program director, the campaign was designed to reach children as the ultimate consumers of milk.

The program theme was based on Buffalo Bill's early childhood in the West and it was titled *Pioneer's Trading Post*, The Pioneers Trading Post Club was formed, a requisite for membership being that applications carry endorsement of a union milk driver. More than 20,000 joined the club and at the end of ten weeks 32 dairies had voluntarily signed with the union. Percentage of milk handled by union employes was boosted from 80% to 92% and more than 700 union men were put back to work.

ROY V. CROWDER, formerly passenger traffic manager of the Grace Steamship Lines, San Francisco, has been appointed a vice-president of Kelly, Nason & Roosevelt Inc., and will be stationed in that city. J. Malcolm Dewees remains as Pacific Coast manager for the national agency, with headquarters in San Francisco.

WALTER J. HELD, Standard Oil Co. advertising executive in San Francisco, discussed "Building An Advertising Campaign for a Major Product", at the San Francisco Advertising Club meeting in the Palace Hotel, that city, on June 16. Stressing the importance of radio, he told of the part played by advertising in the preparation for launching an important new product in a highly competitive market.

WALTER B. MARTIN, recently with J. Walter Thompson Co. and formerly editor and manager of *Chain Store Management* magazine, has been appointed copy director of Key Adv. Co., Cincinnati.

CURT PETERSON, radio director of Marschalk & Pratt Inc., New York, spent two days in Charlotte, N. C., as the guest of William Schudt Jr., president and manager of WBT.

EDITH M. ABBOTT, radio account executive for Botsford, Constantine & Gardner Inc., San Francisco, will vacation at her Colorado ranch for one month, having left her desk June 27.

IDA RAISBACK, script writer of the New York office of the J. Walter Thompson Co., was transferred to Hollywood in June to work on the Lux program.

MICHAEL F. MAYGER, formerly with Philip O. Palmer agency and U. S. Adv. Corp., has joined Ford, Browne & Mathews, Chicago, as radio program director.

C. J. SCHULTZ, of the Detroit publicity staff working on the Chevrolet Motor Co. account for Campbell-Ewald Co., has been transferred to Chicago, where he will service the account. R. K. Edmonds, manager of the Chicago Campbell-Ewald office, has resigned.

EDWARD H. GARDNER, formerly executive secretary of the advisory committee on advertising of the Proprietary Association, has been appointed vice president of Morse International Inc., New York, to work on the Vick Chemical Co. account.

Kelvinator Corp. Asks Local Rates

Reps Claim National Rates Are Proper; May Go Before NAB

A NEW controversy over national versus local rates has cropped up in connection with placement of a Kelvinator Corp. (refrigerator) schedule of 16 quarter-hour transcriptions over a list of 40 to 50 stations. The campaign, called cooperative by the advertisers and by the agency, Geyer, Cornell & Newell Inc., New York, under the plan is to be placed through local distributors as a means of procuring the local rates.

Several station representatives, who contacted the agency on the account, claim it is national and should be placed nationally through them. Refrigerator manufacturers, however, for some time have been placing their advertising through local distributors both in newspapers and on the air. The dealer, in such cases, has paid a percentage of the advertising depending upon refrigerator sales in his territory.

May Go Before NAB

DESPITE the claims of representatives, the agency holds that newspapers have set the precedent on local rates to distributors and that radio logically should do the same. On the other hand, the representatives maintain that the business actually is national and that the copy is prepared on a national basis. A similar controversy arose recently in connection with placement of the Ford spot transcription circles through McCann-Erickson Inc. and many stations held out for and procured their national rates.

The Kelvinator series has been auditioned and accepted, with the transcriptions to be made by World Broadcasting System. The program features Donald Novis and dramatized commercials.

Because of the furore provoked recently by the Ford account and now the Kelvinator schedule, it is known that several of the larger representatives will urge their stations to crystallize sentiment at the NAB convention in Chicago July 6-8 against allowing local rates for anything other than strictly retail business. A uniform method of selling radio time, both as to rates and station coverage, it is said, will be urged.

Tide Water Adds Two

TIDE WATER OIL Co., New York (Veedol, Tydol) on June 22 began a new series of Transradio news broadcasts twice daily, 8:15-8:30 a. m. and 9:45-10 p. m., six days a week on WORK, York, Pa. The program is signed for 13 weeks. WDRC, Hartford, is being used by Tidewater for UP news reports Mondays through Saturdays, 7:45-8 a. m. The series is also signed for 13 weeks and began June 15. The sponsor is employing two announcers for these broadcasts, each announcer reading alternate items. Effective June 29 Tidewater renewed its news broadcasts on WFIL, Philadelphia, for another 13 weeks. Lennen & Mitchell Inc., New York, has the account.



They're Off!

Get Your Results from WHN



SIX daily broadcasts a week of leading racetrack and inning by inning baseball results offer you BIG audiences for spot announcements of your product.

3:55 to 5:15 p. m. Mon., Fri.
3:55 to 5:30 p. m. Tues., Wed., Thurs., Sat.

Racing Results Commentator: BROOKE TEMPLE
Baseball Results Commentator: MONIE HELLINGER

The low cost of participation in six daily broadcasts ($75) is the best small investment you can make in building BIG audiences. Another WHN achievement. Complete details on request. The racing results received through exclusive arrangement with Nationwide News Service.

WHN NEW YORK

1540 Broadway . . . . . Times Square
5,000 Watts L.S. . . . . 1,000 Watts Nights

National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
Chicago — Philadelphia — Detroit — Kansas City
Atlanta — Dallas — San Francisco

RADIO ADVERTISERS

MARION R. GRAY Co., Los Angeles (Grayco shirts, cravats) which last year had to withdraw an offer of silk remnants suitable for quilts in a national spot campaign, because of the huge demand, is repeating the offer in a current campaign on KNX, Hollywood. No evidence of sale is required.

H. R. FLETCHER, formerly active in radio, has joined Bromiley-Ross Inc., outdoor advertising, as vice president.

A. SIEGEL & SONS Inc., New York (Carabana cigar) has appointed Austin & Rossiter Co., New York, to handle its account. Radio will be used in the fall.

HINTS SALES Inc., New York (Hints laxative mints) has placed its advertising account with W. I. Tracy Inc., New York. Radio is on the media list but no definite schedule has been arranged. Hints Sales is a newly organized firm to market the above product. George A. Stevens recently vice-president and general manager of Elizabeth Arden, New York (cosmetics) is head of Hints Sales.

NATIONAL BREWING Co., Baltimore, has appointed D. Stuart Webb Adv. Services, Baltimore, as its agency.

REPUBLICAN National Committee in June produced a series of 26 quarter-hour transcriptions under the caption of *The Great American Tragedy* at the Hollywood studios of Associated Cinema.

THE General Mills Inc. campaign for Wheaties, on WCAU, Philadelphia, consisting of six weekly baseball games, is placed by Knox Reeves Adv. Inc., Minneapolis.

E. W. BENNETT & Co., San Francisco (silver polish) for the first time is including radio in its advertising and on June 10 started for 13 weeks five-minute participation, Wednesdays, 10:45-11 a. m. (PST), in *Morning Hostess*, woman's program, with Elma Latta Hackett, on KFRC, that city. Emil Brisacher & Staff, San Francisco, is the agency.

Dr. Dafoe, Quint Doctor, On Carnation Broadcasts

DR. ALLAN DAFOE, personal physician of the Dionne Quintuplets, on June 29 started a series of radio talks as guest speaker of the Carnation *Contented Hour*, a Monday night (10:00 p. m.) broadcast on an NBC-Red network. It was Dr. Dafoe's first commercial appearance on the air. His talks are from CRCT, Toronto.

Dr. Dafoe describes his five little charges, Cecile, Annette, Emilie, Marie and Yvonne and tells anecdotes of their training, their diet, their attempts to master walking and talking, the personal characteristics of each child. He will also give information valuable to the thousands of Americans and Canadians who plan to visit the little settlement of Callander this summer. Erwin Wasey & Co., Ltd., Chicago, is the agency for Carnation Milk Co., Milwaukee, sponsors of the program.

CITIES SERVICE Co., New York (petroleum products) on June 26 added the entire NBC Southeastern group, permanently, to its NBC-Red network program, Fridays, 8-9 p. m. Lord & Thomas, New York, is the agency.



LUX DIRECTOR — Cecil B. DeMille, movie director, who is now conducting the Lux Radio Theatre programs on a CBS network.

Bireley's Coop. Discs

BIRELEY'S Inc., Los Angeles (Bireley's California Fruit Products) through the Philip J. Meany Co., Los Angeles advertising agency, is to record a comic strip of the air, *Dalt & Zumba*, at the Hollywood studios of Radio Recorders Inc. Script is by Jerry Cady. They will be placed by the Meany agency on nearly 30 stations to advertise Bireley orange juice, bottled by local dairies and delivered to homes. The deal will be a cooperative one between the sponsors and their local dealers.

KFBB, at Great Falls, Plans New Equipment, Gets CBS Affiliation

KFBB, Great Falls, Mont., will blossom forth with a new CBS affiliation and completely new equipment along with increased power about Aug. 15, according to anouncement June 20 by Mrs. Jessie Jacobsen, station manager. The station, along with KGVO, Missoula, Mont., recently signed CBS contracts, and service is awaiting installation of adequate telephone lines by A. T. & T.

A new high-fidelity Western Electric 5,000-watt transmitter, and a 420-foot Blaw-Knox vertical uniform cross-section radiator have been contracted for, Mrs. Jacobsen announced. In addition a forty-acre trace, four and one-half miles west of Great Falls, has been purchased as the transmitter site. Upon it will be built a modern fireproof structure. John Parker, KFBB chief engineer, will reside on the premises and also follow his hobby of farming.

KFBB is owned by Buttrey Broadcast Inc., and is one of the country's oldest stations. It was first licensed in Havre, Mont., in 1922, to Mr. Buttrey. He operated it without direct revenue until 1929 when he moved it to Great Falls and made it commercial. Mrs. Jacobsen has been its manager for the last eight years, during which time it has devoted from a 50-watter with studios and transmitter in the same room, to its present status with 1,000 watts night and 2,500 watts day.



J. C. Eggleston Named Sales Manager of WMC

WITH the resignation of Norwood H. Gwynn as commercial manager and Milton Simon as production manager to form the new Simon & Gwynn Adv. Agency, Memphis, Henry W. Slavick, general manager of WMC, announces the appointment of J. C. Eggleston as sales manager, with various other staff additions. Mr. Eggleston, who transfers from the advertising staff of the *Memphis Commercial Appeal*, operator of WMC, formerly was with the *Atlanta Journal*, and the Branham Co., publisher's representatives.

Other appointments announced by Mr. Slavick: G. Neill Ferguson, formerly with the *Memphis Press-Scimitar*, to the sales staff; W. H. Bowden, transferred from the *Commercial Appeal* to the advertising department; Tony Benander, producer of *Byry's Juvenile Hour*, to the production department.

Fungicide Spot Series

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers of Mountain Copper Carbonate, a fungicide for the treating of seed wheat, has added KQW, San Jose, Cal., and KHSL, Chico, Cal., to the list of stations that will carry 50-word announcements and time signal announcements daily to wheat farmers in a 13-week summer campaign which started July 1. Other stations listed are KFPY, KUJ, KRLC, KTRB, KFBB, KTAR, KFH and KFBI. Kelso Norman Organization, San Francisco, is the agency.

BIG BUSINESS IN LITTLE TOWN

Auto Dealer in Tiny Settlement Uses WGY and Draws Extensive Trade from 100-mile Radius

AN AUTOMOBILE dealer in a village of less than 500 population has discovered that a high power broadcasting station can be used very profitably at 7:30 o'clock of a week-day morning to sell used cars and new cars.

The dealer firm is A. L. Parsons & Son of Central Bridge, N. Y., salesman for Ford cars. Through the newly organized advertising agency of Leighton & Nelson, the Parsons concern engaged 7:30 a. m. to 7:45 a. m., daily except Sunday from March 9 to May 16, on WGY, Schenectady.

Through WGY, the client reached a concentrated coverage over a 100-mile radius. His advertising on the air was directed entirely to the used car buyer. During a three-months period, A. L. Parsons & Son sold 823 units, of which 262 were new cars. During week-ends alone—that is, over a two-day period—the company sold between 60 and 70 cars. On every program one or more used car values were described as "today's special at Parsons" and almost without exception these cars were sold the same day they were announced. Customers often came from beyond the 100-mile radius area guaranteed by the station.

Naturally the advertising alone did not sell the cars. Back of the advertising was an established business and a reputation for reliability, fair dealing, excellent facilities and service. This is not a new experience for the Parsons organization. Aided by WGY last year this enterprising firm in the little village did nearly $1,000,000 worth of business in new Fords, used cars, parts and service.

Clear Channel Stations Hold Another Meeting

A MEETING of the Clear Channel Group, representing a dozen stations operating on clear channels which seek to safeguard them against further encroachments, was held in Washington June 14 at the call of Edwin M. Craig, WSM, Nashville, its chairman. The group was formed more than a year ago at a time when strenuous efforts were being made to bring about East-West Coast duplication on clear channels.

Present at the meeting were KFI, Los Angeles, represented by Earle C. Anthony, president, Harrison Holliway, general manager, W. P. Casson and Kelly Anthony; WFAA, Dallas, J. M. Moroney, vice president, Martin Campbell, general manager, Ray Collins, technical supervisor; WGN, Chicago, Carl J. Meyers, chief engineer; WHAM, Rochester, N. Y.. E. A. Hanover, vice president, William Fay, general manager, Ray H. Manson, vice president and chief engineer; WHAS, Louisville, Credo Harris, manager; Barry Bingham, vice president, Lee Coulson, commercial manager; WHO, Des Moines, Joseph Maland, vice president, Wm. M. Branden, secretary, P. A. Loyet, chief engineer; WLS, Chicago, Burridge D. Butler, president, Homer Couchene, chief engineer; WLW, Cincinnati, R. J. Rockwell, technical supervisor, J. E. Whitehouse, chief transmission engineer, G. F. Leydorf, radiation engineer; WOAI, San Antonio, Hugh A. L. Halff, manager, J. T. Hallam, plant engineer; WSB, Atlanta, Lambdin Kay, general manager, C. G. Daugherty, chief engineer, and WSM, Mr. Craig, vice president and J. H. DeWitt, chief engineer.

Also in attendance were Louis G. Caldwell, Philip G. Loucks, Swagar Sherley, attorneys, and Harold B. Rothrock, radio engineer retained by the Clear Channel Group. Mr. Caldwell is counsel for the Group.

Kwik-On Expands List

McCLOSKEY VARNISH Co., Philadelphia, Chicago and Los Angeles, is enlarging its radio program nationally. Starting with 15 Western stations, it now is using ten in the Midwest and East and will double the number in the fall. The present programs, changed from the original spot announcements, are placed on station participating programs at the rate of one daily for each station. The radio portion of McCloskey advertising is handled by A. A. Butterworth Agency, Los Angeles. While the firm manufactures and distributes several products, its radio activity is confined to its Kwik-On Magic Finish, a varnish product for floors.



TRANSCRIPTIONS

STANDARD RADIO Inc., announces that seven new stations have been added to the list subscribing to the transcribed Standard Program Library. They are KTSM, El Paso; WNBR, Memphis; WTHT, Hartford; WAAW, Omaha; WNBC, New Britain, Conn.; KGAR, Tucson, Ariz.; and CJRC, Winnipeg. Standard also announces a third group of purchasers of their new Sound Effects Library: KMPC, Beverly Hills, Cal.; WFBC, Greenville, N. C.; WCAE, Pittsburgh; WFJZ, Fort Worth; KFSD, San Diego; WEAN, Providence; WICC, Bridgeport, Conn.; CJCA, Edmonton, Canada; WSB, Atlanta; WISN, Milwaukee; WTHT, Hartford, Conn.; WGR, Buffalo; WAAW, Omaha; WBNY, Buffalo; WJAY, Cleveland; WCOL, Columbus.

IRVING FOGEL, onetime head of Hollywood Radio Attractions and doing radio versions of pictures for Universal Pictures Corp., the middle of June was appointed transcription program director for Associated Cinema Studios, Hollywood. San Francisco offices of Associated were opened June 20 at 310 Sansome St. in charge of Wilfred Crowell, the past ten years an executive with Schwabacher-Frey Co., San Francisco.

THE *Sunday Players*, dramatic transcription half-hour series of Mertens & Price, Los Angeles, has been renewed by Valley Forge Memorial Estates for 39 weeks on WFIL, Philadelphia; for 26 weeks by William Cook on WCAO, Baltimore; 26 by A. W. Bennett Co. on WMBG, Richmond, Va., and also for 26 on 2GB, Sydney, Australia. Angelus Abbey Mausoleum, Long Beach, Cal., is sponsoring the series on KFWB, Hollywood.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture a cutting lubricant, preservative and conditioner for use with the recording of instantaneous discs.

AMERICAN RECORD Corp., Hollywood pressing and processing plant, has installed an audition room with playback apparatus and receiving sets.

LORENZO KENNON, formerly radio executive for the Congoin Co., Los Angeles, has been appointed general manager of Radio Release Ltd., Hollywood transcription producers.

SILKA Recording Studios, Wilmar, Cal., in June moved to 826 Herkimer St., Pasadena, Cal.

FENTON EARNSHAW in June was elected a director of Earnshaw-Young Inc. and of Earnshaw Radio Productions, Hollywood. He is a son of Harry A. Earnshaw and has just returned from six months in London.

Safeway Meat Spots

SAFEWAY STORES Inc., Oakland, Cal. (chain grocery and market), to call attention to its fresh meat delivery service in Los Angeles, on June 25 started a ten-day campaign using one-minute dramatized transcription announcements daily on four stations in that territory. The campaign is a continuation of that successfully started March 11 for ten days to announce inauguration of the delivery service. Discs made by MacGregor & Sollie Inc., transcription producers, were placed on KNX and KFWB, Hollywood; KHJ and KFI, Los Angeles. J. Walter Thompson Co., San Francisco, is the agency.

WMEX, Boston 100-watter, has applied to the FCC for authority to go to 5,000 watts with a directional antenna on 1470 kc.

ANPA Media Data Full of Omissions

IGNORING national spot and local radio advertising entirely, the Bureau of Advertising of the American Newspaper Publishers Association in latter June issued its 1935 report on national advertiser budgets. The report showed that of a combined total of $231,107,948 spent by 387 national advertisers covered by the study, $134,440,000 or 58% went to newspapers, $61,943,228 or 26.8% went to magazines and $34,724,720 or 15% went to chain broadcasting.

That the figures are entirely inadequate so far as radio is concerned, even considering major advertisers, is disclosed by comparisons with *National Advertising Records'* own compilation, that being the source given for the radio figures. NAR shows expenditures for radio time on the major networks as $49,283,879 for the year, these figures being furnished to NAR by the networks.

Moreover, according to the 1936 BROADCASTING *Year Book*, national non-network advertising in 1935 amounted to $17,063,688, local time to $19,281,735 and regional networks to $1,110,739.

Among the major network radio advertisers not listed in the ANPA study were Wasey Products Inc. (Musterole); Barbasol Co.; William R. Warner Co. (Vince and Sloan's Liniment); Cities Service Co.; Lady Esther Co., and Lever Bros. (Lux soap); International Cellucotton Products Co. (Kleenex).

Considering the ANPA's own list of 387 advertisers, further analysis shows that 275, or 71.1%, carry no radio; 112 are radio advertisers. Of these 112, analysis reveals that 42 spend more for radio than magazines, 12 more for radio than newspapers and 23 use radio as a major medium.

Accounts like Pepsodent, Sinclair Refining, Alemite Corp., Richfield Oil, Wyeth Chemical, F. W. Fitch Co., Kolynos toothpaste, H. O. Hecker Co., MacFadden Publications, RCA Radiotron, Philip Morris Co. Ltd., spend more for radio than magazines and newspapers using even the ANPA table.

The breakdowns naturally give newspapers the best showing generally, which they would have had in any case in view of their larger number and scope. Even with the hand-picked group of companies selected they show a rise in chain broadcasting from 1930 through 1935. Whereas in 1930 network radio claimed 5.3 cents of the ANPA selected group's advertising dollar, in 1931 the figure was 8.1 cents, in 1932 11.3 cents, in 1933 10.7 cents, in 1934 12.2 cents, and in 1935 13.4 cents.

WWVA's Trial

A FEATURE of the recent celebration by WWVA, Wheeling, of its fifth year as a CBS station was the "trial" of the station before the court of public opinion. The station was asked to give evidence of its right to observe the anniversary, the proceedings being staged in a court room setting and conducted by staff members.

ANNOUNCING

Mr. and Mrs.



CONTRACT BRIDGE WITH

NEW TIE-UP Between Radio and Direct Sales

OFFICIAL

Only radio presentation of Culbertson System, *authorized and presented by Culbertsons, themselves!* With copyrighted printed reproductions for weekly distribution to listeners. Service covers all the *brand-new* developments of Contract Bridge. Transcriptions prepared by World.

NEW Campaign of *40 quarter-hours*, easily sold to Laundries, Dairies, etc. Equally effective day or night. Includes unique merchandising methods and material that have been *proved* in actual practice. Test campaigns show Contract Bridge appeals to substantial income groups. Exclusive tie-up plan produces direct sales contacts for advertisers. Write for full particulars.

RADIO BRIDGE AD SERVICE

1339 42nd Street Des Moines, Iowa

YANKTON, S. DAK.

WNAX

— for a better coverage of South Dakota plus a wide listening audience in North Dakota, Minnesota, Iowa and Nebraska

REPRESENTATIVES

New York - Chicago
Wilson-Dalton-Robertson

Kansas City
Howard Wilson

"The Best Daytime Station in the Land"

Newspaper Ownership and Control of Radio Stations

(Revised to July 1, 1936; Copyright 1936 by Broadcasting Publications, Inc.)

EXACTLY 171 broadcasting stations in the United States, one in Hawaii and 15 in Canada are now owned in whole or part by newspaper publishers, under purchase option to newspaper interests or authorized for construction by newspaper interests. Because of the unmistakable trend of recent months towards newspaper ownership, which as of July 1 finds practically one-fourth of all the stations in this country with corporate newspaper affiliations, BROADCASTING *herewith publishes an up-to-date revision of its 1936 Year Book compilation.*

ALABAMA

WSGN, Birmingham — Owned by Birmingham News and Age-Herald.

ARIZONA

KTAR, Phoenix—Owned by Phoenix Arizona Republic and Gazette.

ARKANSAS

KARK, Little Rock — Affiliated (interlocking ownership) with The Arkansas Farmer (weekly).
KELD, El Dorado—Affiliated (interlocking ownership) with The Arkansas Farmer, Little Rock.
KTHS, Hot Springs—Under purchase option to interests owning The Arkansas Farmer.
KCMC, Texarkana—Owned by Texarkana Gazette and News (See Texas).

CALIFORNIA

KYA, San Francisco—Affiliated (interlocking) with San Francisco Examiner (Hearst).
KEHE, Los Angeles — Owned by Evening Herald Publishing Co. (Hearst).
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).
KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).
KWG, Stockton—Owned by the McClatchy newspapers (Sacramento Bee, Fresno Bee and Modesto Bee).
KERN, Bakersfield — Owned by McClatchy newspapers (Fresno Bee, Modesto Bee and Sacramento Bee).
KDON, Del Monte, Cal. — Affiliated (corporate) with Monterey Peninsula Herald.

COLORADO

KLZ, Denver — Owned by publishers of Oklahoma City Oklahoman and Times.

CONNECTICUT

WTHT, Hartford—Construction permit for new 100-watt daytime station granted to Hartford Times.
W1XBS, Waterbury—Owned by Waterbury Republican and American.

DELAWARE

WILM and WDEL, Wilmington — Controlling stock owned by Steinman brothers, also publishers of Lancaster (Pa.) New Era and Intelligencer-Journal.

FLORIDA

WDAE, Tampa — Owned by Tampa Times.
WIOD, Miami—Controlled by Miami Daily News.
WCOA, Pensacola — Owned by publisher of Pensacola News and Journal, Jacksonville Journal, Panama City (Fla.) Herald, and Reading (Pa.) Times.

FLORIDA—(Continued)

WTAL, Tallahassee — Operated by Florida Capitol Broadcasters Inc., whose president, Gilbert Freeman, is publisher of Avon Park (Fla.) Highlands County Pilot, Scenic Highlands Sun and Lake Placid News. (weeklies).

GEORGIA

WSB, Atlanta — Owned by Atlanta Journal.

ILLINOIS

WGN, Chicago — Owned by Chicago Tribune.
WAAF, Chicago—Owned by Chicago Daily Drovers Journal.
WLS, Chicago—Owned by the Prairie Farmer (weekly).
WDWS, Champaign—Construction of new station by Champaign News-Gazette authorized.
WHBF, Rock Island — Owned by Rock Island Argus.
WROK, Rockford — Affiliated (corporate) with Rockford Register-Republic and Star.

INDIANA

WSBT and WFAM, South Bend — Owned by South Bend Tribune.
WTRC, Elkhart—Owned by Elkhart Daily Truth.
WWAE, Hammond—Affiliated (interlocking) with Lake County Times, Hammond.

IOWA

KSO and KRNT, Des Moines — Owned by Des Moines Register & Tribune.
WMT, Cedar Rapids—Owned by the Des Moines Register & Tribune.
KSCJ, Sioux City—Owned by Sioux City Journal.

KANSAS

WLBF, Kansas City — Owned by Kansas City Kansan (Capper publications).
WIBW, Topeka — Owned by Topeka Capital (Capper publications).
KFH, Wichita — 50% owned by Wichita Eagle.
KGGF, Coffeyville—Owned by Coffeyville Journal.
KGNO, Dodge City — Affiliated (corporate) with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.
WCMI, Ashland — Affiliated (corporate) with Ashland Daily Independent.
WLAP, Lexington — Under purchase option to publishers of Lexington Herald.

LOUISIANA

KWKH, KTBS and KWEA, Shreveport—Owned by Shreveport Times.
WJBO, Baton Rouge—Controlled by Baton Rouge Star-Times and Morning Advocate.
KVOL, Lafayette — 50% owned by Lafayette Advertiser.

MAINE

WSPG, Portland — Construction of new station by Portland Broadcasting System Inc., affiliated through stock ownership with Portland Press Herald, authorized.

MARYLAND

WBAL, Baltimore — Affiliated (interlocking) with Baltimore News-Post & American (Hearst).

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.
WNBH, New Bedford — Owned by New Bedford Mercury and Standard-Times.

MICHIGAN

WWJ, Detroit — Owned by Detroit News.
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WBEO, Marquette—Owned by Marquette Mining Journal.

MINNESOTA

WTCN, Minneapolis—Owned jointly by Minneapolis Tribune and St. Paul Pioneer Press & Dispatch.
WEBC, Duluth-Superior — Affiliated (corporate) with Superior (Wis.) Telegram.
WMFG, Hibbing — Affiliated (corporate) with Superior (Wis.) Telegram.
WHLB, Virginia — Affiliated (corporate) with Superior (Wis.) Telegram. Construction authorized.
KGFK, Moorhead—Affiliated (corporate) with Fargo (N. D.) Forum.

MISSISSIPPI

WQBC, Vicksburgh—Owned by Vicksburgh Post and Herald.
WCOC, Meridian — Owned by publishers of Clark County Tribune, Quitman, Miss. (weekly).

MISSOURI

WDAF, Kansas City — Owned by Kansas City Star.
KSD, St. Louis—Owned by St. Louis Post Dispatch.
WMBH, Joplin — Affiliated (corporate) with Joplin Globe & News-Herald.
KFEQ, St. Joseph—Affiliated (corporate) with St. Joseph News-Press and Gazette.
KFRU, Columbia — Under purchase option to St. Louis Star-Times.

MONTANA

KDNC, Lewiston — Construction of new station by Lewiston Democrat-News authorized.

NEBRASKA

KOIL, Omaha — Council Bluffs; KFAB and KFOR, Lincoln—24% of stock owned by Lincoln Star and 25% by Lincoln State Journal.
WJAG, Norfolk—Owned by Norfolk Daily News.

NEVADA

KOH, Reno — Owned by the McClatchy newspapers of California.

NEW MEXICO

KOB, Albuquerque — Under purchase option to publisher of Albuquerque Journal.
KGGM, Albuquerque—Owned by publishers of Lexington (Ky.) Herald.
KICA, Clovis — 66 2/3% owned by publishers of Lexington (Ky.) Herald.

NEW YORK

WINS, New York City — Owned by Hearst Radio Inc.; affiliated with New York American and Journal.
WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.
WBEN, Buffalo — Owned by Buffalo News.
WEBR, Buffalo—Under purchase option to Buffalo News.
WOKO and WABY, Albany — Affiliated (corporate) with Albany Knickerbocker Press and Evening News (Gannett newspapers).
WHEC, Rochester — Controlled by Rochester Democrat & Chronicle and Times-Union (Gannett).
WESG, Elmira-Ithaca — Operated under lease from Cornell University by Elmira Star-Gazette (Gannett).
WHDL, Olean—Affiliated (corporate) with Olean Times Herald (Gannett).
WCAD, Canton—Under option to be operated by lease from St. Lawrence University by Watertown Times.

NORTH CAROLINA

WWNC, Asheville — Owned by Asheville Citizen and Times.
WSJS, Winston-Salem — Owned by Winston-Salem Journal and Twin City Sentinel.
WDNC, Durham — Owned by Durham Herald.

NORTH DAKOTA

WDAY, Fargo — Affiliated (corporate) with Fargo Forum.

OHIO

WHK, Cleveland — Owned by Cleveland Plain Dealer.
WJAY, Cleveland — Owned by Cleveland Plain Dealer.
WHKC, Columbus — Owned by Cleveland Plain Dealer.
WBNS, Columbus — Affiliated (interlocking) with Columbus Dispatch.
WCOL, Columbus — Affiliated (interlocking) with Ohio State Journal.
WHBC, Canton—Under purchase option to Brush-Moore Newspapers (Canton Repository).
WCPO, Cincinnati—Affiliated (interlocking control) with Cincinnati Post (Scripps-Howard).
WSMK, Dayton — Affiliated (corporate) with the Dayton Herald & Journal.
WHIO, Dayton — Owned by Dayton Daily News and affiliated with the Springfield News and Sun.
WKBN, Youngstown—40% owned by Cleveland Plain Dealer.

OKLAHOMA

KVSO, Ardmore—Owned by Ardmore Daily Ardmoreite.
KCRC, Enid—Affiliated (interlocking control) with Enid News & Eagle.
KBIX—Owned by Muskogee Phoenix and Times-Democrat.
WKY, Oklahoma City — Owned by Oklahoma City Oklahoman and Times.
KGFG, Oklahoma City — Under purchase option to Harold Hough, circulation manager of Ft. Worth Star-Telegram.
KOMA, Oklahoma City—Under purchase option to Hearst Radio Inc.
KGFF, Shawnee — Affiliated (interlocking ownership) with Shawnee News and Star (Stauffer newspapers).

OREGON

KGW, Portland—Owned by Portland Oregonian.
KEX, Portland — Operated under lease from NBC by Portland Oregonian.
KOIN, Portland — Affiliated (corporate) with Portland Oregon Journal.
KALE, Portland — One-third owned by Portland Oregon Journal.
KRNR, Roseburg — Owned by the Roseburg News-Review, whose publisher also owns Klamath Falls Herald-News and is part owner of Medford Mail Tribune.

PENNSYLVANIA

WHAT, Philadelphia — Owned by Philadelphia Public Ledger.
WCAE, Pittsburgh—Affiliated (interlocking) with Pittsburgh Sun-Telegraph (Hearst).
WWSW, Pittsburgh—Owned by Pittsburgh Post-Gazette.
WSAN, Allentown—Owned by Allentown Call.
WQAN, Scranton—Owned by Scranton Times.
WHP, Harrisburg — Affiliated (interlocking control) with Harrisburg Telegraph.
WKBO, Harrisburg — Affiliated (interlocking control) with Harrisburg Telegraph.
WGAL, Lancaster—Controlling stock owned by Steinman brothers, also publishers of Lancaster Intelligencer-Journal and New Era.

(Continued on page 107)



COLOR .....RADIO

Not always the "biggest", but the greatest man . . . the man with Punch! Character! Personality! The man with "Color", as we call it today.

Since the beginning of time, mankind has followed the winner . . . the man who showed consistent ability to thwart the common enemy — to bag the most game — to promote the welfare of the tribe.

So, too, with radio stations! It isn't Power in watts or frequency, but "Color" that attracts the biggest audience . . . that produces, and holds, "Box-Office" results!

That's why KSTP holds the Big National as well as the Big Local Accounts year after year!

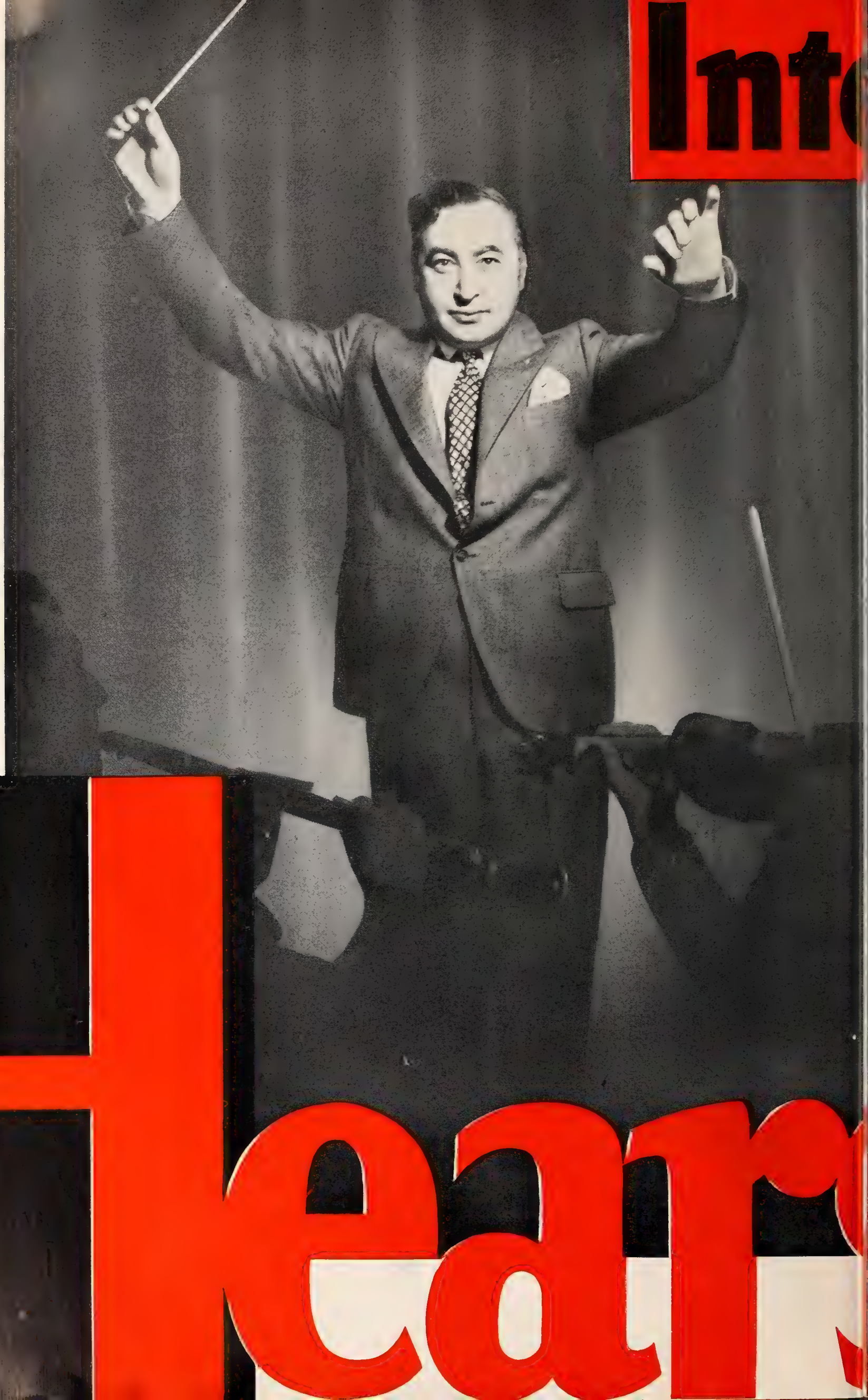
KSTP's Dominant Position in the 8th U. S. Retail Market — that metropolitan area in and around Minneapolis and St. Paul where 1,250,000 residents spend 74.6 cents out of every retail dollar in the entire State of Minnesota — is due to its Personality! Its Character! Its "Color"!

MINNEAPOLIS **KSTP** SAINT PAUL

NORTHWEST'S LEADING RADIO STATION

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES: In New York—Paul H. Raymer Co. . . . . In Chicago, Detroit, San Francisco—John Blair Company

KSTP is the exclusive outlet in Minnesota for N. B. C. Red and Blue Networks



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of 8



MAJOR MARKETS

AS EASY TO BUY ALL EIGHT STATIONS AS ONE

SERVICE FROM SALE TO BROADCAST THROUGH ONE ORGANIZATION

st RADIO

WCAE • PITTSBURGH
WBAL • BALTIMORE
KTSA • SAN ANTONIO
WISN • MILWAUKEE

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KYA • SAN FRANCISC(
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During the Tenth Anniversary of the National Broadcasting Co. W. E. B. C. recalls with genuine pleasure the past eight years of bringing the finest N.B.C. Network Programs to its listeners.

I. W. DUTCHER. 36

HEAD OF THE LAKES BROADCASTING CO.

SUPERIOR DULUTH

Newspaper Control of Stations

(*Continued from page 102*)

PENNSYLVANIA—(Continued)

ORK, York—Controlling stock owned by Steinman brothers, also publishers of Lancaster New Era and Intelligencer-Journal.
AZL, Hazleton — Controlling stock owned by Steinman brothers, also publishers of Lancaster New Era and Intelligencer-Journal.
RAK, Williamsport—Controlled by Williamsport Sun-Gazette.
KOK, Sunbury — Affiliated (interlocking control) with Sunbury Item.
EST, Easton — Controlling stock owned by Steinman brothers, also publishers of Lancaster Intelligencer-Journal and New Era.
JAC, Johnstown — Controlled by Johnstown Tribune and Democrat.

SOUTH CAROLINA

AIM, Anderson—Owned by Anderson Independent and Daily Mail.
FBC, Greenville — Owned by the Greenville News-Piedmont.

TENNESSEE

MC, Memphis—Owned by Memphis Commercial Appeal.
NBR, Memphis — Under purchase option to Memphis Commercial Appeal.
TJS, Jackson — Owned by Jackson Sun.
NOX, Knoxville—Affiliated (interlocking control) with Knoxville News-Sentinel (Scripps-Howard).

TEXAS

FAA, Dallas — Owned by Dallas News and Journal.
RLD, Dallas — Owned by Dallas Times-Herald.
BAP, Fort Worth—Owned by Fort Worth Star-Telegram.
GKO, Fort Worth—Owned by Fort Worth Star-Telegram.
PRC, Houston—Controlled by Houston Post.
TRH, Houston—Owned by Houston Chronicle.
XYZ, Houston — Affiliated (interlocking control) with Houston Chronicle.
GNC, Amarillo—Owned by publishers of Amarillo Globe-News, who also has interests in Midland Reporter-Telegram, Lubbock Avalanche-Journal, Dalhart Texan, Shamrock Texan, Childress Index (all in Texas); Atchison (Kan.) Globe, and Falls City (Neb.) Journal.
FYO, Lubbock — Affiliated (corporate) with Lubbock Avalanche Journal, which is owned by same interests as Amarillo Globe-News.
CMC, Texarkana — Owned by Texarkana Gazette and News (See Arkansas).
IUN, Pecos — Affiliated (interlocking ownership) with Pecos Enterprise (weekly).
PDN, Pampa — Owned by Pampa Daily News.
TSA, San Antonio — Owned by Hearst Radio Inc. (San Antonio Light is Hearst newspaper.)
NOW, Austin — Owned by Hearst Radio Inc.
WACO, Waco — Under purchase option to Hearst Radio Inc.
GFI, Corpus Christi — Affiliated (corporate) with Corpus Christi Caller-Times.
GKL, San Angelo—33% owned by publisher of San Angelo Standard-Times, who also has interests in Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News and Corpus Christi Caller-Times.
BST, Big Spring — Construction of new station by Big Spring Herald authorized.
PLT, Paris — Construction of new station by Paris News authorized.
RBC, Abilene—Construction of new station by Abilene Reporter-News authorized.
RRV, Sherman — Construction of new station by interests including Sherman Democrat authorized.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.
KLO, Ogden—Affiliated (interlocking control) with Ogden Standard-Examiner.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record (weekly) and Stowe Journal.

VIRGINIA

WDBJ, Roanoke—Owned by Roanoke Times and World-News.
WTAR, Norfolk—Owned by Norfolk Ledger-Dispatch and Virginian Pilot.
WPHR, Petersburg — Owned by publishers of Richmond News-Leader.

WEST VIRGINIA

WHIS, Bluefield — Owned by Bluefield Daily Telegraph and Sunset News.
WSAZ, Huntington — Owned by the Huntington Advertiser and Herald-Dispatch.
WCHS, Charleston — Owned by the Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee — Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by Hearst Radio Inc.; affiliated with Milwaukee Sentinel and Wisconsin News.
WIBA, Madison — Owned jointly by Madison Capital Times and Wisconsin State Journal.
WEBC, Superior-Duluth — Affiliated (corporate) with Superior Telegram (See Minnesota).
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WKBH, La Crosse — Affiliated (interlocking) with La Crosse Tribune and Leader-Press.
WRJN, Racine — Owned by Racine Journal-Times.
WHBL, Sheboygan — Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.

CANADA

CHNS, Halifax, N. S. — Owned by Halifax Herald and Mail.
CKAC, Montreal — Owned by Montreal La Presse.
CHLP, Montreal — Owned by Montreal La Patrie.
CFPL, London, Ont.—Owned by London Free Press.
CKCK, Regina, Sask.—Owned by Regina Leader-Post.
CFAC, Calgary, Alta. — Owned by Calgary Herald.
CJCJ, Calgary, Alta.—Owned by Calgary Albertan.
CJCA, Edmonton, Alta. — Owned by Edmonton Journal.
CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.
CFJC, Kamloops, B. C. — Owned by Kamloops Sentinel.
CHSJ, St. John, N. B. — Controlled by St. John Telegraph-Journal and Times-Globe.
CJKL, Kirkland Lake, Ont. — Affiliated (interlocking control) with Timmins, Ont. Press.
CKGB, Timmins, Ont. — Affiliated (corporate) with Timmins Press.
CKCO, Sudbury, Ont. — Owned by Sudbury Star.
CKOV, Kelowna, B. C. — Affiliated (corporate) with Kelawna Courier, Vernon News and Penticton Herald (weeklies).

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You Can't Sell WASHINGTON, D.C. *without* WOL

1. First in number of local advertisers!

2. First in number of contract renewals with local accounts . . . Proves Results!

3. Revenue for first 5 months of 1936 shows an increase of 73% over 1935!

4. Member Inter-City Group—New Western Electric High Fidelity Transmitter—RCA 70 Double Turntables—Transradio News Service — Standard Radio Library . . . Other Program Features!



AMERICAN BROADCASTING COMPANY
ANNAPOLIS HOTEL
WASHINGTON, D. C.

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Albert F. Murray
Television Expert of Philco and Chairman, Television Committee, Radio Manufacturers Assn.

A DETAILED technical report on television frequency allocations as recommended by the RMA, was given by Mr. Murray, formerly with RCA in television research. He enumerated the basic television requirements as follows:

1. A single set of television standards for the U. S. A.

2. Frequency channels of adequate width, 6 mc., necessary for the transmission of high-definition pictures—pictures which experience has shown possess sufficient detail to afford sustaining interest — pictures which will approach the quality of home movies.

A channel of 6 mc. wide, from the viewpoint of the radio telephone engineer, seems very broad, broad enough for say, 300 telephone conversations, but if we are to have pictures of satisfactory detail this is the minimum channel width the Federal Communications Commission can assign.

3. Television, with its accompanying sound, should be in that portion of the ultra-high frequency spectrum best suited to this service (the 42-90 mc. region). This band must be wide enough for a sufficient number of channels to permit the simultaneous broadcasting of a reasonable number of programs in a given territory.

4. The television frequency band, or bands, should be as continuous as possible because of the convenience this affords in tuning, and because this permits the design of simpler, cheaper home television receivers.

5. A space in that experimental region above 120 mc. for television relaying, pick-up work and expansion. This space is to be shared with other services until that time arrives when, in the opinion of the Commission, definite assignments should be made. Then there will be required the allocation of a continuous band wide enough for a sufficient number of channels for future television service.

He called high-definition television in the laboratory "a reality". Television, he predicted will be supplementary to, but not take the place of sound broadcasting, and some day will win a place of importance in our national life approaching that of present-day aural broadcasting. When it reaches the commercial stage, he declared, it will form the basis of a new industry, producing television equipment in factories and producing programs in studios, entailing the hiring of thousands of workers.

A summary of ten items contained in the RMA recommended standards, all of which were elaborated upon in the report, was given by Mr. Murray, as follows:

1. Frequency allocation — Lower limit, 42 mc.; upper limit, 90 mc.; an experimental band starting at 120 mc.
2. Channel width—6 mc.
3. Spacing between television and sound carriers—3.25 mc. (approx.).
4. Relation of sound carrier to television carrier — Sound carrier higher in frequency.
5. Polarity of transmission—Negative.
6. Number of lines—440-450.
7. Frame frequency—30 per second; field frequency, 60 per second, interlaced.
8. Aspect ratio, 4:3.
9. Percentage of television signal devoted to synchronizing signals—Not less than 20%.
10. Synchronizing signal — No recommendation — ("Serrated" vertical signal favored by RCA; "narrow" vertical signal favored by Philco, Hazeltine, Farnsworth, General Electric Co.)

Concluding, Mr. Murray said as far as channels of 6 mc. in width are concerned, there can be no compromise.

Summary of

General Status of Radio Spectrum: 10-42,000 kc.

As of June 1, 1936

Class of Station	*Total No. of Licensed Stations*[1]	*No. of Exclusive Frequencies*[2]	*No. of Shared Frequencies*[2]
Aeronautical	210	0	69
Aeronautical Pt-to-Pt	96	26	16
Aircraft	473	2	76
Airport	24	0	1
Aviation[3]	23	0	4
Broadcast (550-1500 kc.)	630	90	0
Coastal Harbor (Telegraph)	31	3	15
Coastal Harbor (Telephone)	8	0	1
Coastal Telegraph	62	120	24
Coastal Telephone	3	4	2
Experimental Broadcast	15	0	25
Facsimile Broadcast	8	0	4
Fixed Public Press	76	45	5
General Experimental (Research only)	181	12	12
Government	[4]	528[4]	81[4]
High Frequency Broadcast (Apex)	32	0	4
International Broadcast	11	20	1
Marine Fire	2	1	0
Marine Relay	42	2	144
Mobile Press	5	11	0
Motion Picture	4	0	5
Municipal Police	1125	9	14
Obstruction Marker Beacon	4	0	4
Pt-to-Pt Telegraph	325	257	40
Pt-to-Pt Telephone	48	45	15
Relay Broadcast (formerly broadcast pickup)	186	8	12
Ship (Harbor)	36	7	0
Ship (Telegraph)	1974	42	25
Ship (Telephone)	4	1	1
Special Broadcast (1500-1600 kc.)	4	2	3
Special Emergency	83	1	5
Special Experimental (research only)	139	0	213
State Police	79	9	11
Television	18	0	0
	6111	1249	843
Amateur	46598	231[5]	

[1] The stations operating under the exceptions of Rule 320 are included in these classifications.
[2] Includes frequency range from 10 to 42000 kc. only.
[3] Aeronautical, aeronautical pt-to-pt, and aircraft operating on frequencies above 30000 kc. only.
[4] Total number of Government stations available by sub-bands only. Frequency date is for band 10—28000 kc. only.
[5] Channeling system (Rule 228) does not apply to frequencies above 28000 kc.

AMERICAN RADIO RELAY LEAGUE

THE American Radio Relay League, national association of licensed transmitting amateurs, made an extensive presentation through its general counsel, Paul M. Segal, employing as witnesses Kenneth B. Warner, managing secretary; Francis E. Handy, communications manager, and the associate editor of *QST*, Ross A. Hull, who illustrated their representations with a series of large colored charts.

Mr. Segal first briefly sketched the historical background of amateur radio in explanation of the nature of the "ham" institution. He then put on the stand Mr. Warner who asserted that the national policy of encouraging amateur radio had richly repaid the nation. He cited the vast training-school value of amateur radio and the fact that it supplied the majority of the executives, engineers and operators for the industry and the art.

He particularly emphasized its value as a reservoir of trained operators available for national defense, pointing out that the communication needs of modern defense arms are prodigous and that the great number of skilled amateurs in this country—in the neighborhood of 45,000—assured the military and naval forces of an adequate answer to what otherwise would be a most difficult problem.

Mr. Warner also stated that amateurs had made many technical contributions to the advancement of the art and asserted that much of America's dominance in radio technological advance flowed from the amateur influence. Perhaps his chief claim for the service value of amateur radio was the emergency communication it supplies when other forms of communication are disrupted, as in cases of floods, hurricanes and other emergencies. The vast numbers of amateurs and their widespread distribution, and their ingenuity in establishing communication under the most adverse conditions, he said, assures every community the ability to have its plight reported and assistance started.

Crowding Claimed

MR. HANDY reported the present operating status of amateurs, explaining their frequency assignments and the chief uses made of their various bands. He stated that congestion was now so severe that amateur stations were "six deep" throughout their bands, demonstrating that in their more popular bands the amateur transmitters sometimes were as closely packed as 200 to 400 stations per FCC telegraph channel of 0.1% width. Despite the use of most selective receivers their interference is now so great, he said, that they are being seriously handicapped in supplying their aids to the art and the public. To make the most effective contribution to American life, he asserted, it was desirable that two of their bands be expanded: Their "80-meter" band to the figures 3500-4500 kc. and their "40-meter" band so that it would run from 7000 to 7500 kc.

Mr. Handy made it plain that his organization recognized that this hearing was not dealing in frequency allocations in this part of the spectrum and said he was not filing a specific request for these frequencies, but rather was reporting upon their situation and disclosing that a need for more frequencies existed.

Space for Amateurs

HE SAID that the amateur organization had surveyed the commercial activity in the region of 7500 kc. and had concluded that more space for amateurs was available there from the engineering point of view. Admitting the existence of political and administrative difficulties to such expansion, he said that amateurs nevertheless had come quite firmly to the conclusion that questionable engineering practice was being followed by the commercial communications services of the world, and that if sound engineering considerations could be made to govern, there could be additional space for the "hams" without injury to other services.

Mr. Hull has been a prominent worker in ultra-high frequency research in recent years and reported for the Commission's information the work of amateur investigators in this field. He described the results of a two-year program of automatic recording of 60 mc. signals over a path from the Blue Hills Observatory of Harvard University to W. Hartford, Conn., a distance of 95 miles embracing four "optical horizons". It was commonly believed, he asserted, that consistent communication over such a path was impossible at such frequencies, but he had found only five days in two years in which communication failed. The transmission took place, he asserted, by virtue of a little-appreciated mode of propagation, namely, bending of the waves in the lower atmosphere. He called these waves "air waves", as contrasted with the well-understood sky wave and ground wave.

It was Mr. Hull's point that, while numerous surveys have been made of the coverage that can be secured by "apex broadcasting" and other uses of the ultra-high frequencies, inadequate consideration had been given the interference possibilities of these waves. He asserted that there were frequently conditions when the signals of Boston stations of low power, a hundred miles away, drowned out the signals of local Hartford amateurs within a mile or two of the receiving location.

He also reported that, on sev-

al occasions in the last year, ores of East Coast amateurs ing their 60 mc. band had com- unicated with scores of similar nateurs in the middle states, by rtue of sky-wave transmission, d predicted that such long- stance transmission on the very ort waves would become increas- gly frequent the next few years, e to the operation of the 11- ar solar cycle.

Mr. Segal then put Mr. Warner ck on the stand to adduce the nateur attitude towards the pro- sal that they give up their meter band to television. Mr. arner pointed out that amateurs d been assigned that band since 24, had intensively occupied it, nd he felt that they had demon- rated their ability to develop teresting technical information om their investigations of it. He sserted that the amateur group garded the band as a valuable art of their family and that they uld not contemplate giving it or moving it. As to their own ture in the ultra-high field, Mr. arner renewed the request of e amateur organization that eir service be assigned the band frequencies from 112 to 120 c., as a logical continuation of eir "harmonic family" which ready embraces a 10-meter band nd a 5-meter one. Amateurs are ntitled to modest "test slices" roughout the high-frequency ectrum, he asserted, and there every reason to expect continu- g results to the art from such ssignments to the eager and in- iring amateur experimenters.

Dr. Frank Jewett
President, Bell Laboratories

BY CONTRAST with the decidedly bullish attitude toward radio's future opportunities expressed by Mr. Sarnoff. Dr. Jewett, speaking extemporaneously, frankly asserted that he "leaned to the side of conservatism". He urged extreme caution in drawing up new rules and regulations, declaring that the shortwave radio art is still uncertain and embryonic.

Dr. Jewitt declared that, so far as knowledge of the lower end of the spectrum is concerned, we can proceed with a fair degree of certainty, but that the high spectrum gets us into "uncertain and highly speculative realms". If we fix hard and fast rules now, he cautioned, we may find ourselves entirely wrong, may run into factors completely unknown or so sketchily known as to be risky.

Dr. Jewett said he was "shocked" by Dr. Dellinger's statement as to the needs of the government as against commercial interests. Any such rigid allocations as the government proposes, he said, would be very questionable in value to American society unless the greatest possible use by the government could be shown.

The Bell Laboratories chief saw a threefold need for radio services beyond what the wires already offer, namely (1) linking distributing systems over great stretches such as oceans, (2) extension of services to mobile carriers, such as ships and airplanes, and (3) emergency or temporary uses to cover difficult stretches of terrain.

A CSBS ANNOUNCEMENT OF PROGRESS

The Mountain Goes To Mahomet



The Studio Goes To The Scene

THE MIKE TAKES TO WHEELS

Once again, The Central States Broadcasting System—KFAB, KOIL, KFOR—pioneers with the FIRST Mobile Broadcasting Unit in Nebraska and Iowa. Another FIRST for stations that have always been leaders in radio broadcasting in the middlewest.

CENTRAL STATES BROADCASTING SYSTEM

KFAB-KOIL-KFOR

Omaha — Council Bluffs — Lincoln

WFBL

Let Us Send You an Audition..

Judge in Your Own Office what you will get over the air in Syracuse

WE CAN SEND YOU ON THE SECOND...
OUR MOST POPULAR LOCAL PROGRAM
A SPOT PROGRAM BUILT TO YOUR NEEDS
OR YOUR OWN PROGRAM NOW ON THE AIR!

With our new transcribing equipment we can make it possible for you to hear EXACTLY how your program will sound on the air. We can send you a record of the most popular local program with its ready-built audience. Or we will build you a program to your needs and send you a recorded audition. Also, if you are now running a program in Syracuse we can reproduce it directly from a broadcast so that you may hear it as it is. This is a service you can profitably use if you are using or going to use radio in Syracuse.

- 5,000 watts days; 1,000 watts nights.
- Full Columbia service.
- Competent program department.
- Complete merchandising service.
- Trained selling announcers.
- Seasoned radio organization.

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SYRACUSE, NEW YORK

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

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New York Detroit Chicago

"Rule of 3" for Radio Space Buyers Found by Station WTAR

New "Copy Angle" Will Prove Big Help in Planning Effective Radio Sales Campaign

STATION WTAR, NBC Outlet in Norfolk, Va., completely satisfies all requirements of the radio space buyer for insuring complete money's worth of every dollar spent for time on a station. Set forth as the "life preservers" of the time buyer are three major factors in choice of stations.

Majority Listener Preference

THE FIRST RULE is a sure sign of sales receptivity . . . and so rare it makes WTAR a "must" for any well coordinated campaign. Recent Ross Federal coincidental survey gave WTAR 54.24% of total listeners at all hours on all stations reaching into the rich Tidewater Virginia market of Norfolk, Portsmouth and Newport News.

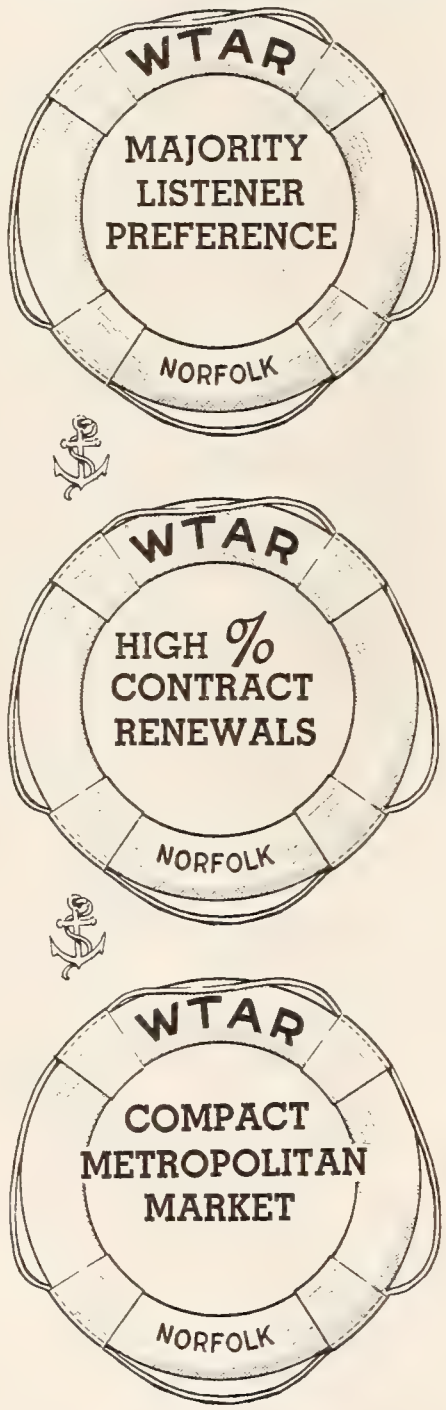
High Per Cent of Contract Renewals

CERTAIN SALES SATISFACTION makes WTAR just as highly prized as an integral unity in the sales campaign as does majority listener preference. 86% of contracts for the products using time over WTAR during last twelve months have been renewed and many of the advertisers have come back time after time.

Compact Metropolitan Market

300,000 POPULATION within 20 miles of transmitter gives WTAR a responsive market that is easily and quickly merchandised. Balanced industrial activities coupled with surrounding agricultural region give an unusual opportunity for year round sales in the Greater Norfolk market. Most of population is urban and 97.3% of homes have radios.

EDWARD PETRY & CO.
National Representatives



COMPLETE NBC SERVICE

WTAR

★ ★ NORFOLK ★ ★

VIRGINIA'S OLDEST BROADCASTER

A. H. Kirchhofer
WBEN and W8XH, Buffalo Evening News

A VALUABLE field in the ultra-high frequency range was seen by Mr. Kirchhofer, vice president of WBEN and managing editor of the *Buffalo Evening News*, for localized broadcasting either to supplement the present broadcast service or to allow smaller communities now without their own service to enjoy local radio facilities and for facsimile broadcasting of news reports to especially interested classes, somewhat similar to stock ticker service. Mr. Kirchhofer stated that his station had been conducting ultra-high experimentation since 1932, first on 51,400 kc. and recently on 41,000 kc. and, while the tests have not completely solved all problems, the most useful data is the clarity and generally satisfactory reception throughout a local territory without skip distance effect. He suggested 41 megacycles as a good point for this localized high-frequency broadcasting.

There is no danger that facsimile transmission of news will replace newspapers, he stated. He thought, however, that it had a place as a special limited and selective service, preferably functioning simultaneously with broadcasting so the listener could tune to both facsimile and broadcasting. He suggested facsimile could be placed on a scheduled basis for transmission of broadcast news reports received too late for the morning newspaper and too late for the afternoon newspaper, as a supplementary news report for the newspaper. He urged that the FCC grant channels for continued experimentation, but that if the experimenters prove themselves able and have a qualified service of public benefit they be given an opportunity to launch the service commercially on the ultra-highs.

William J. Scripps
Stations WWJ and W8XWJ, The Detroit News

ON BEHALF of Mr. Scripps, who had to leave the conference before called upon, Stuart Bailey, of the consulting engineering firm of Jansky & Bailey, Washington, described the progress made by the *Detroit News* in its experiments with an "apex" station. Because measuring instruments are unavailable, it is difficult to take exact field measurements of signal intensity, it was brought out, but the newspaper's experimenters have determined that 5,630 receiving sets have been sold in Detroit since W8XWJ went on the air that are capable of tuning in its signals, and he estimated at least several thousand more are being used that were home made.

Mr. Scripps' paper expressed the hope that allocations above 1500 kc. would be made for radio-type services to be used in news gathering, for facsimile and for relay broadcasting or pickup services—all of which, it was stated, would greatly aid in the functioning of a newspaper. The Scripps paper was in the nature of one of the first reports on "apex" operations submitted to the FCC since these frequencies began to attract such widespread interest.

The Right Approach

Whether you're selling a product, soliciting funds for a community chest, or just trying to join a golf club, the right approach is essential.

There is only one "right approach" to Savannah's radio listeners. It's the station they regard as their own. It's the one they listen to consistently. It's the one that gives them best reception.

That station is

WTOC

SAVANNAH, GA.

COLUMBIA SOUTHEASTERN GROUP

National Representatives
THE PAUL H. RAYMER CO.
Chicago New York San Francisco Detroit

R. D. Lemert
V. P., DeForest Television Corp., Los Angeles, Cal.

OME startling claims were made Mr. Lemert on behalf of his mpany and its president, Dr. ee DeForest, noted inventor of e vacuum tube, and he promised demonstrate them if FCC engiers would visit the company's boratories. First, he claimed perction of a high-speed facsimile stem now ready to be introiced which, he said, will transit from 240 square inches per inute at slow speed to 600 square ches per minute at normal speed, sing a frequency band of 30 kc. ith single side band transmison.

Secondly, he described a new heater television" service as folws:

"The theater television utilizes new and basic principle in which new non-photographic film is sed and upon which a high-defition television picture is electrially engraved just prior to proction; that is, the film is run at s regular speed of projection and e picture is electrically engraved d projected upon the full-size eater screen 18x24 feet in less an one-quarter of one second.

"The frequency required for this pe of service will be approxiately 4,000 kc.—the picture hav- g approximately 400 lines. It is ossible in this particular field to levise any scene at a distant oint and through the medium of ter-linked broadcasting project e scene being televised upon th reens of all theaters which are uipped with this type of recepon apparatus and utilizing th andard projection equipment."

As for home television, the third rvice Mr. Lemert promised from is company's laboratories, he deribed a "new and revolutionary" echanical system of scanning nd a receiver "capable of proecting a three-foot square picture ith a definition of two million icture elements." Although this efinition is considerably higher han that contemplated by other ompanies, he added, it is possible transmit such a picture for ome use utilizing side-band transission. The sets, he said, can robably be sold to the public for ot more than $200.

Mr. Lemert recommended that or facsimile and television, the CC set aside the 40 to 110 mc. and, and stated that his experince was 60 to 110 mc. is the most aluable. Although the claims ade for the DeForest services exeeded those of all others by far, omdr. Craven did not cross exmine Mr. Lemert at much length eyond securing an assurance rom him that the FCC's chief inpector on the Pacific Coast, V. ord Greaves, would be permitted see these developments in view f the inability of Comdr. Craven nd any of his Washington staff visit Los Angeles in the near uture.

Edwin H. Armstrong
Professor, Elec. Engineering, Columbia University

THE REVOLUTIONARY frequency modulation system of broadcasting, as opposed to amplitude modulation now used, was demonstrated by Prof. Armstrong, inventor of the superhetrodyne, regenerative and super-regenerative circuits. Asking that facilities be left open in the ultra-high bands for frequency modulation, he had performed a number of recordings which revealed the difference in quality between amplitude and frequency modulation emissions, the results of which were almost amazing.

Prof. Armstrong said his experiments with a station in New York disclosed reception far beyond the line of sight. While his frequency modulation method demands band-widths ten times the width used for amplitude modulation, he said that not only the increased quality but the greatly increased primary coverage of stations justifies its use in the ultra-high bands.

Of significance, he brought out in reply to a question by Horace L. Lohnes, Washington attorney, is the fact that stations can be placed on the same wavelength with greatly reduced separations. Whereas a 1,000 mile separation now is required for stations of 1,000 watts on the same channel, he said he would not hesitate reducing this separation to 100 miles or even less.

Questioned by Chief Engineer Craven, Prof. Armstrong said his system is not proposed for the regular broadcast band since it would mean that perhaps only 10 stations could be accommodated in the entire range from 550 to 1600 kc. In the ultra-highs, however, he asserted, there is ample space available for the high-quality service which frequency modulation would render.

It is thought by some engineers that frequency modulation may prove greatly beneficial to facsimile as well as sound broadcasting. First, by eliminating background noises and other interferences, distortion in picture transmission would be greatly reduced and the "fuzz" that appears to bother facsimile would be remedied. Moreover, the Armstrong method overcomes atmospherics which have proved troublesome on the ultra-highs, and would make for greater reliability of transmission.

The recordings demonstrated by Prof. Armstrong indicated a reduction in background noises and interference with frequency modulation to a degree of 100 to 1, it was estimated, whereas in amplitude modulation the ratio is about 2 to 1 on the ultra-highs. Spark plug emissions and other man-made disturbances appeared to be entirely absent.

Prof. Armstrong agreed under questioning by Chief Engineer Craven that his system raises an economic problem of severe consequence, because of the wide band of frequencies required. He maintained, however, that the "superior" service, in his opinion, justified the wider bands.

[An article by Paul Godley, radio engineer, describing the Armstrong frequency modulation method, is published on page 72 in this issue.]

KFEL-KVOD
— Denver's —
NEWS SERVICE
— STATIONS —
•
Gene O'Fallon, Sales Mgr.
Suite No. 2340A, Stevens Hotel

LIKE *a* HEN
with ONE CHICK



You'll think that *your* account is the *only one we have* !

• Whether you use spot announcements or an hour's program, WIBW watches over your account with all the anxiety of a hen with just one chick, because it ***must*** produce results.

• A station executive immediately assumes full responsibility for such satisfactory results. He personally supervises the selection of the best time and audience for your message . . . the proper announcer . . . music or entertainment with proven appeal to those you wish to reach . . . checking response . . . always seeking improvement. Assisting him are WIBW's experienced merchandising staff, program and publicity departments.

• We know our market! WIBW serves Kansas in the Kansas manner. We're "home folks" and are welcomed into every family circle in the state. That's why you must use WIBW to reach Kansas.

• Let us carry your message into these same homes and *earn* a permanent place on your sales force. We'll begin with a daily message, six times a week for a whole month, at a cost of only $150. Phone, write or wire our nearest office for details of this low-cost, productive, "personalized" sales plan.

WIBW — Topeka — "The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

Here Is A "SISTER ACT" that will knock you cold!



USE KFYO, Lubbock, in combination with its sister station KGNC, Amarillo, and

Get 75% DISCOUNT ON KFYO RATES



For Two More Months Only!

This startling, try-out offer is made to demonstrate the tremendous pulling power of KFYO in the rich Lubbock market.

KGNC, Amarillo - KFYO, Lubbock BLANKET Northwest Texas!

IN record time, KGNC at Amarillo has achieved remarkable results for Amarillo market radio advertisers! Now KFYO at Lubbock, Texas is under the same ownership and management—and blankets thoroughly and almost exclusively the fertile, prosperous market immediately south of the Amarillo market. The two stations together provide complete coverage of Northwest Texas.

We want to prove by results what these two stations in combination will do for advertisers—so, for a limited time, we offer time on them in combination at the KGNC Amarillo card rate, plus 25% of the KFYO Lubbock card rate. Here is a bargain and an opportunity! Cotton crop prospects in the Lubbock market are the best in four years, even though last year's crop totaled $15,000,000. Conditions in the Amarillo market are likewise excellent. So act quickly—while desirable time is yet available! Complete market analysis on request.

KGNC
AMARILLO, TEXAS
The Globe-News Station
2500 w. day, 1000 w. night
1410 K. C.

KFYO
LUBBOCK, TEXAS
The Avalanche-Journal Station
250 w. day, 100 w. night
1310 K. C.

WILSON, DALTON, ROBERTSON CO.
Exclusive Representatives
Kansas City Chicago New York

John V. L. Hogan
W2XR, Long Island City, N. Y.

CONSTRUCTIVE suggestions on the future regulation and supervision by the FCC came from Mr. Hogan, ranked as one of the great inventors of American radio, who gave his views on high-fidelity broadcasting, television and facsimile in the ultra-high frequency spectrum. High-fidelity broadcasting has become an accepted and satisfactory medium for the public, Mr. Hogan declared in urging that the FCC consider the necessity in the public interest of continuing high-fidelity stations in 20 kc. channels with higher power and greater separation. He proposed that five bands be made available in the 37 to 42 megacycle range for high-fidelity broadcasting but noted that more work and research should be concentrated on propagation and noise problems. These stations would become the basis for high-power stations which would blanket the rural sections of the nation. He cited new plant of WOR as an example of high-fidelity broadcasting to produce greater realism in this field.

On television, Mr. Hogan, whose testimony was heard with close interest by FCC engineers, brought out three points. First, he agreed with elimination of the medium frequencies for television experimentation not only to give a place for other services but because high-definition can be obtained only by using ultra-highs. He did not feel that the argument of rural coverage through the medium frequencies would be a practical service when the art was really being developed on the ultra-highs. Second, he urged standardization and promulgation by the FCC of any standards agreed to by the industry. But he believed that the FCC should not try to force rules on the industry without the latter's acceptance because it would restrict television.

Avoiding Expense

MR. HOGAN said that detail in definition should not be given too major a role and that the ambition should not be to equal the motion picture screen. He suggested that closeups could be used frequently and that the program makers for television could not plan their work for too expensive a technical system. Too much detail, he added, involves waste of channel space and is costly for terminal apparatus. He proposed two types of television service—one of moderate definition and less expensive and the other of high definition.

For facsimile he believed that the goal now should be to seek cheaper apparatus and speed of transmission. Facsimile was classified as an associate of sound broadcasting with its reproductions accompanying broadcast programs in the form of speeches, texts, songs, music scores and educational matter or it can be an independent or self-contained system. On point-to-point facsimile he said he was cooperating with Press Wireless and this field could use any channel capable of continuous waves such as telephone modulation at high speed. For facsimile broadcasting he thought it could accompany high-fidelity broadcasting and the 37 to 42 megacycle band was available for both with segregation between the two services. He did view facsimile as possibly growing more rapidly in the ultra-highs than sound broadcasting. The new services of the ultra-highs must be fostered, he urged.

The FCC might also provide a number of 4 kc. bands for facsimile in the 1580-3000 kc. range, he said, as there was no limitation on the quality of those bands for this field but there could not be coordinated sound broadcasting and facsimile in the lower frequencies. He pictured a facsimile reproducer of $25 or $50 which could be added to the sound broadcast receiver and besides aid in rural coverage. He said that he was projecting a field demonstration soon in this service and predicted that facsimile would be a new industrial development in information dissemination rather than entertainment.

Denver Listens!
KFEL - KVOD
NEWS SERVICE

Donald K. Lippincott
Patent Counsel, Farnsworth Television Inc.

THE cathode ray method of television has won recognition as the best present-day medium of visual broadcasting, not only in the United States but in the leading European nations, according to Mr. Lippincott. Besides RCA and Farnsworth in this country, England, Germany, France and Holland all have probed other media and found the cathode ray the most feasible. "A trend supported by so much evidence is rarely reversed as the art progresses," was a significant remark of Mr. Lippincott.

Television will never be controlled by one group, he continued, as there are so many patents. How the control of the major patents is divided awaits pending decisions of the U. S. Patent Office. He discounted the "spectre of monopoly" and stressed that royalties would have to be paid to any inventor. He concurred in the RMA standards and thought the FCC should establish such standards, but warned that a certain flexibility in any regulations should be allowed or the art of television might have to be returned to the laboratories to meet any excessively rigid requirements.

Farnsworth has endeavored to adopt a broad licensing policy so broadcasting stations could inaugurate television where the art primarily belonged, he stated. Several broadcasters are ready to launch commercial television service and Farnsworth has a number of such applications, he said. "The audience is now ready and the public is getting impatient," he claimed. "The size of the audience depends on the quality and future developments but the art should meet their anticipations."

REVENUES totaling around $18,750,000 are now shown by the British Broadcasting Corp., with something like 8,000,000 radio licenses issued at the $2.50 annual fee.

Joseph Pierson
President, Press Wireless, Inc.

HE STRIDES of Press Wireless ic., a cooperative radio news dis- ributing organization which was rganized in 1929, was described Mr. Pierson. "Almost phenome- al progress has been made," he aid, "in the use of radio for andling of press dispatches from any countries."

"Much remains to be done to mplete the press-radio program," e said. He indicated that Press ireless may ask for a few more requencies, probably in the 2700 c. band and between 8,000 and 1,000 kc. as well as some in the tra-high frequency range. "Im- ending news services being devel- ped," he said, "include radio tele- hoto systems which will surpass speed and definition existing ble and radio telephoto systems, acsimile, and television.

"Within the next few years, we pect to implement the newspa- ers and other news distributing gencies of America with special levision service of public infor- ation and educational nature."

propos of facsimile, Mr. Pierson aid:

"With our facsimile system we ropose to widen the field of news stribution through economy, to eed up news delivery beyond the andards of the prevailing wire inter system, and to make such elivery more accurate since the ews appears at point of delivery ithout intervening human relay. e propose to provide the news profession in its various localities throughout the country with a method to supplement their present forms of publication which will deliver a record news or educational report for them direct to their public. Our telephoto system will be linked in closely with our facsimile system as developed and also will be employed to improve the speed and economy of domestic photo delivery."

Mr. Pierson urged that the FCC, in considering ultra-high allocations, go slowly. He said he was strongly in favor of a year's limitation being placed on the time a license may be held before delivery of the licensed service to the public. He criticized the government demand for more than half of the ultra-high channels. "It seems to us," he said, "that the trees in the forest should be made to wait until human society has been serviced." Referring to the government demands, Mr. Pierson proposed that the President be invoked to give the FCC complete control of the ultra-high frequencies "so that people will get something out of it before it is frittered away either on chain regimentation or on trees and the love-life of the bull frog."

He asked for one television channel six megacycles wide for Press Wireless, leaving the specific assignment to the FCC. He estimated the Press Wireless need for ultra-high frequency channels for telegraph, telephone and facsimile at 11, each 100 kc. wide, distributed between 42 and 110 mc. Throughout his statement he referred to alleged monopolistic tendencies of RCA.

Lawrence C. F. Horle
Engineer for Radio Manufacturers Assn.

AN EXPLANATION of the RMA recommendations for ultra-high frequency broadcasting and for facsimile, was covered by Mr. Horle, who emphasized the need for additional frequencies for broadcasting use. Specifically, he recommended the allocation of the band between 37 and 42 mc. for additional broadcasting assignments, both aural and facsimile, with a frequency separation of 40 kc. Moreover, he suggested that the assignments in this band in the same geographical area be made with frequency separations of 200 kc. to avoid interference.

As to facsimile, Mr. Horle recommended transmission be eligible on all frequencies on which aural broadcasting is permitted, with facsimile as an "adjunct" service. He referred particularly to midnight-to-morning service on all regular broadcast assignments. In addition, the RMA recommends that assignments on a "primary service" be made in the 37 to 42 mc. band, but in the lower end of the band, possibly between 37 and 38 mc., and that the remainder of the band be devoted exclusively to aural broadcasting.

If the bands recommended were allocated for ultra-high broadcasting, Mr. Horle declared under questioning by T. A. M. Craven, FCC chief engineer, there conceivably could be 125 ultra-high frequency assignments in a single area.

Albert L. Colston
Brooklyn Technical High School

MR. COLSTON said that television would permit use of "master teachers" and bring "master blackboards" into the 700-odd schools of the largest city and before more than a million students simultaneously. He urged that one television channel be reserved for his school, when such should be authorized by the FCC.

Isaac Brimberg
New York City Administration

"BLIND DOCKING" of watercraft by radio beams similar to those now used by aircraft was favored. Mr. Brimberg said that fog and low visibility cripple the immense water traffic at New York City and asserted that millions of dollars could be saved by operating with radio beams.

H. L. Cornell
American Steamship Owner's Assn.

A PLEA for the recognition of the "grand daddy" of radio—the marine services—was made by Mr. Cornell, who stressed the growing importance of shortwave communication for ships and asked the reservation of channels in the 30 mc. bands for future use aboard ships. He felt that particularly the ultra-highs were feasible for short-distance radiotelephone in harbor activities.

SUCH COMMENTS MUST BE DESERVED!

Here's What The Advertising Agencies Say About The Newspaper Promotion Given Their Clients!!

"Very fine type of co-operation which should help to enlarge our listening audience."
N. W. AYER & SON, New York.

"Splendid promotion on your part, we appreciate your co-operation."
CAMPBELL-EWALD COMPANY, Detroit.

"Let us congratulate you and say we think this is excellent co-operation."
WILLIAM ESTY and COMPANY, New York.

"This type of co-operation on your part is very constructive."
MATHASON ADVERTISING CO., Philadelphia.

"The Sponsor and this office will see that WFIL gets full credit for this co-operation."
JOSEPH KATZ COMPANY, Baltimore-New York.

"We want to compliment you on behalf of our client for this excellent service and co-operation."
DONAHUE & COMPANY, New York.

WFIL

560 KC

The Fastest Growing Station in PHILADELPHIA

Oswald Schuette
President,
Short Wave Institute of America

THE FCC was urged by Mr. Schuette to give the international shortwave situation careful consideration in the preparations for the Cairo Conference. He thought that in future ultra-high assignments the Commission should give precedence to "mass communication" broadcasting services, including television, above the individual point-to-point services because of their greater public interest. He opposed the allotment of over half the ultra-highs to the government and urged the FCC to put pressure on the services for multiple use of the separate frequencies. He viewed television as "a promise of the future" while the immediate need for expansion was in shortwave broadcasting.

Mr. Schuette also felt that shortwave could serve an excellent purpose in the United States in broadcasting daytime programs to rural sections where standard broadcast programs were not well received. He advocated the doubling of American international programs to present the true picture of this nation to foreign countries, stating that many leading European powers were sending excellent news and educational programs throughout the world and the United States should enter this field to a greater extent. He felt that the FCC should waive its rule about banning commercial programs on American international broadcasting to stimulate this field. FCC Counsel Bauer asked Mr. Schuette what the membership of the Institute was but the Institute head said that since he was giving his own views, not those of the Institute's membership, such information was not pertinent in the case.

Another shortwave spokesman, Walter S. Lemmon of the World-wide Broadcasting Corp., Boston, urged the extension of shortwave broadcasting by educators.

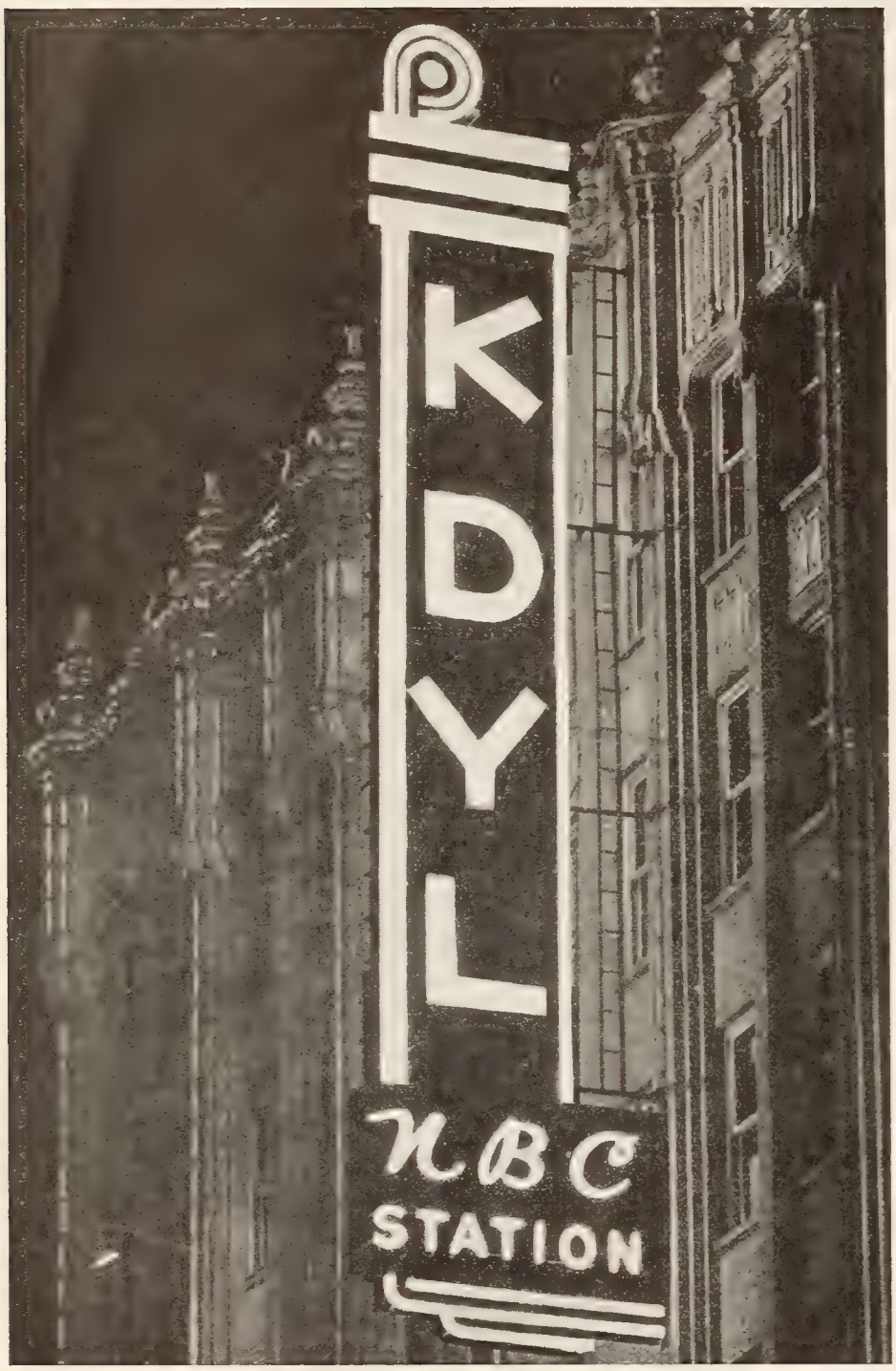
Emile Gough
Vice President,
Hearst Radio Inc.

MR. GOUGH, reading a paper originally prepared for delivery by T. J. White, head of all the Hearst enterprises, urged the FCC to give careful consideration to those who have already done pioneering experimental and developmental work in radio, particularly in the field of news distribution. He cited in detail the widespread uses of radio by the Hearst organization, which he asserted has invested at least $1,000,000 in radio communications services other than broadcasting.

Besides the eight broadcasting stations owned by Hearst interests, Mr. Gough told of the "multiple address" long and shortwave printer radiotelegraph service to newspapers being developed under Hearst auspices; his company's shortwave circuits already carrying tens of thousands of words between various cities; and various other radio enterprises of the organization.

Allocations, said Mr. Gough, should be made first to those with adequate experience and those prepared for further development.

SALT LAKE CITY



TOPS

. . . in SHOWMANSHIP
. . . in RESULTS IN SALES

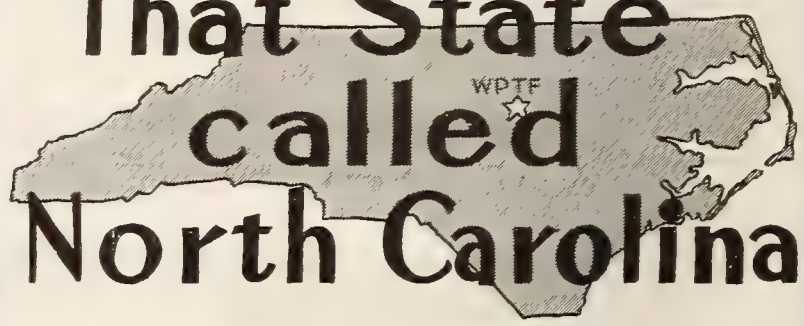
•

That's Why Advertisers Say:
"KDYL brings 'em
in to buy!"

•

Representatives
JOHN BLAIR & COMPANY
CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

That State called North Carolina



Recognized as the South's premier market place . . . with "above-the-average" demand for practically all classes of merchandise . . . with "above-the-average" buying power . . . North Carolina deserves your closest advertising and sales attention.

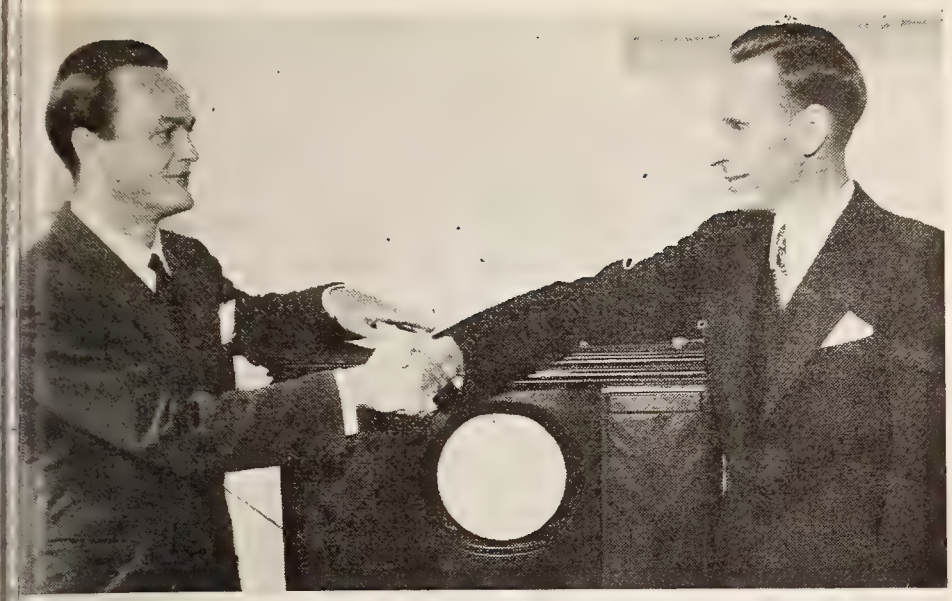
National advertisers, and local as well, have simplified the problem of gaining and maintaining acceptance for their products in North Carolina by using WPTF, the popular, far reaching NBC station.

Located in the Capital City between the famous Piedmont section and the rich agricultural East WPTF serves over 150,000 North Carolina homes, with a liberal listener bonus in surrounding areas.

Write Free, Johns & Field, Inc., or direct for booklet and coverage map.

WPTF

RALEIGH NORTH CAROLINA



IRST PUBLIC TELEVISION—Thomas S. Lee, left, president of Don ee Broadcasting Co., congratulates Harry R. Lubcke, Don Lee televi- ion director, on the occasion last month of the first demonstrations to he public of the new 300-line high-definite cathode ray system via V6XAO in Los Angeles. The television image is projected on the uorescent oval screen on the set, which is illustrated here.

Harry R. Lubcke
Director of Television, Don Lee Broadcasting System

IR. LUBCKE announced the pening June 4 of public demon- trations of Don Lee's 300-line athode ray television in Los An- eles, which he said were the re- ults of researches begun for that rganization by him in 1930. He aid that daily four-hour demon- trations of television are now be- ng given at a "looking in" post in os Angeles. [See June 15 BROAD- ASTING.]

Agreeing with the RMA, Mr. ubcke urged channels of 6 mc. idth, six to be reserved in the ange from 42,000-84,000 kc. In ddition, he suggested reserving hree groups of greater channel idths, namely, six 8 mc. channels rom 130,000-178,000 kc.; five 10 ic. channels from 300,000-350,000 c.; and five 100 mc. channels rom 3,000,000-3,500,000 kc.

"It is evident," he said, "that elevision channels should be ar- anged in groups, and that each roup should contain five or more hannels in order that the design f receivers may be simple and conomical. Television channels hould not be shared with other ervices. The aural channel for ach visual channel should prop- rly be adjacent thereto, although xisting broadcast band transmit- rs constitute an already estab- shed channel for this purpose, hich use should be allowed."

Mr. Lubcke pointed out the dif- culties in securing scanning con- tants in a city like Los Angeles, ith 60 and 50 cycle power. For hat region, he said 24-frame se- uential scanning appears to be he proper standard. He said 300 nes per frame was selected as a esult of motion picture experi- nce. This represents a precision, e said, within the grasp of the elevision art, adding that "the tandard of 300 lines need not be xceeded if all other parts of the elevision system are brought, as ney will be, to ultimate perfec- on."

O CALL attention to its tenth nniversary, to be celebrated next ovember, NBC has had all its usiness stationery imprinted with he medallion featuring "A Dec- de of NBC Broadcasting".

Elisha Hanson
Counsel, American Newspaper Publishers Ass'n

MR. HANSON contended that specific periods during the day should be set aside by the FCC for the "news programs which are furnished stations by the newspapers and press associations to be broadcast without any connection whatsoever with an advertising program." He asserted that the Supreme Court had ruled on the property right of news and that the newspapers therefore had the right to have their news bulletins distinguished from advertising news broadcasts. After stating that newspapers were not fearing television and facsimile competition, he declared that the Commission should allocate channels on their merits and public interest, and if newspapers were the qualified agencies they should be given the facilities. He added that the ANPA had no specific recommendations on facsimile allocations as it felt that service was still experimental.

S. M. Kintner
Vice President, Westinghouse E. & M. Co.

ONE of the pioneers in radio engineering, Dr. Kintner traced the steps of radio development up to the time KDKA took the air in 1920 as the first regularly scheduled broadcasting station. He predicted that if the art is left open science will find more wave lengths in the upper reaches of the ether.

He urged the FCC not to fix allocations so solidly that they cannot be changed. The request of the Interdepartment Radio Advisory Committee that 60% of the available channels between 30 and 200 mc. be allocated for government use was opposed by Dr. Kintner on the ground that it would not be in the interest either of the government or the public. He said he thought the government would benefit more by leaving the development in the hands of private services so that in times of stress it could take over completely organized and developed services.

In Southern California

KFOX competes!

HERE IS PROOF

1392 Consecutive Broadcasts
Podolar Motor Co

1284 Consecutive Broadcasts
Crystal Ice Company

1260 Consecutive Broadcasts
Harris Fur Co

880 Consecutive Broadcasts
Thrifty Apparel Co

810 Consecutive Broadcasts
Staber's Beauty Shops

700 Consecutive Broadcasts
Barnett's Bootery

512 Consecutive Broadcasts
Walker's Optical Co

520 Consecutive Broadcasts
Stricklin's Radio Co

620 Consecutive Broadcasts
Richfield Oil Company

117 Consecutive Broadcasts
Chevrolet Motors

144 Consecutive Broadcasts
Richmaid Creameries

No greater proof of the pulling power of a station could be obtained than that shown by the number of continuous, consecutive programs broadcast for the same clients. The remarkable records listed at the left are more convincing than any claims which could be made for the ability of KFOX to compete with any programs directed to one of the richest, most productive markets in the Nation.



1250 Kilocycles
Power 1000 Watts
Unlimited Release

3,143,172 PEOPLE IN THIS AREA
1930 CENSUS

KFOX

For Rate Information and Available Time, Write or Telephone

Nichols & Warinner, Inc.
Commercial Broadcasting
Hal Nichols, President
L. W. McDowell, Commercial Manager

220 East Anaheim
LONG BEACH, CALIFORNIA
Telephone 672-81

541 S. Spring Street
LOS ANGELES, CALIFORNIA
Telephone MUtual 2510

American Medical Assn.

TWO SPOKESMEN for the medical profession, Dr. H. B. Williams, of Columbia University, speaking for the American Medical Association, and Howard A. Carlson, secretary of the Council on Physical Therapy, pledged cooperation with the FCC in eliminating interference with the radio spectrum by the sporadic oscillations of electric diathermy and X-Ray machines. These medical devices have been transmitting harsh emissions which have been particularly disturbing to the upper bands.

Dr. Williams declared that the Medical Association has called upon all manufacturers of the machines to aid in shielding them from radio interference through filtering and shielding and anticipates good results. He asserted that the worst interference came from small communities where the power passes through pole lines as contrasted with underground.

Capt. D. S. Leonard
Communications Chairman
Int'l Assn. of Police Chiefs

ONE OF the "public interest" services, peculiarly adapted to radio, which has been to a large extent nurtured to its present high efficiency through the aid of the FCC engineering staff—police radio—was described by Capt. Leonard, of the Michigan State Police. He credited radio with being a weapon of immense value to law enforcement authorities in their battle against the nation's 20 billion dollar crime losses. The present state of police assignments with the growing traffic and the new intercity nationwide radiotelegraph network was said to be far from satisfactory and the FCC was urged to set aside 8 fixed transmitter channels, 10 mobile channels, 4 fixed for simplex and one special mobile for car-to-car work in the ultra-highs.

Paul Goldsborough
President,
Aeronautical Radio Inc.

REVIEWING the service of radio in aviation, he emphasized the needs, present and future of commercial aviation for additional frequencies in the ultra-high bands being thrown open. Assignment of long waves being used by aviation for broadcasting or other services was opposed.

Eugene Vidal
Director,
Bureau of Air Commerce,
Department of Commerce

AVIATION, more than any other form of transportation, is dependent upon radio for safety of life and property. The future of aviation commercially depends upon proper radio, and he urged the FCC and the other services to give full consideration to the radio frequency requirements of aviation.

Samuel E. Darby Jr.
Attorney
Representing Set Manufacturers

AN ATTACK upon RCA, alleging monopolistic practices in patent pooling, was launched by Mr. Darby as counsel for eight set manufacturers. He said the manufacturers included Philco, Crosley, American Bosch, Zenith, and Stewart Warner.

Mr. Darby asked that before assignments be made for television that something be done about patent pooling by RCA. Challenging the testimony of President Sarnoff of RCA concerning patent rights to set manufacturing licensees, Mr. Darby declared that RCA can refuse to permit use of its patents by set manufacturers under its form of contract. He asserted RCA collects some $4,000,000 a year in royalties from set manufacturers and thus far has realized approximately $50,000,000 from its patent pool which tribute, he charged, is collected by manufacturers from the public.

He urged the Commission to "consider the record" and admonished it not to "become a party" in assigning to RCA a "further monopoly". He alluded to the anti-monopoly plank in the Republican platform and declared that a similar plank might be adopted by the Democrats.

Frank W. Wozencraft
General Solicitor,
Radio Corporation of America

THE ATTACK by Mr. Darby upon RCA as a patent pool and as potential dominator of television in a patent way elicited from Mr. Wozencraft a brief statement in which he asserted that, since Mr. Sarnoff did not delve into private business matters, he saw no reason for argument before the FCC on private controversies in such a conference. He asserted that Mr. Darby's statement was "inaccurate and unfair". He said that what Mr. Darby seeks is free or unlimited licenses to use RCA patents, or a reduction for his clients in their royalty rates, and he insisted that this was no place to bring up the subject.

J. D. Durkee
Western Radio Telegraph

FOUR ultra-high frequency channels for radiotelephone to serve "outer fringes of society" in Oklahoma and Texas oil fields where Philips Petroleum Co. drills wells and explores oil-bearing regions, all sparsely settled, were asked. The company handles communications until wire companies step in after communities are settled in oil well towns.

Walter C. Evans
Westinghouse E. & M. Co.

MR. EVANS felt the FCC should relax a portion of the international broadcast rules to permit greater shortwave broadcasting in the United States. He claimed westerners liked to listen to eastern shortwave stations.

WE'VE NEVER HAD OUR AUDIENCE

Measured

but . . . OUR ADVERTISERS

Measured Us!

1934 — 102% INCREASE — 1935 — 66% INCREASE — 1936

★ Chevrolet Motor Co.
★ Ford Motor Co.
★ Colonial Oil Co.
★ Consolidated By-Products Co.
★ Dodge Motor Co.
★★★ 104 local clients.

For results for local advertisers (and, after all, why not for national sponsors, too?) it's virtually impossible to compete with a popular local station!

WGH

NORFOLK — NEWPORT NEWS — PORTSMOUTH

Bankers Trust Bldg. Metropolitan Bldg. American Natl. Bank Bldg.

Second Largest Metropolitan Area in Virginia

WGH

A wealthy half-million market awaiting your sales message

EDWARD E. EDGAR, Commercial Manager, Norfolk, Va.

E. ELLSWORTH BISHOP, General Manager, Newport News, Va.

Hampton Roads Broadcasting Corporation

Bell System

STIMATED requirements of the ell System for radiotelephone cir- uits on a basis of growth of serv- e were set at 98 new frequencies the present assigned spectrum o to 30,000 kc., including 66 trans- eanic circuits with 45 new paths ross the Atlantic, and in the new),000 to 200,000 kc. range 16 fre- uencies were deemed feasible for ublic mobile service and a dozen hannels for public fixed service ith 40 circuits held free from location in the upper portions waiting further marches of the t. These estimates were pre- nted by Dr. Harold S. Osborne, ansmission engineer of the Amer- an Telephone and Telegraph Co., r the present assignments and loyd Espenschied, radio transmis- on development director of the ell Telephone Laboratories, for e ultra-high range. Edward L. elson, radio development engineer the Bell Laboratories, outlined e nature and performance char- teristics of transmitting and re- iving apparatus for use in the w part of the spectrum.

Walter S. Lemmon
International Business Machines Corp.

HE business world's radio weap- —the Radiotype—was described Mr. Lemmon who said operation typewriters by remote control rough one stenographer at the adiotype is peculiarly fitted to e ultra-high frequencies. A large mber of machines could be oper- ed within a single megacycle, he lded. After the Radiotype, he edicted, will come remote control rcuits for tabulating and electric okkeeping machines, all under ntrol from a central point so at a group of stores can have its ventories and sales and other ems at a central point each day even every hour. He thought ese inventions would play an im- rtant part in American com- erce and industry and should re- ive the serious consideration of e FCC.

C. D. Haigis
Haigis Laboratories Inc.

R. HAIGIS described the New rsey Forestry fire fighting radio twork, while E. J. Vanderwall vocated ultra - high frequencies r forest radio services in Wis- nsin. Mr. Haigis felt FCC should ly temporary assignments for levision and caution and flexi- lity should rule in allocations.

Elmer L. Brown
Brown Rayphones, San Francisco

SPECIALIST on police radio, depicted interference in Cali- rnia from eucalyptus trees and erapeutic electrical machines as rious to ultra - highs. The dia- ermy devices affected seriously cities 30 to 100 megacycles. The medy lies in filtering and shield- g so emission only traveled a w hundred feet, he said.

Gerald N. Goldberger
Television Research Corp., 218 W. 42d St., New York

THREE-INCH cathode ray tubes were visualized by Mr. Goldberger as a means of reducing cost of television receivers and minimizing danger of breakage in high-pressure nine-inch tubes. These, he predicted, could withstand magnification of ten times. He urged that auto makers reduce interference due to ignition systems.

Broadcasting Group

BEN S. FISHER, Washington radio attorney, submitted engineering studies on ultra-high experimentation in facsimile by KOMO and KJR, Seattle, as well as KSL, Salt Lake City; WTMJ, Milwaukee; WBAP, Fort Worth. R. V. Hamilton of the *St. Louis Star-Times* did not take the stand but presented a statement on the high-frequency tests of W9XOK.

Haraden Pratt
Mackay Radio & Telegraph

MR. PRATT suggested the use of ultra - high frequencies in fixed services not only for facsimile but for remote control from stations and city operating rooms and for domestic radiotelegraph high speed service. For these uses he thought around 100,000 kc. the best range. He proposed a 50 to 60 mc. range for marine service in harbor radiotelegraph and prevention of collisions at sea by radio beams.

R. D. Wyckoff
Gulf Research & Development Co.

THE ultra - high frequencies were described as peculiarly adapted to the reflection seismograph method of geophysical radio with transmissions of very short distances of ⅛ to ½ miles. He stated geophysical exploration has become a vital part of the oil industry, adding that 140 units are now in use in Texas and Louisiana alone.

Dr. F. A. Kolster
I. T. & T.

THE PROBLEMS before the FCC in opening up the new frequency range from 30 to 200 megacycles were delineated by Dr. Kolster, speaking for Mackay Radio. He urged that the ultra-high frequency spectrum for some time to come be viewed as a great national laboratory, "restricted to none and governed in the spirit of guidance and encouragement to all". He felt that many new services are adaptable for the ultra-highs, those with the purpose of safety of life and property at sea and in the air being of especial importance.

18 DAILY NEWSCASTS!

KFEL - KVOD
—— Denver ——

RIGHT BACK WHERE THEY STARTED FROM!



Box-tops — over fifty thousand of them — poured back to the sponsor, impelled by the dynamic force of a brief, powerful, well-executed radio campaign* released over the Don Lee California network. Put **your** next campaign in California on DLBS and expect **better** results.

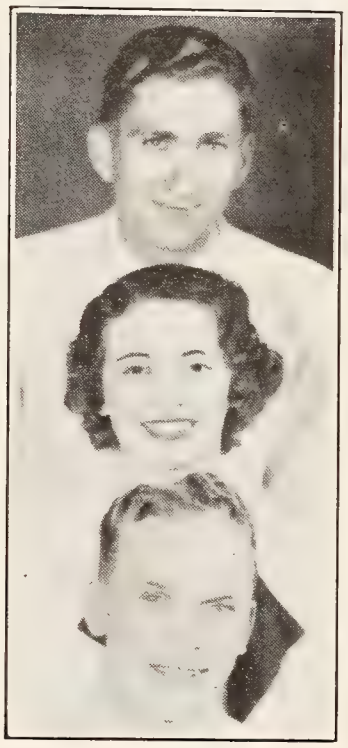
(A partial pile of White King Granulated Soap box-tops received on a 14-weeks' campaign for the Los Angeles Soap Company. *Produced and placed by the Raymond R. Morgan Company, Hollywood, California.)

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street — San Francisco Office, 1000 Van Ness Avenue



550 miles is no obstacle to a satisfied customer. That is why Gately's clothing store insisted that the entire cast, continuity editor and production staff of their Iowa Network show travel from Des Moines to Tulsa to inaugurate the opening of their Oklahoma store. Gately's like the way we sell. That's why the account has grown from one spot announcement to two one-quarter hour shows daily.



The three stars of the Gately show: (from top to bottom) The characters: Wayne, Little Miss Gately and Smilin' Dan



CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

Official Registration
FCC Ultra-High Frequency Hearings

John Aitkenhead Jr., WADC, Akron.
Fred W. Albertson, attorney, Washington.
R. D. Arminger, Short Wave Institute of America, Washington.
Edward H. Armstrong, Columbia University, New York.
Earle C. Anthony, KFI, Los Angeles.
Isaac D. Buckwalter, Mason-Dixon Group, Lancaster, Pa.
William J. Bain, Canadian Government, Ottawa, Ont.
I. R. Baker, RCA Victor Co., Camden, N. J.
James W. Baldwin, NAB, Washington.
Thomas Baker, Press Wireless Inc., Hicksville, N. Y.
John H. Barron, consulting engineer, Washington, D. C.
William E. Beakes, Tropical Radio Co., Boston.
Frank V. Becker, WFIL, Philadelphia.
Carroll O. Bickelhaupt, A. T. & T. Co., New York.
H. R. Blomquist, United Electric Railways, Providence.
H. L. Blatterman, KFI, Los Angeles.
L. F. Bockerem, Western Electric Co., New York.
Ralph Bown, Bell Laboratories, New York.
John B. Brady, attorney, Washington.
William M. Brandon, Davenport, Ia.
B. F. Brooke, Pennsylvania Railroad, Philadelphia.
Elmer L. Brown, Brown Rayphones, San Francisco.
J. Stanley Brown, Washington (D. C.) Radio Club.
I. Brimberg, City of New York.
Carl H. Butman, radio consultant, Washington.
Harry Butcher, CBS, Washington.
Burridge Butler, WLS, Chicago.
Martin Campbell, WFAA, Dallas.
E. K. Cargill, WMAZ, Macon, Ga.
H. K. Carpenter, Cleveland (WHK, WHKC, WJAY).
Howard A. Carter, Council on Physical Therapy, Chicago.
Joseph A Chambers, consulting engineer, Washington.
Lloyd N. Chatterton, police department, Cleveland.
Ralph Clark, Television Corp. of America, New York.
Robert L. Coe, KSD, St. Louis.
Edwin K. Cohan, CBS, New York.
J. O. Coleman, Edison Electric Institute, New York.
F. B. Cole, Canadian Pacific Ry., Montreal.
Ray Collins, WFAA, Dallas.
A. L. Colston, New York Board of Education.
H. L. Cornell, American Steamship Owners Assn., New York.
H. P. Corwith, Western Union, Watermill, Long Island.
A. J. Costigan, Radiomarine Corp. of America, New York.
Andrew W. Cruse, Department of Commerce, Washington.
Homer B. Courchene, WLS, Chicago.
Lt. E. E. Comstock, U. S. Coast Guard, Washington.
E. P. Coffee, Dept. of Justice, Washington.
Lt. Col. D. M. Crawford, Army Signal Corps, Washington
T. A. M. Craven, FCC, Washington.
L. G. Cumming, Boston.
Raymond Dalton, WDNC, Durham, N. C.
Walter J. Damm, WTMJ, Milwaukee.
C. F. Daugherty, WSB, Atlanta.
James F. Davenport, supt. of hydro generation, Los Angeles.
C. E. Davies, Western Union.
S. E. Darby, Jr., patent attorney, New York.
Dr. J. H. Dellinger, Bureau of Standards, Washington.
Paul A. deMars, Yankee Network, Boston.
G. J. Dempsey, FCC, Washington.
E. C. Denstaedt, Detroit police department.
J. D. DesRocher, Police Station WRDR, Grosse Pte., Mich.
C. C. Dill, attorney, Washington.
Everett L. Dillard, Commercial Radio Equipment Co., Kansas City.
F. M. Doolittle, WDRC, Hartford.
J. G. Drysdale, chief of police, Grosse Pte. Park, Mich.
J. D. Durkee, Western Telegraph Co., Bartlesville, Okla.
H. W. Eales, Edison Electric Institute, Chicago.
E. W. Engstrom, RCA Mfg. Co., Camden, N. J.
Walter Evans, Westinghouse E. & M. Co., Chicopee Falls, Mass.
Lloyd Espenschied, Bell Laboratories, New York.
Frank Falknor, CBS, Chicago.
Philo T. Farnsworth, Farnsworth Television Inc., Philadelphia.
Capt. Charles D. Farmer, state highway patrol, Raleigh, N. C.
John E. Fetzer, WKZO, Kalamazoo.
W. G. H. Finch, Finch Telecommunications Laboratories, New York.
Ben S. Fisher, attorney, Washington.
Donald Flamm, WMCA, New York.
William S. Foss, consulting engineer, Washington.
Lieut. F. R. Furth, U. S. Navy, Washington.
D. W. Gellerup, WTMJ, Milwaukee.
Glenn D. Gillett, consulting engineer, Washington.
T. R. Gilliland, International Scientific Radio Union, Washington.
E. J. Girard, Mackay Radio, Washington.
William N. Greer, WNFL, San Juan, P. R.
Earl D. Glatzel, Edison Electric Institute, Detroit.
Paul F. Godley, consulting engineer, Montclair, N. J.
G. N. Goldberger, Television Research Corp., Brooklyn, N. Y.
Paul Goldsborough, Aeronautical Radio Inc., Washington.
Dr. P. C. Goldmark, CBS, New York.
Emil J. Gough, Hearst Radio Inc., New York.
V. Ford Greaves, FCC inspector, San Francisco.
William Green, A. F. of L., Washington.
S. D. Gregory, Westinghouse E. & M. Co., Springfield, Mass.
Gerald C Gross, FCC, Washington.
James W. Gum, attorney, Washington.
C. D. Haigis, Haigis Laboratories and New Jersey Forest Fire Service, Maple Shade, N. J.
Hugh A. L. Halff, WOAI, San Antonio.
J. T. Hallman, WOAI, San Antonio.
Ray V. Hamilton, St. Louis Star-Times (W9XOK).
James H. Hanley, attorney, Washington.
E. H. Hansen, 20th Century Fox Film Corp., Hollywood.
Harry Harvey, Lincoln, Neb. (KFAB, KFOR, KOIL).
Herman Haverkamp, New York.
Volney D. Hurd, Christian Science Monitor, Boston.
J. G. Haycock, Haigis Laboratories, Maple Shade, N. J.
Alan Hazeltine, Hazeltine Corp., Hoboken, N. J.
R. L. Harrell, Mackay Radio, New York.
Ralph Heintz, Globe Wireless Ltd., San Francisco.
P. J. Hennessey Jr., NBC, Washington.
James M. Herring, University of Pennsylvania.
Walter R. Hoffman, WWJ, Detroit.
Hamilton Hoge, Television Corp. of America, New York.
Harrison Holliway, KFI, Los Angeles.
Capt. S. C. Hooper, U. S. Navy, Washington.
A. F. Hopkins, Jr., U. S. Coast Guard, Washington.
Lieut. Paul W. Hord, U. S. Navy, Washington.
L. C. F. Horle, consulting engineer, New York.
C. W. Horn, NBC, New York.
Harvey Hoshour, A. T. & T. Co., New York.
Earl C. Hull, WKY, Oklahoma City.
G. Porter Houston, WCBM, Baltimore.
E. C. Immel, Michigan State Police, E. Lansing, Mich.
George K. Jacobsen, WDGY, Minneapolis.
J. F. Jarman Jr., WDNC, Durham, N. C.
E. K. Jett, FCC, Washington.
Dr. Frank E. Jewett, Bell Laboratories, New York.
E. R. Johnson, WIP, Philadelphia.
Dr. C. B. Jolliffe, RCA, New York.
Ralph D. Jones, FCC, Washington.
Ralph S. Johnson, Reading, Pa.
Lieut. Martin W. Joyce, Mass. State Police, W. Roxbury.
Alexander Kahn, WEVD, New York.
Lambdin Kay, WSB, Atlanta.
William D. Kelly, WFBR, Baltimore.
D. E. Kendrick, WIRE, Indianapolis.
Bruno W. Kern, Newark.
Emil A. Kern, Associated Engineers, Newark.
Ralph H. Kimball, Western Union, New York.
S. M. Kintner, Westinghouse E. & M. Co., Pittsburgh.
Prof. Glenn Koehler, University of Wisconsin.
Charles C. Kolster, FCC inspector, Boston.
Frederick A. Kolster, I. T. & T. Co., New York.
Emery H. I. Lee, FCC Inspector, Detroit.
Harold O. Landis, WEEU-WRAW, Reading, Pa.
Glen G. Langdon, American Gas & Electric Co., Danville, N. J.
L. G. Leighton, State Road Dept., Jacksonville, Fla.

W ashington's
O wn
L ocal station
Washington, D. C.

eroy J. Leishman, Los Angeles.
ohn G. Leitch, WCAU, Philadelphia.
. D. Lemert, DeForest Television Corp., Los Angeles.
Valter S. Lemmon, International Business Machines Corp., Boston.
apt. D. S. Leonard, International Assn. of Chiefs of Police, Detroit.
. F. Leydore, WLW, Cincinnati.
red M. Link, consultant, New York.
onald K. Lippincott, Farnsworth Television Inc., San Francisco.
V. B. Lodge, CBS, New York.
hilip G. Loucks, attorney, Washington.
aul A. Loyet, WHO, Des Moines.
Harry R. Lubcke, television director, Don Lee Broadcasting System, Los Angeles.
r. Leon Levy, WCAU, Philadelphia.
Mark L. MacAdam, Brockton, Mass.
. O. Maland, WHO, Des Moines.
. E. Mathiot, Mason-Dixon Group, Lancaster, Pa.
Marynard Marquardt, WCFL, Chicago.
ohn Marshall, Rockefeller Foundation, New York.
rank Marx, WMCA, New York.
lair R. McCullough, Mason-Dixon Group, Lancaster, Pa.
lfred J. McCosker, WOR, Newark.
ames C. McNary, consulting engineer, Washington.
. O. Milne, NBC, New York.
. M. Moroney, WFAA, Dallas.
aurence F. Mott, Wisc. Conservation Dept., Tomahawk.
rank E. Mullen, RCA, New York.
. D. Munton, Atlantic Communications Corp., Upper Darby, Pa.
drian Murphy, CBS, New York.
lbert F. Murray, Philco Radio & Television Corp., Philadelphia.
dward L. Nelson, Bell Laboratories, Mt. Lakes, N. J.
V. D. Neil, Canadian Pacific Railway, Montreal, Canada.
liot Neww, Director of Public Safety, Cleveland.
ohn L. Niesse, Detroit.
. N. Nockels, WCFL, Chicago.
. S. O'Connor, Md. State Dept. of Forestry, Baltimore.
Harold L. Oleson, Weston Electric Instrument Corp., W. Orange, N. J.
H. S. Osborne, A. T. & T. Co., New York.
William Pabst, Brooklyn Technical High School, Garden City, L. I.
. C. Page, consulting engineer, Evanston.
William S. Paley, CBS, New York.
Herbert M. Peck, WKY, Oklahoma City and KLZ, Denver.
Harold G. Peery, Don Lee Broadcasting System, Los Angeles.
. M. Pierce, Cleveland (WOR and WGAR).
ames V. Piersol, Detroit News, Detroit.
oseph Pierson, Press Wireless, Inc., Chicago.
. R. Poppele, WOR, Newark.
Haraden Pratt, Mackay Radio & Telegraph Co., New York.
M. L. Prescott, General Electric Co., Schenectady, N. Y.
rthur G. Previn, Washington.
Walter J. Quick Jr., Md. State Dept. of Forestry, Baltimore.
Vm. Q. Ranft, WFBR, Baltimore.
eo. P. Rankin Jr., WMAZ, Macon.
obert Robins, New York.
rank M. Russell, NBC, Washington.
. J. Rockwell, WLW and WSAI, Cincinnati.
eed T. Rollow, attorney, Washington.
aul Rosekrans, engineer, State of N. C.
Harold Rothrock, attorney, Washington.
omdr. W. J. Ruble, U. S. Navy, Washington.
dward R. Sanders, WTIC, Hartford.
avid Sarnoff, RCA, New York.
ieut. C. J. Scavarda, Michigan State Police, E. Lansing.
rthur Scharfeld, attorney, Washington.
swald F. Schuette, Shortwave Institute of America, Washington.
William J. Scripps, WWJ and W8XWJ, Detroit.
. Richard Shafto, WIS, Columbia, S. C.
M. G. Shrode, U. S. Coast Guard, Washington.
. G. Simson, U. S. Forest Service, Portland
loyd H. Simson, Bureau of Air Commerce, Washington.
. H. Simpson, Jr., RCA, New York.
lector R. Skifter, KSTP, St. Paul.
. M. Skinner, Radio Mfg. Assn., Philadelphia.
. W. Spaulding, Penn. Water & Power Co., Baltimore.
. W. Stinson, KVOO, Tulsa
. A. Stuart, State [redacted] Dept., Jacksonville, Fla.
ohn W. Studebaker, [redacted] Commissioner of Education, Washi[redacted].
lenn Snyder, WLS, Chicago.
. E. Sterling, FCC Inspector, Baltimore.
. DeWitt Talmadge, Tennessee Valley Authority, Chattanooga.
. L. Taylor, W9XBY, Kansas City.
V. D. Terrell, FCC, Washington.
. E. Thiessen, General Radio Co., Cambridge, Mass.
r. Frank A. Wolff, Bureau of Standards, Washington.
. W. Wozencraft, RCA, New York.
rant Wrathall, Washington.
. D. Wyckoff, Gulf Research & Development Corp., Houston.
David E. Tolman, attorney, Washington.
Kern Tips, KPRC, Houston.
F. E. Travis, W4XAU, Nashville.
Seymour Turner, Farnsworth Television Inc., Philadelphia.
George S. Turner, FCC Inspector, Atlanta.
G. H. Underhill, Edison Electric Institute, Poughkeepsie, N. Y.
J. H. Uhalt, WDSU, New Orleans.
Harold C. Vance, RCA, Chicago.
Irving Vermilya, WNBF, New Bedford, Mass.
S. M. Viele, Pennsylvania Railroad, Swarthmore, Pa.
H. J. Walls, Department of Labor, Washington.
K. B. Warner, American Radio Relay League, Hartford.
Sydney E. Warner, W1XBS, Waterbury, Conn.
Charles V. Wayland, attorney, Washington.
Fred Weber, Mutual Broadcasting System, New York.
C. H. Wesser, WWJ and W8XWJ, Detroit.
William H. West, WTMV, St. Louis.
John H. Wharton, attorney, New York.
Lynde P. Wheeler, consulting physicist.
J. E. Whitehouse, WLW, Cincinnati.
L. E. Whittemore, A. T. & T. Co, New York.
Horatio B. Williams, Columbia University, New York.
Ralph O. Williams, Dept. of Conservation, E. Lansing, Mich.
John E. Wing, Chicago.

Paul A. De Mar
Yankee Network

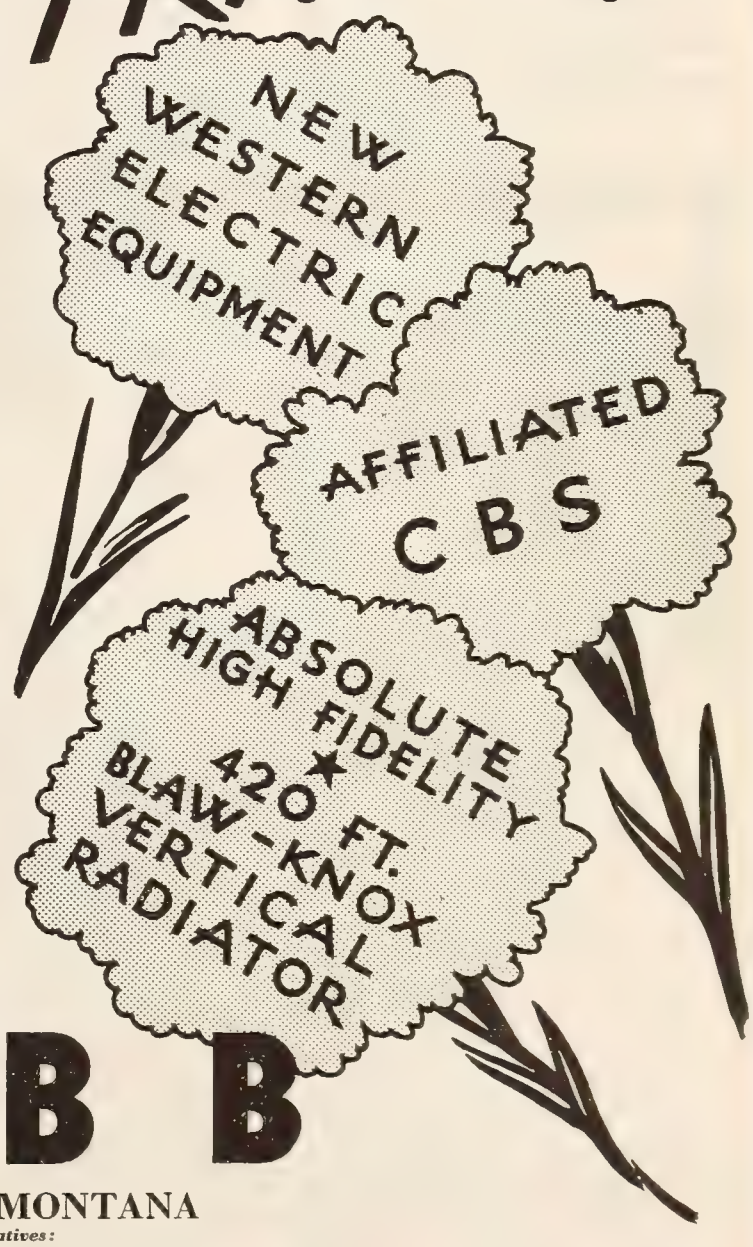
THE FCC was urged to give most careful consideration to frequency modulation for the ultra-high frequencies by Mr. De Mar. He felt that the promise of this new art for broadcasting was so highly important as to warrant the study of its potentialties. On the basis of Yankee Network experimentation he said that noise problems and field strength were two of the main problems to be solved. The outstanding interference came from automobile ignition but there were many other sources of interference at the 61 mc. band which he had used. He suggested that by frequency modulation a broadcasting station may on the same channel provide facsimile without impairment of the sound broadcasting.

Ralph D. Heintz
Globe Wireless Inc.

MR. HEINTZ advocated an ample allocation to television by the FCC so no obstacle should be placed in its way for full development. Upon the allocation without any "ham-stringing" will depend the fate of television. It is sure to come, he said, and the government ought to do everything to encourage its progress. He urged flexibility and liberality in FCC rules on new ultrahighs. He told FCC that his company was engaged in two patent suits with RCA.

NEWS!
On the Hour—
Every Hour!
(7 A. M. to Midnight)
KFEL - KVOD
— DENVER —

Flowers that bloom in the summer TRA-LA



ABOUT August 15th KFBB in Great Falls, Montana will blossom out in a complete new ensemble consisting of a new high fidelity 5 kilowatt Western Electric transmitter, housed in a modern new fireproof building, and a 420 ft. vertical Blaw-Knox tower.

With this new equipment the coverage area of Radio Station KFBB will be greatly increased and the thousands of Montana listeners who depend upon KFBB for the only reception available in this part of the country will be greatly benefited, not only by an increase of this station's signal strength but also in the quality of programs due to the fact that an affiliation with the Columbia network has recently been announced.

K F B B

GREAT FALLS • MONTANA

National Represenatives:
JOSEPH HERSHY McGILLVRA
485 Madison Ave., New York; Palmolive Bldg., Chicago
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles; 1358 Russ Bldg., San Francisco; 3326 Stuart Bldg., Seattle.

Sarnoff Foresees Great Progress

(Continued from page 39)

paying license fees, but they are buying the finest radio receivers in the world at the lowest prices. No wonder, as Prof. Allport of Harvard has declared, we spend a billion hours a week listening to the radio!

During 1935 it is estimated that the people of the United States spent 700 million dollars on radio —truly a figure which demonstrates the magnitude of the industry and its importance to the prosperity of the nation.

Probably the most striking figure in all the columns of radio statistics is the estimate that the American public has invested more than three billion dollars in broadcast receiving apparatus. This is more than ten times the investment in broadcasting stations and radio manufacturing plants. From this you will realize the extent of the general public's interest in the healthy development of radio.

No statistics, however, can suggest the magnitude of the future of the radio art. Each advance made by the laboratories into unexplored domains of the ether carries with it the possibility of creating even greater services. A few, such as television and high-speed facsimile communication, are ready now for field demonstrations. Others are on the way, although further laboratory experimentation will be necessary before they are ready for practical use.

This research represents an immense investment in capital and an incalculable investment in human genius. It is fascinating as a conquest of the unknown, and thrilling because of its promise of increased human power, knowledge and happiness. Yet, considered coldly as an economic element, it is particularly significant at this time when the country is emerging from the depths of an economic depression. The new instrumentalities of radio hold the promise of new industries, new services productive of new wealth and new employment.

Where Television Stands

OF THE FUTURE industries now visible on the horizon, television has gripped the public imagination most firmly. Technically, television is an accomplished fact, although it is not yet ready commercially. In this field American research holds the lead and America's supremacy, as in other fields of radio, is universally recognized.

To bring television to the perfection needed for public service our work proceeds under high pressure at great cost and with encouraging technical results. Other nations are accepting the standards and methods of RCA engineers and are applying them to the solution of their own television problems. Most of these foreign nations have been working with public funds.

No such government subsidies of course have been available in the United States. None has been asked. But for more than a decade in years of plenty and in years of depression, a corps of RCA research engineers has been working unremittingly to give the art of television to the public. We are now entering advanced stages of that effort and will open an experimental television transmitting station in New York within two weeks. We believe that we have demonstrated again that private initiative can accomplish more in America than government subsidy has been able to accomplish elsewhere.

The television which is assuming shape in our laboratories will not, as many persons assume without warrant, replace sound broadcasting or make sound receiving sets obsolete. The present sound broadcasting services will proceed without interruption. Television must find new functions, new entertainment and new programs.

As soon as television has been brought to a point of practical service it will be made available to the American people. But to protect the public interest, television should not be launched until proper standards have been fixed. Television reception as we now know it differs from sound reception in at least once decisive technical aspect. In sound broadcasting every receiver is built to pick up any transmission within its range of reception. On the other hand, television represents an integrated system in which sending and receiving equipment must be fitted one to the other, as lock and key. We must avoid the danger of costly obsolescence which hasty commercialization might inflict upon the public.

We ask the Commission and the various government departments interested in radio to consider carefully the needs of this new industry. Frequencies should be made available not only for the expanded experimental and field demonstration work, but for the fullest measure of development toward a practical television service.

A Free Service

RADIO broadcasting differs from all the other arts in that the service which it renders to the public is rendered free. There is no license fee for the use of radio receiving sets in the United States. And when television comes, it is my hope that despite the greater expense of its far more complicated program productions, there will still be no need for a license charge for television receivers.

Side by side with television, although in many respects nearer to final achievement, there is emerging from the field of radio experimentation high speed facsimile communication. By means of this new development, written, printed, photographic and other visual matter can be sent by radio over long distances and reproduced at the receiving end with amazing exactness.

It is difficult to imagine limits of the use of such an invention. It should make the dot-and-dash system of telegraphy as outmoded as the pony express. Pictures, sketches, handwriting, typewriting and every form of visual communication, will be transmitted as easily as words are now sent over a telegraph wire. Even in its earlier stages facsimile will be a medium for the instant dissemination of information of a hundred different types, from weather maps to statistics, from educational data to comic strips. Far from displacing the existing media of information—and particularly the newspapers—facsimile should contribute to their progress, providing them with swifter and more effective facilities.

In this new facsimile service we have also reached an advanced stage. R.C.A. Communications Inc., has built an experimental facsimile circuit between New York City and Philadelphia, demonstrated publicly for the first time last Thursday. It uses ultra-high frequencies linked into instantaneous transmission by automatic relays. This circuit will demonstrate the possibilities inherent in facsimile transmission and should also contribute to solving the difficult problems of relaying television programs on these ultra-high frequencies.

One of the triumphs of this demonstration circuit has been its success in combining, for the first time in radio history, the simultaneous transmission of visual matter with automatic typewriter telegraph operation on the same radio channels. The ability to carry separate services simultaneously on a single frequency is of great importance.

To make possible the greatest public use of this new development, radio channels should be provided which will make room for healthy expansion in facsimile research as well as in service, and the "public interest, convenience and necessity" of this new achievement should be recognized in the alloca-

"Wired for Sound"

A PROPOSAL by Senator Bilbo (D-Miss.) that the Senate chamber be equipped with a public address system, to enable members and visitors to hear the proceedings, was defeated just prior to adjournment of Congress June 20 without even receiving consideration. A parliamentary objection resulted in a ruling by the chair that the measure could not be considered. Senator Bilbo brought out that the acoustics of the Senate chamber were very poor and that recent developments of loudspeaking instruments "are so thoroughly improved and perfected that they can be installed upon the top or side of each senator's desk without obstruction and inconvenience." Senator Barkley (D-Ky.) objected, stating that when he was a House member a system was installed and it proved "such a terrific nuisance that it was necessary to 'disinstall' it after a little while."

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IT TAKES GREAT POWER to service the Nation's largest State effectively and TQN, combining the 105,000 watts of all the NBC-affiliates in Texas, is the **only** medium that can possibly deliver your sales message into every radio home in this great State. Additionally, TQN provides potent coverage of Oklahoma and portions of five other states . . . The TQN combination of "first in public favor" stations provides a network that is productive, yet economical. This year it offers the plus value of a huge Centennial market. Investigate through *Edward Petry & Company, Inc., National Representatives.*

50,000 Watts	50,000 Watts	5,000 Watts(D)	50,000 Watts
WFAA	**WBAP**	**KPRC**	**WOAI**
DALLAS	FORT WORTH	HOUSTON	SAN ANTONIO

Texas' Only Complete State Wide Radio Service

ion of frequencies for this purose.

It is the mastery of the ultraigh frequencies which is bringing elevision and facsimile within the rea of practical use. We are teadily pushing farther into the igher regions of the spectrum hich only yesterday constituted a radio desert", now being made ruitful. One example will illusrate the great possibilities in this irection: Ultra-high frequencies ave a range which is limited approximately by the horizon so that he same frequency may be used ver and over again by keeping he transmitters 100 to 200 miles part. This means that relatively ew frequencies assigned for local roadcast use can be reassigned ntil every community in the land an possess a radio voice for its wn local purposes.

This expansion of the useful adio spectrum has only begun. eyond the ultra-high frequencies e the "micro-waves"—frequencies nat oscillate at the rate of a bilon cycles a second, wavelengths easured in centimeters instead of eters.

Future developments in microaves may well prove revolutiony. In the past, radio operations ave been confined to a limited part the radio spectrum. Once we ave conquered these micro-waves e shall have opened a radio spectum of almost infinite extent. Inead of numbering the useable annels in a few scant thousands, ie radio art will put millions of requencies at the command of ommunication services of every nd. When that day comes—and have no doubt that it will—there ill be frequencies enough to make ossible the establishment not only an unlimited array of mass comunication services, but of an unmited number of individual comunication connections. In that ay each one of our millions of tizens may have his own assigned requency to use wherever he may e.

Step by step we are working ward that far off goal. We are legraphing and telephoning toay by radio to and from ships at a and planes in the air. There no reason we should not also be ble to communicate with moving rains, or for that matter with oving automobiles. We can alost say that without radio, aviaon would be impossible. In apoaching such potentialities we ust not allow our imagination to earth bound. Radio belongs to e new day—the search for serve and wealth above the earth. he finding of a new range of frenencies is of more importance an the discovery of a new gold eld.

Foreign Broadcasts

ECENTLY international broadsting has been in the limelight. he European crisis made overseas ents an important factor in our ily interest. The technique of is international broadcasting is ing constantly improved. Alough this use of shortwave radio still in its infancy, it merits vigorous encouragement. International broadcasting should promote better understanding among nations and—from our own national standpoint — better understanding of the United States among the nations of the world.

Rapid Progress

THE GROWTH of international broadcasting should increase all other forms of international communications and promote our international commerce. To make such an achievement possible, America's international broadcasting should be organized as a definitely functioning service and the available international frequencies should be utilized to their fullest extent.

From time to time there are suggestions that it is the duty of the FCC to protect the wire services of the country against the encroachment of radio. Even if the Communications Act which created your Commission had not prohibited such an attempt, by saying that your Commission shall "generally encourage the larger and more effective use of radio in the public interest," such an effort would be a futile one. Any effort to stop the progress of a new art in order to protect an existing art is bound to be futile.

Such a step would be contrary to the spirit of the country, contrary to the modern spirit of progress, and contrary to the whole experience of radio. For radio itself deliberately obsoletes today what it built yesterday. But for that fact, we would still be signalling with long waves from great alternators instead of spanning the earth with short waves from vacuum tubes.

So long as there is an insufficiency of frequencies, it is proper for your Commission to conserve those frequencies by not using them needlessly to compete with wires. However, the policy which underlies such a decision should never have for its object the protection of wire services. It should always have for its object the protection of radio frequencies.

Your Commission will not be afraid of progress. Millions of dollars are being spent by the radio industry to invent new equipment and erect new stations which are made obsolete by the very things we learn in building them.

The facsimile and television stations which the RCA has just built, for instance, may be made obsolete by the lessons they will teach us. We set up new systems and then we encourage our research workers to continue their experiments even if they supplant what we have created. Why? Because it is the only way to make progress. Such experiments call for enormous capital investments. They call also for imagination of the highest order and for courage to follow where that imagination leads. It is in this spirit that our laboratories and our radio scien-

$10 Buys One-Minute Announcements During
NEWSCASTS!
KFEL - KVOD
— DENVER —
(See chart, page 134 this issue)



THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

tists are diligently and devotedly engaged in a task of the highest service to humanity.

Radio research is so closely linked to the manufacture of apparatus that I feel warranted in explaining to your Commission the basic patent policy of the RCA, and particularly its application to the new fields of facsimile and television. It has been the policy of the Radio Corporation to grant licenses to its competitors engaged in the manufacture of radio broadcast receivers and tubes, and at the present time there are outstanding 52 such licenses for receivers and 13 for tubes. These licenses include the right to make and sell not only sound broadcast receivers and tubes, but also receivers and tubes for television and facsimile for the home, thus making available the results of our research in these fields to licensed manufacturers of the industry. In manufacturing and selling this apparatus the RCA licensees may utilize all of the inventions made or owned by the Radio Corporation, and all patents under which it has the right to grant licenses to others.

Measured by the advances made in other fields, radio in the last ten years has lived a century. Perhaps it may crowd a thousand years into the next decade. I am proud to be one of those who have participated in this development almost from the beginning. Next September I shall have been in the service of radio for 30 years. That is a long time in so young a science. During these thirty years I have watched, naturally with the keenest interest, the unfolding of the radio art. I have seen technical revolutions in radio communication, radio broadcasting and radio entertainment, but I can say to you that never before have I seen so many developments emerging into practical achievement as the laboratories promise at this moment.

Offers Suggestions

OUT OF this experience I should like to lay before you a number of suggestions. I trust they may be helpful to your Commission, and to the Government, in the task of formulating a basic and comprehensive radio policy. Such a policy is needed to maintain America's supremacy in radio and to fortify the independence of our country's position in this growing field. My suggestions, summarized, are as follows:

1. Because of the rapid strides of the radio art, advance reservations of frequencies should be made by the FCC to meet the needs of future services, such as television, facsimile and high-frequency broadcasting. This will enable these achievements of radio to give their greatest possible public service as soon as developed, instead of compelling them to contest with older services for adequate space in the spectrum.

2. Except for experimental purposes, no allocations to individual applicants should be made in these reserved frequencies until actual public service is possible. No one should be permitted to reserve frequency space for future use and then let it remain idle while others carry the burden of development.

3. In allotting frequencies the greatest economy and usefulness of the available channels should be promoted by requiring, so far as feasible, the multiple use of frequencies.

4. In determining precedence in the allocation of frequencies, consideration should be given to services on the basis of their comparative importance to the public, the urgency of the tasks to be performed, and the requirements of the public to be served. Radio has made possible outstanding progress in mass communication. Ample allocation should be made for the greatest use of this public service for the broadcasting of sight as well as of sound, nationally and internationally.

5. In time of war, or other emergency, all the equipment and resources of the radio industry, are by law placed at the disposal of the nation. The government departments interested in our national defense should, therefore, cooperate in making possible the greatest peacetime development of radio by limiting the number of frequencies requested for exclusive government use.

6. A fundamental and comprehensive communications policy should be formulated, not only for the guidance of the Commission, but of all government departments, to safeguard the independence of America's communication system in international relations. This is especially important because American communication services are at a disadvantage in dealing with monopolistic state-owned foreign communication systems.

7. In helping to determine the attitude of the United States in the International Communications Conference to be held in Cairo in 1938, the FCC should recommend a policy which will promote the greatest possible international use of radio communications. That Conference will be called upon to apportion the hitherto unallocated frequencies in the upper portions of the radio spectrum. In the international field as well as in domestic use these allocations should be safeguarded against any possibility of freezing radio development.



POPPELE'S LATEST—Jack Poppele, WOR chief engineer, recently elected to the board of directors as well as secretary of Bamberger Broadcasting Service, devised this midget microphone preamplifier for the Democratic convention. It weighs less than three pounds, measures less than 5 inches the longest way, has a net gain of 90 cb, provides a linear response from 20 to 20,000 cycles and combines a two-circuit mixer with a three-stage, audiofrequency amplifier. It incorporates new AmerTran midget audio transformers and RCA acorn tubes.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

Headquarters during Convention Sherman Hotel.

Gulf States Steel Plants
and the
Goodyear Rubber Plants
are operating 24 hours a day in Gadsden, Ala.
WJBY GADSDEN, ALA.

Board in Canada To Name Manager Of Radio System

Public-Operated Corporation To Replace the Former CRC

By JAMES MONTAGNES

A BILL to create a government broadcasting corporation modeled on the British Broadcasting Corp. passed the House of Commons and the Senate at Ottawa before Parliament prorogued last month, leaving the government the summer months to name the nine directors who will pick the general manager and assistant general manager to run the new system, and to replace the Radio Commission. Meanwhile the present executives of the Canadian Commission carry on the operation of the six stations which the new corporation inherits and the program activities which feed basic and optional private stations from coast to coast.

Financial Setup

THE NINE directors will be appointed, three for one year, three for two years, and three for three years, with subsequent appointments for three-year periods, retiring directors being eligible for reappointment. The positions carry annual remuneration of $1,500 for the chairman and a maximum of $500 for other directors based on $50 for each meeting attended. Should an executive committee be appointed each member will receive $1,000 a year. In addition expenses will be paid. There is no salary assigned for the general manager and his assistant, allowing leeway to get the best possible Canadian-born radio executive available.

In the matter of finance the corporation will be able to make expenditures up to $10,000 without approval of the government's order-in-council, will be allotted by the government for capital advances up to $100,000 and for capital works up to $500,000. The government advances to the corporation are to be first charges on the revenue accruing to the corporation from the sale of licenses and other sources. Minister C. D. Howe stated there would be no increase in the $2 annual license fee, as the present rate was "all the traffic would bear". All the money from the license fees will go to the corporation account, except the cost of collection which is retained by the Department of Marine's radio branch. License vendors receive 15%.

Last minute changes included the necessity of an order-in-council for the issuance of any new private broadcasting station licenses. The Minister having charge of radio will not have authority of his own to grant such licenses. On this subject ex-premier Bennett stated in Parliament that if the granting of private station licenses were left in the hands of the general manager, there would be difficulties; if left in the hands of the government it would mean the end of public ownership, since pressure on a government from private interests in Canada and from the United States chains would mean the creation of more private stations and the end of public ownership. He did not believe the British system would work in Canada.

* * *

THE Canadian Performing Rights Society came in for sharp criticism during the Parliamentary debate on the Copyright Act which proposes to set up a board to review the fees charged by the Society. Conservative Hamilton member H. Wilton insisted the Society "should not be allowed even to operate in Canada, being a racket, being unfair and unjust, and a giant monopoly. It was not safe to whistle a tune or play a mouth organ for fear it infringed the society's claims," he said.

Conservative member for Kootenay, W. K. Elsing, charged the Society with collecting fees for compositions it did not control, citing a Toronto organization which wanted to put on the "Pirates of Penzance" and broadcast seven minutes of it. The broadcast station officials were told the fee for the seven minutes would be $61. Then it was found the Society had no right of ownership on the opera, that it was public property. Mr. Elsing asked if this happened once, how many more times did it occur. The Society claims control of 2,000,000 musical compositions.

KVI and KOL Increased

TWO STATIONS in the Seattle-Tacoma area — KVI and KOL — were authorized by the FCC Broadcast Division June 20, to increase their day power to 5,000 watts. KVI, operating on the choice 570 kc. channel was given its five-fold power boost effective July 7. It will continue operating with 1,000 at night. In the case of KOL, the FCC reconsidered and granted its application for a day power increase to 5,000 watts on 1270 kc., with 1,000 watt night.

Baldwin Asks More Wave Bands

(*Continued from page 40*)

destroyed. Moreover, the utilion of wire lines for broadcast- into the homes would in all bability result in fewer proms of local color. This would the natural and logical result minimizing competition. And would place in the hands of too the responsibilities which acpany the rendition of a servof such great social value as t of broadcasting.

This brings us to the problem providing additional radio adcasting facilities which I ll divide into three parts: ral broadcasting; facsimile adcasting and television broadting.

Aural Broadcasting

RAL broadcasting is today reicted to those channels availe in the frequency band beging at 550 kc and ending with 0 kc. A total of 654 stations cluding approximately 30 conuction permits) have been proed for in this band. Notwithnding this number of stations re is a large percentage of the al area of the United States a smaller percentage of the al population that is without sistent and reliable day and ht service.

Doubtless improvements can be de in the allocation of frequens and in the location and conuction of stations so as to exd existing service over greater al areas. But any such enged service must be balanced inst possible demands by Mex- for the exclusive use of chans now devoted primarily for adcasting in the United States. e need for additional facilities sts and such needs are certain grow with an expansion of adcasting on the North Amern continent.

n our proposals we have named tain frequencies below 550 kc broadcasting. Such use is in eement with the policy of other ions of the world. The propaion characteristics of these g waves are such as would ble broadcasters to greatly imve the service in rural areas. s will be discussed in detail en we present our technical timony.

lso, in our proposals we have eavored to provide for sound adcasting on certain of the h frequencies. We need to w more about them before ching final conclusions on all ir characteristics. Based on the rmation we have, it is believed y may be utilized for local adcasting. The specific frencies requested have been ned with the view of making ximum use of receiving sets t may be manufactured for h-frequency reception, with a imum of interference with er services and consistently with your expressed ideas of "experimentation and evolution".

There is one difference between the proposals of the Radio Manufacturers Association and our own in this regard. We proposed that the frequencies in the bands 36 to 38 mc and 62 to 64 mc be allocated for aural and facsimile broadcasting. Agreeably with the change which has been made in the RMA proposals, as first submitted, we will discuss when we offer our technical testimony, the feasibility of modifying our proposals so as to ask for 40 to 42 mc instead of 36 to 38 mc. The RMA propose that the frequencies 37 to 42 mc be allocated for aural broadcasting and they have objected to our proposal in respect of 62 to 64 mc because it would interrupt a continuous band for television.

Interference Problems

OUR PURPOSE in asking for the two bands is twofold: First, we do not know where long distance interference ends. We do know, however, that the probability of troublesome long distance interference, now or in the future, is very much less on 60 mc than on 40 mc. Adequate opportunity should be given to obtain reliable data concerning operation on the various high frequencies. Secondly, we do not consider it should be objectionable to anyone to provide for sound broadcasting in the television band.

We know of no reason why the purchaser of a television set should be limited to the sound broadcasting service receivable on the television channels. Moreover, we know from experience that in the manufacture of receiving sets, quality of reception is often sacrificed at either end of the receiver band. It is, therefore, highly desirable that provision be made near the middle of the television band for aural broadcasting.

International Broadcasting

WE HAVE proposed a widening of the international bands with but one view in mind. The existing conditions are chaotic. It would seem that this country either should make provision for an international broadcasting service of the highest quality and free from interference or give it up as a bad job. A sufficient number of frequencies, the maintenance of better standards, and more effective international regulations with regard to hours of operation, we believe, can be employed to improve our commerce with the other nations of the world.

Our proposals also provide for the allocation of frequencies for aural, facsimile and frequency modulation, auxiliary broadcast service such as point-to-point relay for broadcasting, synchronization, mobile voice and facsimile pickup. These will be discussed in detail by another witness.

Facsimile Broadcasting

FACSIMILE broadcasting is an impending new service. It is a method of record broadcasting. It is a service that can be supplied through the utilization of existing broadcast frequencies and broad-

(*Continued on page 126*)

TRANSRADIO'S

"Late Sports" Review
6:05 P. M. Daily
KFEL - KVOD
— Denver —

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NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

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St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice —offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT
Jersey City, Northern New Jersey

Western Electric

display of

BROADCASTING EQUIPMENT

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New Broadcast Transmitter

The Doherty High Efficiency Amplifier

See an actual working model

New low priced Speech-Input Equipment

Vacuum Tube Display

Everything from a peanut to a powerhouse

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Audio Amplifier
using stabilized
feedback circuit

New
Speech-Input
Panels

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Speech-Input
Equipment

Get
your new issue
of "PICK-UPS"

Etc.
Etc.
Etc.



HOTEL STEVENS
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POWER
INCREASE

★

New Plant
Now Under
Construction

WSYR
SYRACUSE

Fastest Growing
Medium
in
SYRACUSE

Baldwin Asks Waves

(*Continued from page 123*)

cast transmitters. It is our contention that all frequencies allocated for aural broadcasting should be available for facsimile broadcasting as well. There is every reason to believe that facsimile broadcasting can supplement sound broadcasting. It is an economic waste to deny the broadcasters the opportunity to develop this new service through the use of existing broadcasting facilities. Moreover, the utilization of existing broadcast facilities will permit of the kind of competition that has made American broadcasting the greatest in the world. Prevent the development of facsimile on the frequencies that are used today and tomorrow for sound broadcasting and you may guide this new service into monopolistic hands.

Television

NOW as to television. Some day we will have television. I do not know when that day will be. But it will come. When it arrives it will introduce into the American homes a most powerful instrument for good or evil. It can and probably will project the school blackboard into a majority of the homes. Who will control it? Who can control it? Who does now control it?

I appreciate we are concerned here with the technical problem of finding a place in the radio spectrum for its introduction. And we have endeavored to cooperate with other interested parties to suggest bands of frequencies which might be used for television broadcasting.

The requirements for a television channel are very great. As far as we know now one television channel will require a path almost six times as wide as that now devoted to all sound broadcasting in the United States. We have been able to suggest a plan of allocation which would provide eight television channels below 100 mc. This is not enough. A great many technical considerations are involved and a discussion of these will be left to another witness.

There are, however, more than technical considerations involved here. The American broadcasting system is a competitive system. It is a great system because it has been competitive. Men have been spurred on to present better programs and to render a greater public service. It has meant a freedom of the air unmatched anywhere in the world. And our plea today is that you allow television to develop on the same basis. Better we delay the introduction of television than, in enthusiastic haste, inaugurate it and find that through the control of patents, so powerful an instrument is in the hands of too few people. Indeed this expression is but declaratory of the spirit of the Communications Act.

Again, if television is ready to be inaugurated and if you can allocate sufficient frequencies to permit it to grow on the basis of a national competitive service then it seems to me you have a very great responsibility in determining in advance, whether for all practical purposes, the ownership of basic patents, and agreements, if any, between patentees, will permit competition in the construction of television transmitters and receiving sets.

We should also know in advance what relationship, if any, may be established between the sending and receiving apparatus. Will there be freedom in the selection of receiving sets or will the use of terminal facilities be controlled in a manner comparable with the telephone? Surely everyone will agree that those who own television patents are entitled to a right reward for their creative work but because of the public service inherent in television, patentees should be denied the right to control its use. Keep it free from the hands of monopoly and allow it to develop only on a national competitive basis.

Show Goes On

ELMA LATTA HACKETT, KFRC, San Francisco, home economist, fractured her right ankle when she slipped and fell in her Berkeley (Cal.) home recently and is doing her broadcasting over the CBS-Don Lee network from a wheel chair. Mrs. Hackett has not missed a broadcast in more than two years, and despite her injury, she was at the studio the following morning to do her *Morning Hostess* program. She will be confined to the wheel chair several weeks.

Connery Criticizes FC And Promises to Revi Plan for Investigatio

NOTICE was served on the Hou June 16 by Rep. Conner (D-Mass.) that he again will d mand a "thorough investigatio of the FCC at the next session Congress "in order that we m protect the American people fr the Radio Trust and Americ homes from profanation by in cent radio programs".

In a biting address, Rep. Co nery attacked the FCC for its p ported failure to take acti against stations broadcasting legedly obscene material. He c plained that for 16 weeks his re lution for an investigation of t FCC has been pending without tion and there was little hope d ing the waning days of this s sion.

Mr. Connery referred particul ly to a script program which declared was broadcast over a s tion that was so obscene that could not be reproduced in t *Congressional Record*. He hand copies of it to interested Congre men, however. In introducing resolution originally, Rep. Conne attacked particularly an allege profane Spanish poem broadc over an NBC network early t year sponsored by the Mexic Tourist Bureau.

The Massachusetts Congressm has been staunchly advocating t cause of WLWL, Paulist Fath station in New York. The Pa ists, it is understood, recently co plained to the FCC about alleg ly profane plays broadcast o WOV, New York, in Italian. W is involved in sales negotiati with WLWL. It is presumed matter to which Rep. Connery ferred was a script of these p ticular plays.

DR. KAHLER SHOE SHOP, L Angeles correctional shoe compa is using KGER, Long Beach, four evening hours a week in form of an all-Jewish musical ho A free foot analysis, via machi is offered listeners who visit store and mention the radio p gram.

Member Station, Columbia Broadcasting System

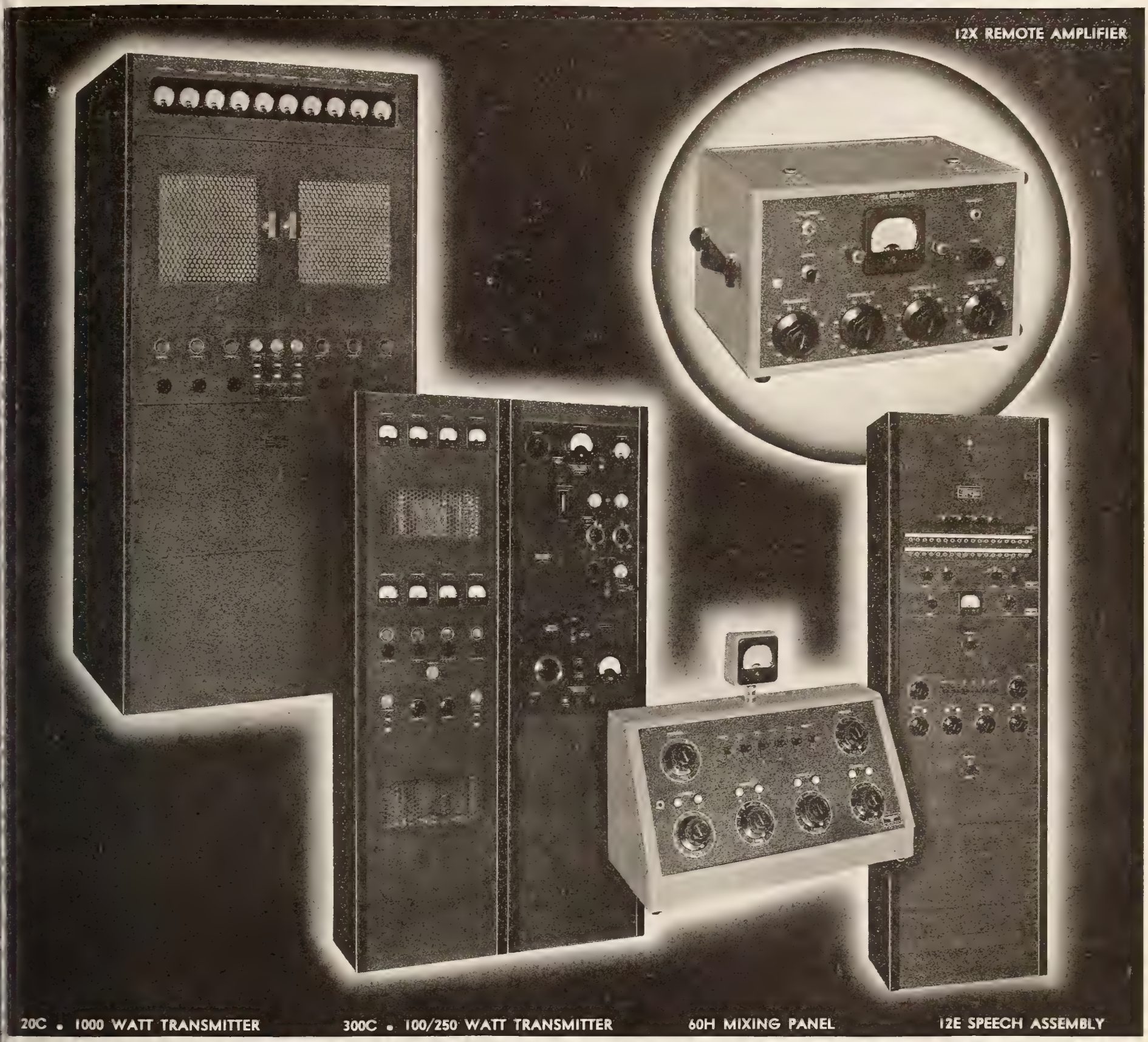
IN
NASHVILLE
WLAC
5,000 WATTS
J. T. WARD
President

Paul H. Raymer Co., National Representatives

WIL
THE PIONEER COMMERCIAL
STATION IN ST. LOUIS

On the Air February 9th, 1922, with first commercial broadcast.

BASEBALL SCORES!
End Each 3 Innings
Each Major League Game
KFEL - KVOD
— DENVER —



NAB CONVENTION

★ ★ ★ ★ A COMPLETE BROADCAST STATION installation will be on display at the NAB convention in Chicago July 6, 7 and 8. A cordial invitation is extended to broadcasters to inspect the equipment and to discuss their requirements with members of the company's staff.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street



EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — All America Cables

Mackay Radio

Skinner Scans Future for RMA

(*Continued from page 41*)

will depend to a very large degree on the movie and talkie producers for the production of films for television broadcasting. The required technique is the same.

Five-point Plan

RMA has tried to crystallize the basic needs of television in a five-point plan. The five points are given below in brief and will be developed in more detail later in this report.

1—One single set of television standards for the United States, so that all receivers can receive the signals of all transmitters within range.

2—A high definition picture approaching ultimately the definition obtainable in home movies.

3—A service giving as near nationwide coverage as possible.

4—A selection of programs, that is, simultaneous broadcasting of more than one television program in as many localities as possible.

5—The lowest possible receiver cost and the easiest possible tuning, both of which are best achieved by allocating for television as nearly a continuous band in the radio spectrum as possible.

In Europe, television is being directly sponsored by governments, which have committed themselves to establishing a service for their citizens. In the United States, there is little talk of government sponsorship of television. Development costs here have to date been borne entirely by private American industry. RMA believes that this potentially great new force in public life should develop along the sound lines of private initiative and private enterprise with full and free competition in the public interest, and with only such regulation by the government as is necessary to conserve the public interest.

Although we already have spent millions of dollars in research and have made much progress, television is still not ready for the public. A commercial service is probably several years off—for reasons that will be given. However, now is the time to stake out the space in the radio spectrum to give television room to develop and to establish basic technical standards as a guide for further research and development.

We believe our technical pro ress to date in television is at lea as great as in any country in t world. However, due to the larg area of the United States and t lower density of our populatio the problems of providing a n tionwide service are greater he than in Europe. Perhaps mo space in the spectrum must be a located to television in the Unit States. Certainly more statio must be provided to cover t United States than to cover a one European country. But RM believes that the problems c and will be solved and that t American public can look forwa to a regular television broadca service, in the future, with t same confidence as the public Europe.

RMA has, of course a selfish i terest in television. With the a dition of television, the radio ma ket should be greatly enlarge

We must plow a lot more mon into television before there is a hope of taking any out. We rea ize that it may be years befo anyone makes any money in tel vision and that in the meantir we must continue to spend a gre deal of money in research and d velopment.

But beyond the profit which hope will ultimately come out television, we see in television opportunity to make a big cont bution to the prosperity of t whole country, an opportunity do our share toward the elimin tion of unemployment. RMA vie television ultimately as a busine a business which will employ ma thousands of people in the prod tion and operation of broadca equipment, in the production receiving sets, in the producti of daily programs, and in the fiel of distribution and service. Te vision, we believe, is one of t new businesses the country nee to create new jobs.

RMA is going to take a lot pride, also, in helping to build service which promises so grea to enrich the life of the Americ people. Radio today is a gre source of entertainment and ed cation. Television will be an i portant expansion of the serv of radio.

Gradual Growth

FROM the economic standpoi it is probable that the spread commercial television broadca ing over the United States wil gradual, extendin over ma years. Obviously, the higher density of population, the bet the chance of supporting the c of a broadcasting station and c of operating it. Both costs v probably be high. We may t expect to see television broadca ing at first in only the larger citi with expansion into the smal centers taking place gradually,

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Baseball Play by Play.

Speaking of Surveys
out of 100 calls—53 Radios were in use
52 of the 53 were tuned to
1000 Watts 1260 Kc. KGVO MISSOUI MONTAN
A Popular Radio Station

technique of operation is per-
ted.
With the service range of the
erage transmitter limited to 25
30 miles, it is going to be diffi-
t to bring television to all rural
as. Nationwide coverage for
ne time to come may be defined
coverage of towns of 10,000
ulation or over.
However, it is possible, as
merous beam relay chains are
talled, crossing and criss-cross-
the country in all directions,
t a large number of small in-
mediate receiving areas can be
ated along the beams which
l cover in the aggregate large
as of rural and semi-rural pop-
tion.
In the laboratory, television ex-
iments have reached a promis-
stage. Much work has been
ne in the RCA Laboratories in
mden, in the Philco Laborator-
in Philadelphia, in the Farns-
rth Laboratories in Chestnut
ll, Pa., in the Hygrade-Sylvania
boratories in Emporium, Pa., in
Hazeltine Laboratories in New
rk, and in the General Electric
d Westinghouse and Bell Lab-
atories.
Outside the laboratory, experi-
ntal high-definition television
adcasts have been on the air
some time from the Philco
dio and Television Corporation
evision transmitter in Philadel-
a, and from the RCA-Victor
evision transmitter at Camden,
J., and this summer experimen-
high definition broadcasting is
eduled to begin from the Em-
e State Bldg. in New York City.
Within the summer an increased
mber of test receiving sets will
in use by engineers of RCA,
ilco, and probably others.
As these receivers are used
ly, from a multitude of loca-
ns near to and far from the
evision transmitters, it will be
ssible to gain information suf-
ently extensive and sufficiently
e actual consumers' usage to
cover the extent of the commer-
l service that can initially be
dered and the "bugs" which
st be worked out of the equip-
nt before receivers can safely
bought by the public.
Unlike sound broadcasting, tele-
ion cannot "feel its way"
ough the early stages of its
mmercial growth. As sound
adcasting improved, even the
liest radio receivers could still
eive after a fashion. That is
t necessarily true of television.
less tentative standards are now set, and later confirmed by extensive field tests under all sorts of conditions, receivers might be built and sold to the public which would be completely obsoleted within a year or two. Commercial television must be born "full grown".

RMA believes that television service to the general public in their homes is feasible only over the air. The tremendous cost of coaxial cables, capable of carrying the wide frequency range necessary for high definition pictures would seem to eliminate the possibility of a television service to homes over wires.

However, coaxial cables may prove to be of great use, along with the radio television relay stations, in connecting television broadcasting stations for chain programs.

Basic Standards

RETURNING to the RMA five-point plan:

1—**Uniform Standards**—The engineers of the radio industry have held many meetings under the auspices of RMA and have arrived at practically complete agreement on basic television standards. Nine basic items have been covered, laying the groundwork for future television developments, all pointing to the same goal, namely, one single system of television for the whole United States, with every receiver capable of receiving every broadcast reaching its locality.

2—**High Definition Pictures.**—RMA recognizes the necessity of a high definition picture as the basis for sustained public interest and approval. The American public is familiar with home movies. It will expect television pictures to compare favorably with home movies. This is a difficult requirement to meet. At best it will take time to achieve. To make it possible at all, requires between 440 and 450 lines per picture, necessitating a channel width of 6 mc.

It is somewhat startling to find that, for the quality of picture the American public will demand, each television channel must thus be 600 times as wide as the ordinary sound broadcast channel of 10 kilocycle width, or expressing it in perhaps still more startling fashion, that a single television channel must be approximately six times as wide as the whole present standard sound broadcast band of 1060 kilocycles and 106 channels.

3—**Nationwide Coverage.**—It is not easy to find sufficient space in the radio spectrum for enough television channels to provide nationwide coverage, especially since consideration has to be given to what are believed to be the necessities of services other than television.

The most valuable part of the spectrum for television starts at 42 mc. At this frequency a given amount of broadcasting power provides the greatest signal intensity in the surrounding territory. The RMA Television Committee report will request therefore a television band extending from 42 to 90 mc.

From 56 to 60 mc. there is a band allocated to amateurs. RMA recognizes the service the amateurs have contributed to radio development and their importance to the nation in providing a reserve of trained radio operators in times of emergency. RMA will therefore not request these frequencies for television unless it is found by the Commission that this band is not urgently needed by the amateurs, or is not especially well suited for amateur work. If so, another desirable television channel could be provided from 54 to 60 mc. and a highly desirable continuous television band would result.

Frequency and Power

TELEVISION has had its greatest development to date at frequencies toward the 42 mc. end of the band requested. However, research work is in progress in the section toward 90 mc. It is known that as the frequency increases the amount of power required to provide a given intensity of signal increases tremendously. Much more power is required at 90 mc. than at 42 mc. Moreover, poor reception areas, in the so-called shadows produced by tall buildings, increase greatly as the frequency increases.

It is confidently believed, however, that the upper channels toward 90 mc. will be very useful in establishing broadcasting in localities where the area to be covered is not too great, and where not too many tall buildings are present, whereas the channels toward 42 megacycles will provide the greater signal strength and penetration necessary to cover large metropolitan areas.

Without the Amateur band, the space from 42 to 90 mc. provides seven television broadcasting channels. This is probably not enough for a nationwide television service, because it is doubtful whether stations on the same frequencies can be located closer than several hundred miles without interference.

It is definitely known that a useful signal may be received at any point where an unobstructed line of sight exists between the receiving antenna and the transmitting antenna. It seems probable that the service range may extend somewhat beyond this visual horizon. But the signals have an interference range much

A. A. U. BASKETBALL TOURNEY
Broadcast Exclusively By
KFEL - KVOD
— Denver —
(Sponsored by Chevrolet)

THERE IS NO SUBSTITUTE FOR EXPERIENCE

We Were the Pioneers—
IN — Field strength surveys— Site location studies and tests— Synchronization developments.

We Prepare—
Coverage reports and surveys that are modern and embody present standards.

We Design and Install—
Directive antennae to increase coverage and reduce interference.

We Make—
Interference measurements with special and patented equipment.

★

GLENN D. GILLETT
Consulting Radio Engineer
National Press Bldg. Washington, D. C.

"A" CUT CRYSTALS

For immediate delivery: broadcast band crystals with temperature coefficient less than three parts per million per degree C. Mounted in variable air gap Isolantite holder ---------- $50.00

Also:
A complete line of heater or oven type mountings with bi-metallic or mercury column thermostats, with or without thermometers.

HOLLISTER CRYSTAL COMPANY MERRIAM, KANSAS

greater than their service range.

At many times the signals persist for considerable distances beyond the useful service range. They must be reckoned with over a much greater area from the standpoint of interference. In the absence of practical experience to date on any large scale, it will be necessary to assume that signals from any station may cause interference with another station on the same channel several hundred miles away, the distance varying with the power output of the respective stations, the topography of the intervening country and the height of the transmitters.

It must be assumed that if a given channel is assigned in Boston, that channel cannot be assigned to any other center nearer than Philadelphia, and any channel assigned in New York cannot be assigned again any nearer than in Baltimore or in Buffalo. Similarly, any channel assigned in Cleveland probably cannot be assigned in Toledo, Akron, Youngstown, Buffalo or Detroit.

Separating Stations

IT IS NOT LIKELY, at least in the early days of broadcasting, that adjacent television channels can be assigned in the same city, because of probable interference. Only field tests on a large scale and over a long period of time will finally determine the necessary separation of frequency assignments in the same locality.

Seven television channels may prove insufficient to provide television service to all the urban centers in the United States.

But, however idealistic it may seem, we must make nationwide television service our ultimate goal. Perhaps nationwide service can never be 100% achieved, but to keep the possibility of it open, much additional space in the spectrum above 90 megacycles must be reserved for experimental purposes.

RMA should prefer that the additional space be continuous from 90 megacycles, but we recognize that other services probably have legitimate needs in that part of the spectrum.

RMA therefore will ask for an experimental television band starting at 120 mc. This is required to provide space for television relaying and television pick-up from the field to the transmitter, as well as much needed space for additional broadcasting channels in the future. But it is practically virgin territory and a vast amount of research must be done before television broadcasting becomes a reality at these frequencies.

RMA believes, however, that the technical problems must and will be solved and it asks for the full right to experiment from 120 mc. upwards. Unless these frequencies are held open, we are afraid that the door to adequate nationwide television might be forever closed.

4—A Selection of Programs.—The public should have a selection of television programs. To maintain competition and avoid monopoly two or more simultaneous programs in most localities would seem to be a prime requisite.

It will be difficult enough to provide nationwide coverage on a single program basis. It will be much more difficult to provide two or more simultaneous programs in a locality.

The evident desirability of such multiple program service further emphasizes the necessity for more than seven channels and the necessity of providing space for further experimenting above 120 mc.

Two Receivers in One

5—Low Cost and Ease of Tuning.—It cannot be expected that the cost of a television receiver will ever approach the low cost of a sound radio receiver. In the first place, a television receiver is inherently very much more complicated. In the second place, it must receive not only the picture, but also the accompanying sound, so that a television receiver must be two receivers in one.

Neither can it be expected that a television receiver can ever have as simple tuning controls as sound radio receiver. A televisio receiver must have all the contro necessary for a sound radio r ceiver plus an additional set controls required for television.

However, both cost and ease tuning are helped materially continuous or nearly continuo bands in the spectrum are allotte to television.

Cost of Receivers

IT IS too early to state very def nitely the cost to the public of television receiver. In England is predicted that receivers, whe ultimately available to the publi will sell for about $500. Whatev the initial cost, it should come dow as the art progresses, just as th cost of sound radio receivers ha come down. However, it is beyor all bounds of possibility to expe that the cost of television receive will ever come down anywhere nea the cost of sound radio receiver Television receivers will always l very much more complicated ar correspondingly more costly.

However, RMA is convinced tha even at the fairly high prices whic will be necessary, television r ceivers will be bought in larg numbers. The standard of livin of the American people will co tinue steadily to increase. It is r more daring today to visuali millions of television receive ultimately in use than it was 1900 to visualize millions of moto cars in use, or in 1920 to visuali millions of sound radio receive in use.

But just as it took ten years more for the automobile to con into general use, and nearly th long for sound radio, RMA b lieves that at least ten years w



GRADUATES—Here are members of the graduating class of Capit Radio Engineering Institute, in Washington, as well as guests, at th annual commencement banquet held June 6 in Washington.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Election Returns.

WSPD

TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

National advertisers know from experience that WSPD must be used to get Blanket Coverage in this market of over a million and a half.

WSPD TOLEDO OHIO

STUDIOS COMMODORE PERRY HOTEL TOLEDO, OHIO

TRANSMITTER PERRYSBURG, OHIO

WE CAN IMPROVE YOUR PROFITS

Many opportunities exist for increasing Profits of broadcasting stations. Better realization of present sales potentials. More efficient organization. More economical operating practices. Better planning for future growth.

Through impartial survey of station organization, we develop neglected sources of revenue; strengthen weak points in policy and procedure; eliminate unprofitable practices. We also make special studies of budgets, business systems, sales and promotion, personnel, taxes, depreciation, etc.

Ten years experience in management and reorganization work assures a practical viewpoint.

For firms desiring to establish new stations, we have complete data on investment and economic needs of stations.

Inquiries invited. References furnished on request.

ALEXANDER SHERWOOD

Business Consultant in Broadcasting

320 N. 50th Street Omaha, Nebraska

required to bring television into eral use.

ot only have the American ple shown an appreciation of rovements in their standards living, but they have shown a ural ability to assimilate in- tions and improved customs radically to change important its of living in a decade or . They have shown the ability get what they wanted and to nce what they wanted to get. en one reviews the fact that purchases of tens of millions motor cars have been success- y financed, and the average or car represents a bigger in- tment than will the television iver, it does not seem beyond bounds of reason to assume the people will ultimately ways and means of purchas- a correspondingly large num- of television receivers, if gh radio channels are now set le to permit television broad- ing to develop ultimately into ationwide service.

Public Wants Television

IS not likely at this time that of us can predict in detail the imate television broadcasting cture. We are not sure either ll the technical limitations on one hand, or on the other d, of new technical discoveries ch will permit a greater serv- than we dare assume in our ent state of knowledge. We not sure how station costs and rating costs can be covered, how many stations can be sup- ed in a given locality. If we t to make a start until all e unknowns have been elimi- d, we shall probably never t.

the opinion of RMA, the FCC in television a great oppor- ty and a great responsibility. e is an impartial body with no rest to serve except the public rest. The public is already ly aware of television. The lic not only wants television, it expects television, and it ns to be getting somewhat im- ent over the long time it is ng to work it out.

MA asks the Commission for oval of the principles of its -point Plan. We ask the Com- ion to stake out now for the ic enough television space in radio spectrum to keep open possibility of a nationwide vision service.

fter a further period of experi- tation, in the laboratory and field, the Commission will have the responsibility of making definite broadcasting assignments, assignments that will insure the greatest possible service to each locality, assignments that will not lead to any monopoly, assignments which will preserve the American system of competition, but which will prevent the creation of so many competitive stations that none will have enough revenue to provide fine programs.

RMA feels that the FCC will supply the flexibility necessary to allow television broadcasting to grow, and at the same time keep firm control of the situation, so that it will not get out of hand, as radio broadcasting threatened to do before the days of the Federal Radio Commission.

KFVD, Los Angeles, purchased several weeks ago by J. F. Burke, formerly of Santa Ana, Cal., and associated interests, from the owners of KFAC, was taken over by its new owner June 15 following approval of the transfer by the FCC.

KLZ's BIG PICNIC

Thousands Frolic in Park and Get Free Amusement

NEARLY 5,000 people responded to the invitation of KLZ, Denver, to attend a Radio Picnic on Sunday, June 14. The only promotion given the picnic was a series of brief announcements informing the public that tickets were available at KLZ's studios and at a number of stores throughout the city. Each person requesting the tickets was given as many as he desired. The ticket contained a free admission stub, one which entitled the guest to free ice cream, a free merry-go-round ride, and three hours of dancing. In addition to these, were half-rate stubs to any ride in the park.

Highlight of the affair was a 45 minute Meet-the-Artists program which was also broadcast. A number of KLZ artists were introduced and each performed. The announcing staff was introduced and interviewed by Wesley Battersea. A large number of the guests, attracted by free picnic grounds, brought their own lunches which they supplemented with the free ice cream. About 6,000 packages of ice cream were distributed to adults and children.

Trade Commission Actions

THE Federal Trade Commission has filed complaints alleging unfair claims for products of these advertisers: Bourjois Inc., and Barbara Gould Sales Corp. (Evening in Paris cosmetics etc.); No-Doz Laboratories Inc., San Francisco (NoDoz Awakeners); Federal Enameling & Stamping Co., McKees Rocks, Pa. (kitchenware): Stipulations to revise claims have been signed by the following advertisers: Pompeian Co., Bloomfield, N. J. (cosmetics); Chocolate Products Co., Chicago (Stillicious).

AMERICAN missionaries in Shanghai have asked and secured permission from the Kellogg Co. and Ireene Wicker to present Miss Wicker's *Singing Lady* scripts in both Chinese and English.

Linton Expands Service

RAY LINTON, Chicago representative, has been appointed branch manager in Chicago and the Midwest for WIP, Philadelphia, in connection with similar responsibilities for station WMCA, New York City, also o the Inter-City Group. The Inter-City Group, according to Mr. Linton, is now carrying 18 hours daily of sponsored chain programs, including its latest acquisition, True Story's *The Good Will Court* which came on the air early in June and which is also carried by Mutual. Before he opened his own office as station representative a year ago, Mr. Linton was a salesman for WBBM, Chicago, and later vice president of Greig, Blair & Spight, Chicago.

NAB Conventioneers . . .

Universal's new professional RECORDING MACHINE, DISCS and ACCESSORIES and MICROPHONES will be DEMONSTRATED by staff engineers at The Stevens during the NAB Convention.

See

Dr. Ralph L. Power, advertising manager of Universal, at The Stevens.

Or

L. G. Cushing, Chicago representative, room 513, 540 No. Michigan Ave., 'phone Delaware 1561

UNIVERSAL MICROPHONE CO., Ltd.

24 Warren Lane **Inglewood, Cal.**

EWAY ONTDAY AVEHAY OTAY EEKSPAY IGPAY ATINLAY!

Whether we're talking to a local merchant or to a *national* advertiser, we don't have to stutter! With Station WAVE you get 100% potential coverage of the richest market in Kentucky, plus a good coverage of secondary markets. You do not have to pay for sending a high-powered signal into remote reaches and fastnesses. You get all the benefits of being on the *only* near-by station that carries N.B.C. features. And the cost is low.

If you're judging stations by *results per dollar of expenditure*, we believe we can prove to you that WAVE ought to be 'way up near the top of your list.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Editorial Hour Wins

LARGELY because of the enormous popularity of the *Atlanta Journal's Editorial Hour* over WSB, a Friday evening half - hour during which the editorial page of that newspaper goes on the air with the editors doing a colloquy, the *Journal* last month was awarded the Georgia Press Association's annual prize for editorial excellence. Even the Associated Press, never too liberal toward radio, in its story paid tribute to the radio feature.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Police Releases direct from Police Headquarters.

Jolliffe Discusses RCA's Television

(Continued from page 44)

continued, "that to obtain a satisfactory television picture a signal strength of 1 millivolt or more is necessary and, as in every other case of radio reception, a small percentage of interference can be tolerated. It appears that above 40,000 kc. this interference will be occasional and will probably occur during the time of day when television programs are of the least interest."

Today, Dr. Jolliffe said, the limit of commercial vacuum tubes capable of radiating high - power television signals is something of the order of 60,000 kc., but it is expected that research will increase this limit. He suggested a continuous band up to 90,000 kc., as RMA proposes, so that an efficient single dial receiver can be manufactured to cover the entire band with tubes of current design. He also concurred in the RMA recommendation that additional bands above 120,000 kc. be allocated for television research, to be used during the early stages of development of the 42,000-90,000 kc. band for short distance relaying of programs such as is done in sound broadcasting.

"We realize," Dr. Jolliffe concluded, "that this presentation is sketchy and full of estimates and approximations. However, we just haven't advanced far enough to do anything else. RCA expects to be able to answer many technical questions more definitely within the next few months. We ask now that sufficient space be reserved in the frequencies which we believe to be suitable for television in order that television may be made available in the United States. When and if television is far enough advanced to receive general acceptance, its development should not be hampered by the necessity of displacing other services."

Replies to Questioning

THE Jolliffe television presentation occupied an entire afternoon session, with Comdr. Craven starting the questioning by asking whether, if television occupies such a huge chunk of the spectrum with its 6 mc. bands, other services could also be accommodated in those bands. Dr. Jolliffe replied that if they are sufficiently remote, such as extremely low power ship or forestry stations at least 200 miles away from a transmitter, they might be—but he thought, it would be poor policy to permit any such services. Asked whether any other methods than cathode ray scanning were available, Dr. Jolliffe asserted that mechanical scanning is available but that, along with the RMA, he favored one standard for all systems.

Asked regarding rural coverage, Dr. Jolliffe admitted that the proposed setup favors the cities at the outset. Comdr. Craven wanted the speaker's opinion on utilizing the intermediate bands around 2,000 kc. (which under pending new regulations are to be abandoned by their present television experimental occupants) and Dr. Jolliffe replied that the band widths there available are not enough for high definition comparable to home movies, which he said will alone be acceptable to the public.

"If we do not allocate anything to television below 100,000 kc.," Comdr. Craven asked, "what will be the effect on the art?"

"We'll have to start all over again," Dr. Jolliffe replied.

Commissioner Sykes wanted to know why the proposed system offered no rural coverage, and Dr. Jolliffe replied that it was due to the extremely limited area of reception of any one transmitter. Since transmission is limited to the horizon, he said, it would mean that stations would be required every 40 miles or so and this would entail enormous costs. He frankly asserted that television's service at the outset may be confined to the big cities.

Commissioner Stewart pointed out that the RMA and RCA were asking for something like 57% of the channels under consideration, and Dr. Jolliffe agreed that this was so.

Capt. Hooper pointed out that the seven available 6 mc. bands would be quickly used up by any system of master and "booster" stations since one band was needed to receive and another to transmit. Dr. Jolliffe admitted this, too, was the case but he insisted that "we must have reception that is good." Pressed by Capt. Hooper, who represents the government committee which is itself seeking something like 53% of the frequencies between 30,000 and 200,000 kc., Dr. Jolliffe agreed that television asks a great share of the bands and offers a relatively limited service, but he asserted that this is one of the barriers of high-definition television that cannot be overcome as yet — and he added that further developments beyond 120,000 kc. might expand the service in the future.

CALDWELL ELECTED BY RADIO LAWYERS



Mr. Caldwell

LOUIS G. CALDWELL, Washington attorney, was elected president of the Federal Communications Bar Association at a dinner-meeting held in Washington June 17. Prime mover of the venture, Mr. Caldwell has served as chairman of the organization committee for the last several months. He was the first general counsel of the Former Radio Commission in 1927.

Sixty - nine lawyers regularly practicing before the FCC and its divisions joined the organization following the dinner meeting. The purpose is to "promote the proper administration of the Communications Act of 1934 and related Acts, to uphold the honor of practice before the FCC and to encourage cordial intercourse among those practicing before the FCC."

In addition to Mr. Caldwell officers elected to serve for the year beginning July 1 were Ralph Kimball, Western Union attorney, vice president and George O. Sutton, Washington attorney, secretary-treasurer. The executive committee elected comprises Duke M. Patrick, former FCC general counsel, and Frank D. Scott, Washington attorney, for three years; Frank Quigley, A. T. & T. attorney, and Paul D. P. Spearman, former FCC general counsel, for two years, and Philip Hennessey, NBC Washington counsel, and Ben S. Fisher, attorney, for one year.

The dinner was addressed by Walter M. Bastian, president of the District of Columbia Bar Association, and Frank Roberson, assistant general counsel of the FCC.

Barbasol on NBC

WASEY PRODUCTS Inc., New York (Barbasol) will begin its fall radio schedule Sept. 4, using an NBC-Blue network, Fridays, 8:15-8:30 p. m. The basic network program will be broadcast at this time, with rebroadcast to KLO, Ogden, and the Pacific Blue network at 11:30-11:45 p. m. Singing Sam will be talent as in the past. It is the first time Barbasol has used NBC. The program will originate from WLW, Cincinnati, and is signed for 39 weeks. Erwin, Wasey & Co. Inc., New York, has the account.

EDDIE and Fannie Cavanaugh, broadcasting the Illinois Meat Co. program over WBBM, Chicago, have earned for themselves the prestige of being the oldest man and woman team on radio, in years of radio service, west of the Alleghenies.

DOUGLASS DOOLITTLE, PRESIDENT

Salesvertising ASSOCIATES INCORPORATED

234 SOUTH WELLS STREET

Chicago TEL. WABASH 0248

May 6, 1936

Mr. James F. Hopkins,
Station W J B K,
Detroit, Michigan.

Dear Mr. Hopkins:

Have just checked my record of results for the series of six (6) one minute announcements your station ran for our client, the Stainless Steel Products Company, and arrive at the amazing total of 3,665.

They wanted returns and it looks like they got them. I have already, at Mr. George Roesler's request, jacked them up on getting the gift cards out. Just between you and me I think your station pulled so well that we caught them short and will report to you what I hear from them.

Sincerely yours,

SALESVERTISING ASSOCIATES, Inc.

By Albert E. Russell

A.E.Russell:fhp

FOR KANSAS CITY COVERAGE

WREN

"A Bird in the Hand"

Department Stores to Expand Radio Schedules, AFA Is Told

Public Utilities Can No Longer Get Along Without Broadcasts, Official of Utility Company Says

(Special to Broadcasting)

BOSTON, June 30—More department stores will increase their radio advertising budgets during the latter half of the current year than will add to their expenditures in any other major medium, it was revealed by Dr. Herman S. Hettinger, Assistant Professor of Marketing of the University of Pennsylvania in an address before the Sales Promotion Division of the National Retail Dry Goods Association held here in connection with the Advertising Federation of America convention.



Mr. Grant

Of approximately 100 stores questioned by the Association, 35% planned to increase their radio advertising appropriation, 17% to reduce it and 48% to leave it unchanged.

Utility Radio Session



Mr. McCarty

A RADIO feature of the AFA convention was the Public Utilities Advertising Association conference, June 30, at which Will C. Grant, advertising director, Lone Star Gas Co., Dallas, was slated to lead a discussion on the use of broadcasting.

Speaking for American Gas Association, and its Regional Advertisers Inc., Charles W. Person, secretary of Regional, was to describe how gas utilities are successfully using the *Mystery Chef* network and transcription series. [See text of his prepared address on page 62.]

Clarence L. Davis, vice president, Batten, Barton, Durstine & Osborn Inc., New York, and account executive for Niagara Hudson Power Corp. and subsidiaries, was to describe cooperation of local utilities with the General Electric Co.'s *Melody Mastery* series last winter on an NBC network, using the 11 p. m. hour on Sundays. The program attracted wide attention in advertising circles because it was broadcast at such a late hour.

Public utilities can no longer afford to overlook radio as an advertising medium, in the opinion of R. S. McCarty, manager of the advertising department of Philadelphia Co., Pittsburgh. Mr. McCarty was to explain how the Philadelphia Co. merchandised its broadcast series.

Others scheduled to speak were Henry Obermeyer, Consolidated Edison Co. of New York, and Arthur P. Kelly, Rochester Gas & Electric Co.

Inter-City Group carried a number of addresses from the main convention session, keyed from WMEX, Boston.

A plea was made by Dr. Hettinger for a greater understanding on the part of retailers and broadcasters alike of each others problems, which, it was stated constituted the greatest problem in the retail radio advertising field today. Dr. Hettinger also pointed out that department stores had lagged behind the general retail field in adopting radio, and said that during the first four months of the current year increases in radio advertising over the corresponding period of 1934 by various types of retail outlets had been as follows: Automotive retailers 102%; clothing and apparel shops 80%; housefurnishing retailers 52.6%; foodstuffs 27% and department stores 21%.

"Radio must be able to effect sales for retail stores or also these smaller stores, with limited budgets and needing to strain every dollar to the utmost, could not have employed the medium to the degree and with the consistency which they have done," said Dr. Hettinger.

A Versatile Medium

RADIO was described as a highly versatile medium, able to be applied in the retail field for a variety of purposes. Bargain sales, the advertising of merchandise in the regular price lines, the promotion of special sales, advertising designed to bring people into the store, the building up of specific departments and portions of the store, the creation of store individuality and personality through the dramatization of store policies, service and points of distinction, tieing in with the advertising of manufacturers, and stimulating the morale of the sales force were among the uses cited by Dr. Hettinger. These, he claimed, already had been used by enterprising retailers scattered throughout the country.

The ability of small stores to begin with radio advertising and to increase their efforts as their business expanded was stressed particularly by Dr. Hettinger. One instance was cited of a Michigan food store which began radio advertising less than two years ago. At this time the store enjoyed a weekly business of $500. With no other medium than radio, it succeeded in building up its revenues to an average of about $6,000 weekly.

Several rules were set forth by Dr. Hettinger as guides to successful radio advertising.

"1. Please visualize radio in relation to the entire store promotion problem. Too much retail radio advertising is done piece-meal.

"2. Be certain to coordinate radio advertising with other promotion.

"3. Educate your buyers and merchandising executives as to the value of radio advertising. Since most of them are limited in experience to newspaper advertising it is only natural that they should prefer to spend their money in a medium which they know. Unless you break down buyer resistance you cannot expect to get the most out of radio.

"4. Do not burden specific departments with your radio advertising costs at the outset. Consider it as a portion of the general store budget until it has proven itself. Then treat it as other media.

"5. Either spend enough money and broadcast regularly enough to do a thorough job or stay out of the medium. It would be best for both radio and retailing if the half-hearted broadcast advertiser would stay away from the medium.

"6. If you get into radio see to it that you have adequate organization to do so.

"Finally, approach radio experimentally and open-mindedly. As Mr. Oreck told the AFA convention in Chicago last year, I do not believe the most optimistic broadcaster or retailer has any conception of the value of radio as a retail advertising medium."

Praise From Prall

ALFRED J. McCOSKER, chairman of the board of Mutual network and WOR president, opened radio proceedings at the Democratic convention in Philadelphia by introducing Anning S. Prall, FCC chairman, from the Mutual convention studio. Mr. Prall congratulated networks on their elaborate pickup arrangements and said "the marvel of radio will enable millions who could not otherwise be present to attend this marvelous event. My observations of the radio facilities which have been set up lead one to believe your listening facilities will be perfect."

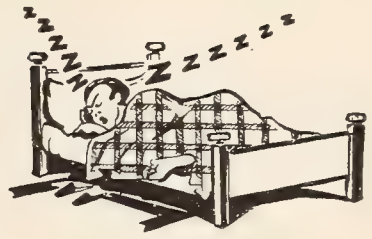
WANTED

Radio Director

By Advertising Agency

To a Radio Director controlling some billing of his own, a well-financed first-rate small New York Agency offers the opportunity of heading and building up its Radio Department. Some of present accounts provide opportunity for radio development and other close contacts involve similar possibilities.
Thorough knowledge of program building, time, talent, etc. necessary.
The Agency offering this opportunity will be found a congenial, cooperative place in which to materialize your own possibilities. For interview, address in confidence:

BROADCASTING
Box 508



ENCEPHALITIS LETHARGICA

Does RADIO suffer from it at certain times of the year? Not at KFNF in Shenandoah, Iowa!

The Tom Mix Circus played Shenandoah on June 11th, this year. Arrangements were completed just 24 hours ahead of the show, for a radio interview with Tom Mix himself. Using just six "station break" announcements to plug the event found the spacious KFNF main auditorium with all seats taken an hour ahead of the program. Thirty minutes before Mix was to appear, the SRO sign was hung out. When Mix made his appearance, the main studio (will hold 60 people) was jammed and an overflow crowd was waiting in the street. A conservative estimate placed the number of children at between 800 and 1000, besides the grown folks who, "came to bring the children".
KFNF is a "12 months, year-round" station and in all its life has never had to contend with SLEEPING SICKNESS, summer or winter. The advertiser on KFNF gets full attention of the KFNF audience at any and all times of the year.

KFNF INCORPORATED, SHENANDOAH, IOWA

"The Friendly Farmer Station"

SELL ALL SOUTH CAROLINA

5000 WATTS — G. RICHARD SHAFTO, MANAGER

WIS — COLUMBIA

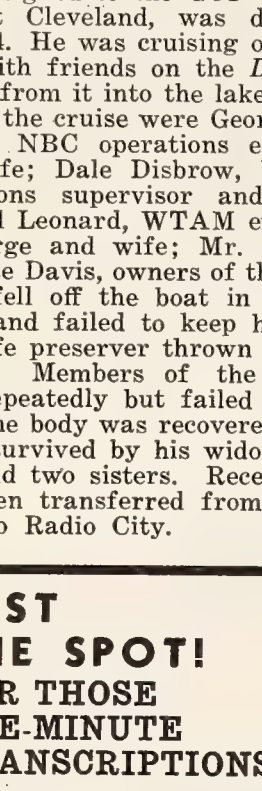
560 KILOCYCLES — FREE, JOHNS & FIELD, INC., NAT'L REPRESENTATIVES

Earle Tyler

EARLE TYLER, 30, NBC engineer assigned to the GOP convention at Cleveland, was drowned June 14. He was cruising on Lake Erie with friends on the *Dolphin*, falling from it into the lake. With him on the cruise were George McElrath, NBC operations engineer and wife; Dale Disbrow, WTAM operations supervisor and wife; Edward Leonard, WTAM engineer in charge and wife; Mr. & Mrs. Clarence Davis, owners of the boat. Tyler fell off the boat in choppy water and failed to keep his hold on a life preserver thrown by McElrath. Members of the group dove repeatedly but failed to find him. The body was recovered later. He is survived by his widow, parents and two sisters. Recently he had been transferred from Hollywood to Radio City.

JUST THE SPOT!
FOR THOSE ONE-MINUTE TRANSCRIPTIONS
KFEL-KVOD NEWS SERVICE

NEWS WHILE IT IS NEWS
ON THE HOUR—
EVERY HOUR!
7 A.M. TO MIDNIGHT



• INDICATES SPOTS AVAILABLE FOR 1-MINUTE ANNOUNCEMENTS DURING NEWSCASTS AT $10.00 EACH, LESS QUANTITY DISCOUNTS.

WORLD-WIDE COVERAGE BY TRANSRADIO PRESS SERVICE

GENE O'FALLON
Sales Manager
Albany Hotel
DENVER
SUITE NO. 2340A
STEVENS HOTEL—CHICAGO
DURING N. A. B. CONVENTION

GETTING TOURISTS TO LISTEN

WCCO and State Bureau Cooperate to Inform Visitors Of News Broadcasts and Other Programs

THE Minnesota State Tourist Bureau in cooperation with WCCO, Minneapolis, and the *Minneapolis Star*, recently sent bulletins of WCCO's daily schedule of news broadcasts to all Minnesota summer resorts and summer hotels. The Gopher State is expecting a record-breaking tourist season for 1936, and many resorts are experiencing the heaviest reservations in their history. Many of these Minnesota summer vacation resorts are in isolated spots reached by daily newspapers 6 to 24 hours after they are published. Last year, WCCO sent out a schedule of its news broadcasts to several resorts and they were received with such enthusiasm that this year, in conjunction with the State Tourist Bureau, a special bulletin was provided for every resort and summer hotel in the state.

WCCO has also cooperated with the Tourist Bureau for the last 3 years in presenting weekly broadcasts concerning the attractions of the 10,000 lakes as a vacationland. In issuing the news broadcast schedules, the Minnesota Tourist Bureau sent the following to all resort owners:

"Herewith is the Newstime schedule of radio station WCCO for posting at your resort or in your clubrooms for the convenience of your guests and visitors. You are also invited to listen in every Saturday at 5:30 p. m. to the broadcast of the Minnesota Tourist Bureau over the same station. As most of you know WCCO has cooperated whole-heartedly for the past three years in giving its time in behalf of Marvelous Minnesota through the Bureau. If you have any newsworthy items which will fit into the Tourist Bureau program, send them in. And if you appreciate this generous gesture on the part of WCCO, please drop a line to Earl Gammons, general manager of WCCO, Hotel Nicollet, Minneapolis, Minn. Thank you—and don't forget to post the newstime schedule of this cooperative station."

Vocal Dexterity

DON MIHAN, NBC sound effects expert, Chicago, had a tough assignment June 20 during the NBC-Red *Saturday Jamboree*. It was his duty to perform the multiple role of baby-bear-lion-tiger-dog-owl-elephant in a musical dramatization. The role was required for a network dramatization titled "Baby at the Zoo". Mihan served as baby and zoo. He often frequents the Chicago zoo to learn how to imitate animals.

First World-Wide Series Of Broadcasts Arranged

JOINING for the first of a series of world broadcasts planned by the International Broadcasting Union at Geneva, Switzerland. NBC and CBS announced June 22 that on Sept. 22 they will short wave a half-hour program, probably between 2 and 3 p. m., for direct pickup or for relay in all countries of the world. Announcements will be in English, French and German, and the program will also be carried on the combined networks.

Arrangements for the program are being completed by Davidson Taylor, of the CBS program department, and Ernest LaPrade, of the NBC program department, in collaboration with Dr. Max Jordan and Fred Bate, NBC European representatives, and Cesar Saerchinger, CBS European representative. It is planned to open the program with the roar of Niagara Falls, followed by native spirituals and jazz.

Textile Industry Ready

(*Continued from page 37*)

that we fail to complete the actual contact with the customer."

I know one important knit goods firm that has just completed a radio drive involving a considerable outlay. This firm is 100% sold on radio. The sales results were satisfactory beyond the company's most optimistic hopes. Indeed, they are so satisfied that the advertising executive refuses to let me quote him on the results. He says it would just bring all other competing knitters into radio. So far he is the only one in his line on the air. And he wants it to stay that way!

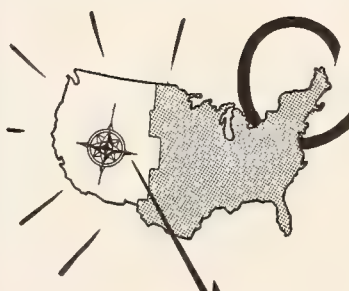
Another thought arises on this score. It seems to me that there is room for a specialized advertising radio service catering to the textile industry alone. Such a service could function as the link between radio and the mill. At present the advertising industry is pretty much at loose ends in servicing mills on radio.

Get the Brand Names!

THE possibilities of textile broadcasting far exceed any reasonable space bounds of this article. However, to the time salesman I would say this: Hit out first and foremost for the brand names. Go after the big ones, that everyone knows. They need broadcasting just as much as you need them. But try to get their views. Get the mill angle. Study the problem from their end. Be textile-minded as far as possible.

You know, we in textiles have a glorious story to tell on the air. We are doing big things—we should tell about them. The problem is—how to tell that story so that it will bring sales results. And radio can help us very materially to accomplish that end. The big essential is that you shall come to us with a plan fitted to our need. Do that, and you may be sure that considerably more than just a few stray dollars from this $3,000,000,000 industry will come your way!

ARE YOU GETTING YOUR SHARE of Western Business?



ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEW MEXICO
NEVADA
OREGON
UTAH
WASHINGTON
WYOMING

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES
568 C. of C. Bldg.

SAN FRANCISCO
1358 Russ Bldg.

SEATTLE
1038 Exchange Bldg.

Staff of Techna Corp. Completed; Branch In New York Is Projected



Mr. Walder

ANNOUNCING its formation last month, the Techna Corp., new firm located at 926 Howard St., San Francisco, and specializing in the design and manufacture of broadcasting, public address and recording equipment, has completed its executive and technical staff headed by Robert B. Walder as president.

Mr. Walder resigned recently from the Remler Co. Ltd., San Francisco, where he was general manager and chief engineer of the broadcast division. Before that he was chief engineer of the moving picture and sound division of M. R. Martin & Co., Seattle. In 1922 he built and operated the old KJC, one of the first broadcasting stations in Los Angeles.

Jack Ellis, for the last year advertising manager of the Remler broadcast division, is promotion and advertising manager of the new concern, which has its own new factory building and plant representing an investment of $60,000. C. E. Downey, recently chief engineer of KROW, Oakland, and formerly with WAIU, KOMA and XENT, is broadcast research engineer and in July plans to establish a branch of the company in New York. Earl R. Jones, formerly with the Lathe Tool Works, San Francisco, is plant superintendent.

Directors of the Techna Corp. are Earl L. Miller, executive secretary of the regional code committee formed by the major oil companies of the Pacific Coast under the authority of the Federal Trade Commission; Sydney S. Clark, division manager of Associated American Distributors, and Arnold L. North, a director of the Production Finance Corp.

WJR Promotes Howlett

ERIC S. HOWLETT, former manager of WAIU, Columbus, and program manager of WHK, Cleveland, has been promoted to program director of WJR, Detroit, after serving the last 18 months as production chief.

Kellogg Expands Series

KELLOGG Co., Battle Creek, Mich. (cereal) sponsoring *Girl Alone*, a journalistic sketch, on WMAQ, Chicago, for several weeks will extend it to eight NBC-Red network stations, Mondays through Fridays, beginning July 13, 12 noon to 12:15 p. m. NBC has been feeding the program to the Red network on a sustaining basis with the commercials cut out and it has met wide audience approval. Stations besides WMAQ are: WWJ, WTAM, WEAF, WEEI, WBEN, KYW, WLW. The program will continue to emanate from Chicago. N. W. Ayer & Son Inc., New York, is the agency.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints, etc.) will use the entire NBC-Red basic network, including WLW, beginning Aug. 30, Sundays, 5:30-6 p. m. The program has no title as yet, but will feature Smiling Ed McConnel, Larry Larson and choral group, and Palmer Clark's orchestra. Program is contracted for 52 weeks. Last year Acme used quarter-hours on CBS networks. Henri, Hurst & McDonald Inc., Chicago, handles the account.

KRAFT-PHENIX CHEESE Corp., Chicago, is broadcasting a summer spot series for its Okey-Doke cheese flavored popcorn, using one-minute morning announcements on four stations in Chicago, WMAQ, WBBM, WGN, WCFL.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to have its own News Gathering Organization.

SUPREME DISC NEEDLES

100% Shadowgraphed Inspected

F. L. COOK, Western Distributor
606 Parkman Avenue, Los Angeles, Calif.

SUPREME needles are manufactured particularly for the broadcasting and recording trades in TEN different specifications:

Five for playing back acetate, coated, and 15-minute transcriptions of shellac and acetate; *Five* for reproducing phonograph records and shellac transcriptions not exceeding 8 minutes.

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

WNOX
Knoxville, Tenn.

★

WCPO
Cincinnati, Ohio

Continental Radio Company

230 Park Avenue, New York City

Affiliated with

Scripps - Howard Newspapers

★

These stations are rendering in their communities the same high degree of public service as their newspaper affiliates.

EXHIBITORS PLAN DISPLAYS AT NAB

MORE THAN a score of exhibits are planned at the Stevens Hotel during the NAB convention July 6-8 by equipment manufacturers, transcription companies and others identified with the broadcasting industry, it is indicated by advance reservations list at the hotel. Ten organizations have reserved sample rooms on the fifth floor of the hotel in regular exhibition space, while other organizations plan exhibits in their suites.

Definite reservations made for sample rooms include NBC *Thesaurus*: World Broadcasting System Inc.; Standard Radio Inc.; RCA Mfg. Co.; Presto Recording Corp.; Radiads Inc.; Trans-Radio Press Service; and Taylor Tubes.

In addition, other companies which plan exhibits include Western Electric; Techna Corp.; Earnshaw Radio Productions Inc.; Collins Radio Co.; Universal Microphone Co. Ltd., and Associated Music Publishers.

E. L. DUPONT de Nemours & Co., Wilmington, Del., has renewed its *Cavalcade of America* show on CBS, Wednesdays, 8-8:30 p. m., through the fall season, placed by B.B.D.O.

FOOTBALL BROADCASTS AVAILABLE IN DENVER

KFEL - KVOD

SPORTS SERVICE

Ask Gene O'Fallon for Rates and Details

Suite No. 2340A, Stevens Hotel

NAB Faces Convention Showdown

(*Continued from page 20*)

session, with election of officers on Tuesday afternoon. These were reversed, with the election of officers to be one of the final orders of business.

Thus far, there have been no active candidates for the presidency. The incumbent, Mr. Fitzpatrick, has stated he will not seek reelection. Among those now being mentioned as possible choices are Edwin W. Craig, WSM, Nashville, Charles W. Myers, principal owner of KOIN and KALE, Portland, Ore., who is now serving his second term as NAB first vice president; Gardner Cowles Jr., president of the Iowa Broadcasting Co., operating KSO, WMT and KRNT; Mr. Crosley; John Shepard 3d, Yankee Network president, and H. K. Carpenter, WHK, Cleveland, and Arthur B. Church, KMBC, Kansas City.

There has been substantial support for Mr. Craig, who is vice president of the Nashville Life and Accident Insurance Co., which operates WSM, as a man who was entirely acceptable perhaps to the entire membership. He has been a strong member of the board. Mr. Craig, however, has disclosed he will be unable to attend the convention, having planned, in advance of selection of the convention dates, a trip to Europe which cannot be deferred. Although an absentee never has been elected there is such great sentiment in his favor that a precedent may be set by placing his name before the convention. A strong movement for Mr. Myers also has developed, particularly since the disclosure of Mr. Craig's possible absence.

In addition to the four officers the terms of six of the 15 directors expire with the convention That means a new board majority will have to be elected. A proposal, by Ed Craney, of KGIR, Butte, Mont., that board members be elected three from each of the five former radio zones, one of whom shall represent a local station, is due for consideration. Should this amendment to the constitution be adopted, will result in a drastic realignment of board membership.

Expiring Terms

THE OFFICERS whose terms expire are President Fitzpatrick, Vice President Myers, Vice President Edward A. Allen, WLVA, Lynchburg, Va., and Treasurer Levy. Mr. Baldwin's term as managing director expires following the convention and the first business before the new board of directors will be that of his reappointment. A majority of the present board has voted with him on every controversial issue.

Directors whose terms expire are Frank M. Russell, NBC Washington vice president; William S. Hedges, manager, NBC operated stations, New York; I. R. Lounsberry. WGR-WKBW, Buffalo; H. K. Carpenter, Arthur B. Church, KMBC, Kansas City, and Gardner Cowles Jr.

Because of the network sentiment, it is generally felt that only one of the two NBC board members whose terms expire—Russell or Hedges—will be reelected.

A second resolution offered by Mr. Craney, proposing that stations award to accredited non-profit organizations time units of 5% of their aggregate hours, to be prorated among stations in the same area, also will be considered at the convention. The plan, according to Mr. Craney, would put a stop to "time chisels" by unqualified groups, and at the same time provide a workable yardstick whereby time can be donated to bonafide organizations.

The onlv other change in NAB by-laws proposed is the proposition advanced by Mr. Baldwin for a 50% increase in dues by member stations, to defray the cost of the greatly increased overhead during the last year, occasioned by an unusual number of board meetings and the hectic copyright situation There have been two extra assessments of dues during the last year.

For the last two years the dues of full time stations have the highest quarter-hour rate quarterly. This has yielded approximately $70,000 annually. The 50% increase, if invoked, will bring in the neighborhood of $110.000.

The only scheduled speeches by non-NAB members are those of Judge Svkes and of C. H. Sandage, chief, Division of Transportation and Communications, Bureau of the Census, who will discuss what the radio business census now being conducted means to the industry. Judge Sykes will address the convention of radio regulatory developments during the last several years.

The Radio Research Bureau plan will be raised not only by Mr. Baldwin, but by Mr. Church as chairman of the NAB committee of five named to cooperate with the ANA and the AAAA. At the Tuesday morning session, Mr. Church will open discussion on the plan, which is regarded as the most significant commercial broadcasting project scheduled, since it embraces the proposition of establishing the radio counterpart of the Audit Bureau of Circulation in the publishing fields.

Mr. Carpenter will lead a panel discussion at the Tuesday morning session titled "organizing a station for selling radio advertising." Mr. Sandage's address also occurs at this session.

The significance of the hearings which began before the FCC June 15 on the allocation of ultra-high frequencies for new services will be outlined to the membership Tuesday afternoon by J. H. DeWitt, chairman of the NAB Engineering Committee, and chief engineer of WSM. Mr. Church, at the same session, will deliver the report of the Commercial Committee. Such matters as the cash 2% agency discount, currently being agitated, and local vs. national rates, may enter into this discussion.

The annual NAB banquet will be held at 7 p. m. in the Main Ballroom of the Stevens Hotel. The BROADCASTING Magazine Trophy will be presented to the winner of the Golf Tournament, which takes place Sunday morning, July 5.

STORE IS DOUBLED

Detroit Clothier Expands After Starting Radio Series

A DOWN-TOWN clothier, Conn's Clothes Shop, off the beaten path in Detroit, selling clothing novelties at an average of $5 per suit higher than the two-pants suit and two-for-one competitors as well as a better line ranging from $17.50 to $35 and $40, had never advertised, except rarely in a labor paper, a lodge program, and a sandwich man.

Wanting to build up the trade for 24-inch bottom, belted back merchandise and convince wearers of better clothes that his higher priced clothing was a real value, signed an announcement contract, one spot a day, four years ago. This is now the fourth year of exclusive advertising on WXYZ, Detroit, using programs and spots and the advertiser, a consistent user of time on the air, has doubled his floor space.



NAB Sales Division To Be Considered

Commercial Men Plan Meeting During Chicago Session



Mr. Lottridge

FORMATION of a sales managers division of the NAB, similar to that in the newspaper field, has been projected by J. Buryl Lottridge, sales manager of Central States Broadcasting System, operating KFAB, Omaha-Lincoln; KOIL, Omaha-Council Bluffs and KFOR, Lincoln.

Having received favorable replies from a number of other station sales managers, Mr. Lottridge has suggested that a call for a meeting of commercial managers be made at the July 6 morning session of the NAB, the meeting to be held that afternoon. This plan was suggested at a discussion Mr. Lottridge held in Kansas City with Arthur Church and J. Leslie Fox, of KMBC.

Letters proposing the sales managers division were sent by Mr. Lottridge to a score of stations, and of ten replies, all were favorable. They included E. H. Bondurant, WHO, Des Moines; Edward W. Hamlin, KSD, St. Louis; Nathan Lord, WAVE, Louisville; Martin Campbell, WFAA, Dallas; C. A. McLaughlin, WHK, Cleveland; C. T. Hagman, WTCN, Minneapolis; Kenneth Marsh, WNAX, Yankton, S. D.; Glenn Snyder, WLS, Chicago. A similar plan had been suggested by Craig Lawrence, of KSO-KRNT, Des Moines. James W. Baldwin, NAB managing director, also has voiced his approval of the plan.

Membership Limited

IT IS PROPOSED to limit the membership to sales managers and exclude representatives and networks. The organization meeting would be closed. Only one person from a station would be eligible.

Mr. Lottridge believes that such a division of the NAB would permit profitable discussion of problems facing sales managers and create a favorable impression on regional and national time buyers as a result of a unification of commercial methods. Additional meeting could be held once or twice a year, he suggests. Organization expense would be negligible, probably involving a small membership fee.

Among subjects which could be discussed, he suggests, are local and national policies, credits, rates and other commercial problems.

FCC Postpones Rule 177

TO GIVE it further opportunity to study the protest of Oswald F. Schuette, president of Short Wave Institute of America, Inc., against revision of the new rule governing international broadcasting, (Rule 177) the FCC Broadcast Division June 20 deferred the effective date of the rule for one month until August 1. Previously, the FCC had extended all other rules pertaining to high-frequency services until Aug. 1.

PHONE THE FOLKS

Wiley Enger to Set Up Ham Set In Convention Hall

FREE radiophone service to the folks back home will be offered delegates at the NAB convention in Chicago by Wiley D. Enger, chief engineer of KFNF, Shenandoah, Ia.

Enger is going to lug some of his choice ham equipment to the convention and set it up in his Stevens Hotel room to operate on the 80, 40 and 20 meter amateur bands. Conventioneers who want to contact their native haunts are advised to tell local amateurs to be on the lookout for Enger's W9CIJ, operating portable, on 3632, 7265 and 14,018 kc cw and on phone 14,165 kc. Enger suggests they pick a time in advance.

The portable outfit will have "a good hefty 50 watts on all bands", Enger promises, and a portable suprerreceiver will be taken along. His only problem, he says, will be to find some 60 cycle current in downtown Chicago. Visiting engineers who bring along their ham tickets will be allowed to tinker with the equipment.

New York Milk Campaign Will Include 15 Stations

J. M. MATHES Inc., New York agency, has again been appointed by Peter G. Ten Eyck, Commissioner of Agriculture and Markets for New York State, to handle the 1936-37 State Milk Publicity Bureau's account beginning July 1, the second consecutive year it has had the account. The total advertising budget this year, as voted by the New York State Legislature, is $250,000. Spot radio and newspapers will be the media.

The spot campaign will begin July 6, on 15 stations in eight cities within the state. One-minute announcements, cut by RCA-Victor, will be broadcast once a day, six days a week on an indefinite schedule. Stations in the campaign are: WHN, WINS, WMCA, WBNX, WOKO, WIBX, WSYR, WFBL, WHEC, WHAM, WGR, WKBW, WBEN, WBNF, WESG.

CHARLES W. BURTON, shortly expected to leave the management of WEEI, Boston, after 12 years with the station, authors a new program over CBS beginning June 28, 6-6:30 p. m., titled *Ma and Pa*, about a Cape Cod couple specializing in summer tourist business.



THE rapid advance to broadcasting perfection finds WJJD in the front rank. The move in transmitter location, as indicated, increases our signal strength in Chicago as much as 400%. With WJJD as your advertising medium in Chicago, you receive the type of broadcasting service which you would expect from only the super-power, clear channel stations—and from WJJD at rates so reasonable that they definitely provide the largest audience per dollar spent in the Chicago market.

SPECIAL ANNOUNCEMENT
WEED & CO.
NATIONAL REPRESENTATIVES

Known to time buyers in the East for conscientious service. Call on Weed & Company for information about WJJD effectiveness. 350 Madison Ave., New York City. Telephone No., Vanderbilt 3-3648.

WJJD
20,000 WATTS
CHICAGO'S LARGEST INDEPENDENT RADIO STATION
201 N. WELLS ST. CHICAGO, ILL.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast Boxing, Blow by Blow.

4 times as big!!

VARIETY

WBNX Power Boost

WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

WRITE FOR FULL INFORMATION AND RATES

PALS
Tennessee Press Association Meets in WSM Studio

THE NEW order of things between radio and the press was strongly emphasized at the closing session of the Tennessee Press Association's annual convention held in Nashville June 19. The final meeting was held in the auditorium of WSM, Nashville's 50,000 watt station, and with the audience tuned in the Association declared a new policy of cooperation with broadcasters.

Said Dixon Merritt, publisher of the *Lebanon Democrat* and past president of the Association, speaking to some 70 editors and publishers of county newspapers of Tennessee: "There isn't, and never has been, any competition between us and radio. I think we are both doing a mighty fine job. I think we should congratulate each other on that job. And I am glad, that after more than five years, we are at last resolved on a policy of close cooperation with our big brother and friend, the radio."

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

•

WSOC Charlotte, N. C.

The Other Fellow's Viewpoint . . .

Cash Discounts

TO the Editor of BROADCASTING:

In your June 15 issue, mention was made on the editorial page under the heading of Cash Discounts of the fact that advertising rates for radio time were too low in comparison with the rates of other media—such as magazines, etc.

It has always been my pet idea that some day a comparison (pure and unadulterated) could be made between the results of an advertising dollar spent in radio and an advertising dollar spent in other media (magazines for instance). I will concede you the point that the results can be compared when the cost per inquiry is made on a merchandising campaign, but above that point no other similarities can be found.

Therefore, your statement as mentioned above is of real interest to the writer, for any information you can give me on results obtained from different medias per advertising dollar without a comparison being made between inquiry costs will be appreciated.

Thanking you in advance for this favor, I am

L. J. NELSON,
Asst. Space Buyer,
Wade Advertising Agency,
Chicago, Ill.

June 17, 1936.

[Editor's Note—We refer Mr. Nelson to the leading article in the Aug. 15, 1934, issue of BROADCASTING headed "ANA Survey Shows Radio Best Media Buy"; in addition, there have been numerous other surveys reported from time to time in this publication.]

HARRY HERSHFIELD, noted humorist and cartoonist creator of "Abe Kabibble," has arranged with King Features Syndicate to produce a program featuring his cartoon character, with himself in the leading role.

More Radio-Baseball

TO the Editor of BROADCASTING:

After reading your article "Baseball vs. Radio" in the June 1 issue of BROADCASTING, it strikes me that Mr. James F. Hopkins is entirely right in his assertions. KELD has set a precedent in the South by being the first station to broadcast baseball games in the Cotton States League while the team is at home.

F. E. Bolls, manager of KELD, presented the proposition to the El Dorado Baseball Association, asking permission to broadcast all home games as well as out of town games. Quite an argument ensued. After lengthy discussions pro and con as to the feasibility of broadcasting the home games, the officials finally agreed to permit KELD to broadcast the games for a period of four weeks. The four weeks trial broadcasts were to be closely watched as regards the crowd attendance.

The El Dorado Baseball Association recently held a special meeting with Mr. Bolls to definitely decide the issue. Statistics showed that after comparing the type of ball played this year with last year, weather conditions in '36 and '35, also business conditions between the two years, gate receipts had increased 10% this year over the same period last year and the association attributed the increase entirely to radio broadcasts. They voted unanimously to continue to permit KELD to broadcast all home games of the El Dorado Lions as well as out of town games.

The result of a thorough investigation into the situation proves that if the station has the good will of the public, presents the broadcasts in a becoming manner and the team does its part by playing good baseball, crowd attendance is bound to increase an appreciable percentage. Incidentally, F. E. Bolls, KELD's manager, announces all baseball games over KELD; the weekly wrestling programs have increased the attendance at the grunt and groan exhibitions 100%. The reason, we find, why KELD has been successful in these ventures is that the announcer describes the features so realistically that listeners naturally want to see them, proving again that the correct presentation combined with a popular station brings results.

E. A. LECAPTAIN,
News Editor, KELD,
El Dorado, Ark.

Hawaii Not Daylight Time

TO the Editor of BROADCASTING:

We would like to call your attention to a rather serious error which appeared in the May 1 issue of BROADCASTING, page 24. Under the general caption of Daylight Saving Time, the Territory of Hawaii is listed as having this advanced time during the summer months along with certain eastern cities and states. This is not the case.

We do not question your accuracy in printing the information, as you have given your source of the listings as the Merchants' Association of New York.

One definite case in point where a national advertiser was given the wrong impression (not necessarily from BROADCASTING) and cancelled his newspaper schedule which was supposed to call readers' attention to a change in his NBC network program on KGU. He wired the national department of the Advertiser to the effect that "Honolulu being on Daylight Saving Time, it was not necessary to run the announcement."

All network programs released in Honolulu are advanced one hour during the summer, but Daylight Saving Time is not observed in Hawaii.

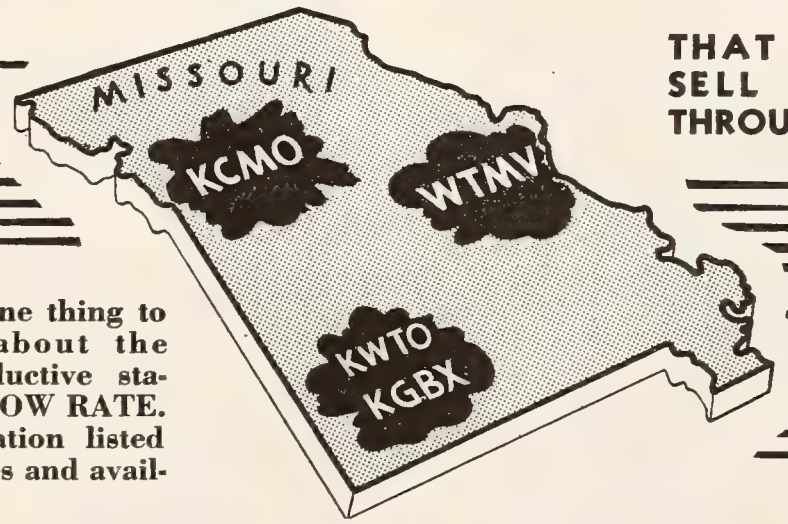
We would appreciate your cooperation in correcting this error.

HENRY C. PUTNAM,
KGU, Honolulu.

Shifts at WOR-MBS

SEVERAL changes and shifts in the staff of WOR, Newark, were effected in latter June, with William H. Weldson, formerly with John Blair & Co., joining the sales staff and Miriam Adelson, formerly of NBC, succeeding Helen Gunn in the sales promotion department under Joseph Creamer. Miss Gunn was transferred to Mutual from WOR, after Florence Fick, secretary to Fred Weber, MBS coordinator in New York, and Lois Henry had resigned to join Neff-Rogow Inc. New York agency recently established in the RCA Bldg.

the BIG SPOTS in the MISSOURI MARKET



THAT CAN AND WILL SELL YOUR PRODUCT THROUGHOUT THE STATE.

And there's one thing to remember about the THREE productive stations—ONE LOW RATE. Write any station listed below for rates and available time.

KWTO - KGBX •
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

• WTMV
E. ST. LOUIS



UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

PAUL F. GODLEY

and Associates

CONSULTING RADIO ENGINEERS

◆

OVER-ALL ENGINEERING STUDIES

COMPLETE COVERAGE SURVEYS

RECORDINGS OF FADING & INTERFERENCE

◆

TRANSMITTER LOCATION SURVEYS

DIRECTIVE ANTENNA INSTALLATIONS

PLANT DESIGN; PLANT CORRECTION

◆

"ULTRA-HIGH" INSTALLATIONS

"25 Years of Professional Background"

◆

10 Marion Road — Montclair, N. J.

'Phone Montclair 2-7859

How Census Data Was Computed

FOLLOWING is the text of the Joint Committee's statement covering the method of calculating the county - by - county radio census of the United States published on pages 23-34 in this issue.

The Joint Committee on Radio Research recently estimated the number of families owning radio sets in the United States on Jan. 1, 1936, as 22,869,000. Using this total as a basis the Committee now submits estimates of the number of sets in use in each of the 3,073 counties in the United States.

The Committee wishes to emphasize the fact that these figures are estimates, which means that there is a certain unmeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those contained within the listening area of any typical broadcasting station, it is believed that the sum of the estimates for individual counties is sufficiently accurate for practical purposes.

The principle of correlation has been used in making these estimates. By means of this process certain factors were found which measure or correlate with the number of radio homes by states as determined by the U. S. Census of 1930 and as estimated by the Joint Committee on Radio Research for 1936. The factors discovered in this case are total retail sales for 1933, passenger automobile registrations, 1935 and telephone homes, 1935.

These three factors were combined by multiple correlation and the resulting formula was then applied to counties, a procedure which has yielded reliable results in many similar projects. The county estimates have been tested against 1930 census figures and against independent estimates made by CBS and by a large radio advertiser and the results indicate a remarkably high degree of correspondence, especially when they are combined by groups of counties. The county figures total 22,869,000 radio families, the estimate for the country as a whole recently issued.

The statistical formula was developed under the direction of L. D. H. Weld, chairman of the Technical Committee and the clerical work of applying the formula to individual counties was performed by the research departments of the Columbia Broadcasting System and the National Broadcasting Company.

Bradley Goes on News

TRUMAN BRADLEY, for the last five years ace announcer of the staff of WBBM, Chicago, who handled the *Ford Sunday Evening Hour*, on June 29 joined the ranks of news commentators, resigning his regular announcing post. He is now doing the *News Review for the American Family* over WBBM daily except Sundays, 11:30-11:45 a. m., sponsored by Procter & Gamble. Formerly with KFI, Los Angeles.

Freedom of Radio

FREEDOM of radio and the press were assured in the platforms of both the Republican and Democratic parties at their conventions last month. This came in the wake of expressed assurances by both President Roosevelt and Governor Landon that they have no desire or intention of placing any undue restrictions on broadcasting as a free, competitive enterprise.



GOLF TROPHY — This beautiful silver loving cup, the fourth to be awarded by BROADCASTING Magazine, will go to the winner of the NAB Golf Tournament just preceding the convention. Previous winners (low net score, declared handicaps) were Dr. Leon Levy, WCAU; Lewis Allen Weiss, WJR; Art Kemp, KNX.

Amoco Extends

AMERICAN OIL Co., Baltimore (Amoco) announced as BROADCASTING went to press that the spot campaign on a large group of Eastern and Southern stations had been extended another 18 weeks into November, using the same station list. [See earlier story on another page.] Joseph Katz Adv. Co., Baltimore, is the agency.

FOR NEWS AND SPORTS
DENVER LISTENS TO
KFEL - KVOD
Gene O'Fallon—Sales Mgr.
Suite No. 2340A, Stevens Hotel
During N. A. B. Convention

G.O.P. to Show NAB

TO SHOW radio station managers and commercial men how they can sell time to local and state committees, and how to "merchandise" political broadcasts, the radio division of the Republican National Convention will have large displays at the NAB convention in the Stevens Hotel. Tom Sabin, G.O.P. radio director, and John Elwood, former NBC vice president who is the Eastern program director for the G.O.P., will be in charge.

Amos Donates Bonus

THE bonus bonds which Uncle Sam has sent Freeman F. Gosden, (Amos of *Amos 'n' Andy*) as adjusted compensation for his services as naval wireless operator during the world war will go into a fund to provide for the education of four Negro youths. Gosden, now broadcasting for Pepsodent over the NBC-Red network from Hollywood with Charles Correll (Andy), has designated the editor of the *Chicago Defender*, Negro newspaper, to select the four youths who will benefit by the fund. They will be selected from among students at Tuscaloosa and Hampton Institutes.

Wildroot Contest

WILDROOT Co. Inc., Buffalo (instant shampoo) on June 15 announced a prize contest for the best 25-word letter on "I like instant shampoo because . . ." All entries must be accompanied by a carton from a bottle of Wildroot instant shampoo. The contest will run for four weeks, closing midnight July 13. A Ford Sedan is the first prize; second prize $100; third $50; next 20 best letters $5; next 80 $2. All contestants will receive a magic crystal fortune telling book. The program is heard on 31 CBS stations, Mondays, 7:30-7:45 p. m.

Sanka's New Show

GENERAL FOODS Corp., New York, for Sanka Coffee, has signed Helen Hayes for a new drama series on the NBC - Blue network, starting in September. It has reserved the Monday, 8 - 8:30 p. m. period. Young & Rubicam is agency.

WJBK, Detroit, will broadcast programs designed and produced by the Board of Education, with the station acting in an advisory capacity.

"PAUSE for Station Announcement"

We do not claim because he listens to WBIG's SPORTS REVIEW that TONY MANERO won the National Open Golf Championship title, from the world's greatest golf shooters, and at the same time broke a record that has stood for forty years . . .

TONY MANERO is a famous Greensboro institution . . . so is WBIG . . .

And you reach the richest and most populous section of the South when

Your Station is WBIG in Greensboro, N.C.

Dominating Maryland's 2nd Largest Market

WTBO

800 KILOCYCLES

CUMBERLAND

PRIMARY AREA (U. S. Census) 16 counties in Md., Pa., Va., W. Va.			PRIMARY AND SECONDARY AREAS 26 counties in Md., Pa., Va., W. Va.
378,081	POPULATION	639,964	
41,889	RADIO FAMILIES	76,156	
$97,747,000	ANNUAL RETAIL SALES	$177,939,000	

NEAREST NETWORK STATION 130 MILES — NEAREST LOCAL STATION 60 MILES

ASSURED CONSISTENT COVERAGE FOR NATIONAL SPOT ADVERTISERS

Tenth Anniversary



Greetings

to those who have shared with us
in the advancement of broadcasting

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

Most of America's Greatest
Advertising Agencies Subscribe to

RADIO COVERAGE REPORTS

RADIO Coverage Reports are essential to the adequate servicing of radio accounts. They describe the available day and night service in every important city in the United States, the relative ranking of the principal services, the signal strengths necessary for clear reproduction in business, residential and outlying areas, the stations subject to fading and interference at night and those rendering intermittently useful service.

●

Since this service started last December, every agency subscribing on the basis of an initial trial quarter maintained its subscription at the end of the trial. We consider this as evidence of a needed service rendered in an acceptable manner.

❦

Radio Coverage Reports Are Issued by

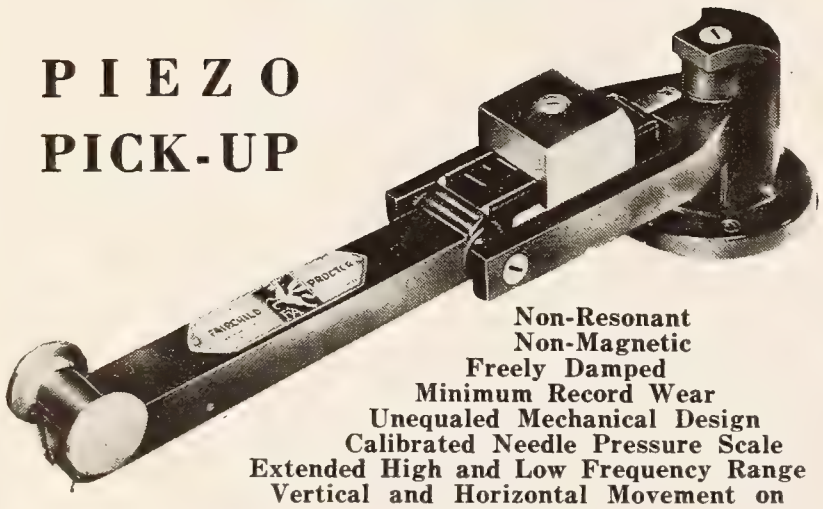
EDGAR H. FELIX

32 ROCKLAND PLACE NEW ROCHELLE, N. Y.

FAIRCHILD **PROCTOR**

SOUND RECORDING EQUIPMENT

PIEZO PICK-UP



Non-Resonant
Non-Magnetic
Freely Damped
Minimum Record Wear
Unequaled Mechanical Design
Calibrated Needle Pressure Scale
Extended High and Low Frequency Range
Vertical and Horizontal Movement on Ball Bearings

FIRST PUBLIC SHOWING

During your visit to the National Association of Broadcasters' Convention, see the Fairchild-Proctor first showing of their complete line of SOUND RECORDING EQUIPMENT at the Hotel Stevens, Chicago.

FAIRCHILD AERIAL CAMERA CORP.
62-10 WOODSIDE AVENUE, WOODSIDE, N. Y.

SHOW MUST GO ON
Production Manager Near Death But Sticks to His Job

CLINGING to a niche in the side wall of the Copley Plaza Hotel, Boston, his foot caught between an iron girder and the marquee, Arthur L. Leary, production manager of WCOP, Boston, remained in that precarious position 25 feet above the street while he directed engineering activities for the broadcast of a June parade.

Not one of the thousands of persons who lined the street outside the hotel knew that Leary was in danger for more than 15 minutes. None of the members of the engineering staff working from the control room of the station were aware of his danger.

The only one who knew was the announcer, Jim Donovan, WCOP news editor, doing the parade broadcast. Unable to leave his post, he was forced to watch the production manager cling to the wall, his fingernails gripping the narrow edgings of the building, until the parade had passed. After returning his audience to the main studios of WCOP, Donovan called for help. With the aid of a ladder, Leary was helped to the street.

Minor Party Hookups

BEING a duly registered party, the Communist party's 1936 presidential nominating convention in New York June 28 secured hookups for broadcasts of its nominees' acceptance speeches from both NBC and CBS. NBC-Blue carried one hour from 5-6 p. m. from Madison Square Garden and CBS carried the program from the convention floor from 5:30-6 p. m. It is also expected that the networks will be called upon to carry the proposed convention of the new Union Party, which will name Lemke and O'Brien; CBS has already given Father Coughlin a hookup for the initial announcement.

Rumanian Conference

THE U. S. Government is arranging to be represented at the International Radio Consulting Committee (C. C. I. R.) conference in Bucharest, Rumania, in May, 1937, where radio technical experts of the world will gather to prepare for the treaty-making conference at Cairo in February, 1938.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast by Mobile Transmitter direct from scene of action.

Van Volkenburg Named As Atlass Aide; Shouse Is Chosen to Head KMOX



Mr. Van Volkenburg

THE naming of Jack L. Van Volkenburg as executive assistant to H. Leslie Atlass, CBS Western division vice president at Chicago, and of James D. Shouse as Mr. Van Volkenburg's successor as manager of KMOX, St. Louis, was announced late in June by Chicago offices of CBS.

Mr. Van Volkenburg, who has managed KMOX since 1932, was appointed to succeed Donald W. Thornburgh, who early in June was elected a vice president of CBS and designated to take charge of the network's expanding Pacific Coast activities. Mr. Shouse comes to CBS from Stack-Goble Adv. Agency, Chicago, although for six years prior to joining that agency he was a sales contact man for CBS in Chicago.

In its realignments of positions brought about by expansion in the West, where it has KNX under purchase option and KSFO under lease option, and by its acquisition of WEEI, Boston, CBS has yet to fill the WEEI managership. The station's lease to CBS was approved by the FCC last month. Authority to take over KNX still pends FCC approval, after which a manager will be named.

SOUND-ON-FILM for radio stations will be demonstrated at the Stevens during the NAB convention by Associated Cinema Studios, Hollywood, in conjunction with the Techna Corp., San Francisco. Frank W. Purkett, vice president and general manager of Associated, will be in charge.

In Washington

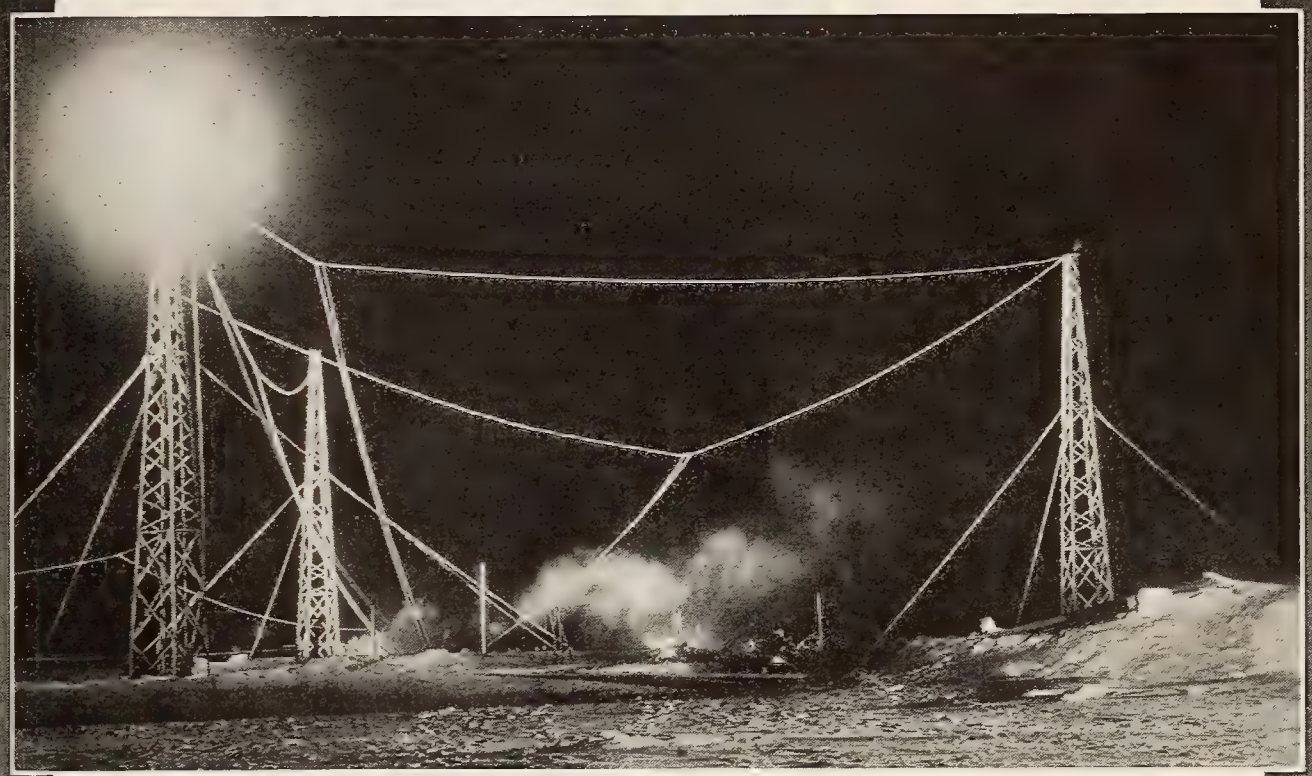
The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

BLAW-KNOX
Vertical Radiators



Blaw-Knox Vertical Radiators in Little America-base of the Byrd Expeditions to the South Pole

STANDARD FROM POLE TO POLE

From Little America on the south to Alaska in the north, Blaw-Knox antennas are found serving all types of modern radio stations. As a pioneer in the industry Blaw-Knox has furnished:

The tallest Vertical Radiator in the world (1045 ft. Budapest, Hungary).

The tallest Vertical Radiator in the United States.

The first self-supporting Vertical Radiator.

The first "half wave" Vertical Radiator for broadcasting.

The first Vertical Radiator erected atop a building.

The first Vertical Radiator to be used for simultaneous broadcasting by 2 stations on different frequencies.

The use of Blaw-Knox Vertical Radiators results in greatly improved coverage. If you plan antenna improvements it will pay you to consult Blaw-Knox.

BLAW-KNOX COMPANY

2038 Farmers Bank Building · Pittsburgh, Pa.



ON THE JOB!

WOW is "tops" in showmanship and merchandising ability. Every minute of every day the Program and the Production Departments of WOW pull together to obtain merchandising results. Recently WOW initiated the first series of "Electric Kitchen of the Air" programs, in this territory. "Your voice of the air" should be WOW in Omaha and its trade territory.

JOHN BLAIR CO., Representatives New York, Chicago, Detroit, San Francisco

WOW
OMAHA

590 Kilo 5000 Watts
"Covers the Nation's Breadbasket."

ON THE N.B.C. RED NETWORK

WXYZ
DETROIT
NBC
BLUE NETWORK

SEND FOR **22** SHORT STORIES OF SALES SUCCESSES

Described in these terse reports of sales successes, achieved through the use of WXYZ and the Michigan Radio Network, there may be a case that fits your problem. And even though your product be a mouse trap, (on which we have no report) it will still pay you to contact WXYZ.

Let Us Write YOUR Success Story—

WXYZ, Detroit's NBC blue network station, has a chain of 8 stations in Michigan's 8 largest cities. Probing the very heart of Michigan's great market centers—combining program appeal and public acceptance with a great merchandising service—WXYZ offers *real sales producing power.* This great *plus* service—the merchandising service—secures dealers, distribution for new products or revives and increases distribution for established products. Let us write YOUR success story

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco



The Man-Power That Keeps WJAY Moving

THE DRIVING force behind WJAY, Cleveland, is Edythe Fern Melrose, titian - tressed general manager, who has surrounded her capable staff with handsome modern studios on the second floor of Carnegie Hall, Cleveland. The 10,000 square feet of studio and office space provide a luxurious setting. The control room is built on a false floor overlooking the three studios. Announcers have their own private soundproof offices. Left to right are Stanley Altschuler, director of foreign programs; Maxwell Hage, production manager; Beverly Dean, news editor, producer; James Sands, producer, writer; Edythe Fern Melrose, general manager; Jene Lavalle, production, writer; Mendel Jones, chief announcer; Wayne Johnson, program director; Bill Cavanagh, publicity director.

STUDIO NOTES

YANKEE NETWORK covered payment of veterans' bonus bonds in Boston under wartime conditions. In dense fog and rain, Yankee's short-wave truck, W1OXCT, with George Steffy, production supervisor, and Spuddy Stone, chief operator, arrived at a veteran's home for delivery of the first bond. Linus Travers, Yankee executive, interviewed the recipient. Others also were interviewed, with Boston sponsors buying up the time after each broadcast.

A NEW half-hour radio program sponsored by General Electric Co., Schenectady, popularizes scientific research and makes it easily understandable to the layman. Originating in the research laboratory in Schenectady Saturday night, the program is broadcast by WGY and short-waved to foreign countries by W2XAF. It consists of a popular talk by one of the scientists of the laboratory staff, and a "Science Exchange" through which questions of a scientific nature sent in by radio listeners are answered.

KFWB, Hollywood, plans to move executive offices from the Warner Bros. Hollywood Theatre Bldg. in July to the sound stage on Warner's Sunset Blvd. lot. More than a year ago the station's production staff and studios were moved to the lot, with the administrative staff and offices remaining in the theatre building. Ultimately it is planned to build a radio building for KFWB.

KIZ, Denver, broadcast the formal opening of a six-mile water diversion tunnel to carry Denver's water supply through the Rockies. The remote was 53 miles from Denver on the backbone of the Continental Divide.

WWNC
ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

NOW, summer folk and tourists are flocking to cool Asheville and Western North Carolina. Until fall, this section will enjoy . . .

Doubled Population
---Doubled Business

Get your share of sales in this rich market over WWNC—sole blanket radio coverage!

IN A RECENT table tennis contest, the team of WIP, Philadelphia, defeated WFIL four matches to two. WIP now claims the Philadelphia radio championship. Members of the winning team were Murray Arnold, public relations, Edward Wallace and Alun Williams, announcers and Morris Spector, drummer. On the WFIL team were French Becker, chief engineer, Mrs. Becker, Arnold Nygren, technician, Jow Connolly, public relations, and Al Stevens, announcer. A return match was scheduled for July 1.

WWVA, Wheeling, has been presented with a "Certificate of Appreciation" by the local Red Cross chapter in recognition of its service during the March flood in the Ohio Valley.

KFRO, Longview, Tex., is redecorating studio walls in modernistic style and is repainting the entire plant.

EXACTLY ten years to the day, June 14, 1926, when he introduced her *Classic Hour* over the old KLDS, Independence, Mo., forerunner of the present KMBC, Arthur Church, manager of KMBC, again introduced Mrs. August Walter Cooke, prominent Kansas City pianist. The entire staff gathered around to pay tribute to Mrs. Cooke, who now enters her eleventh consecutive year on the station.

A NEW feature on KMTR, Hollywood, is *The Listener Speaks.* It is designed to parallel the daily newspaper's "Voice of the People" idea and listeners can speak for two minutes on any topic they select.

THE *Los Angeles Times,* in addition to its KHJ affiliation, has also run a remote line to KMPC, Beverly Hills, for a daily early morning quarter-hour, *The Job Man.* It is announced by members of the classified advertising department.

A FEATURE of the recent celebration by WWVA, Wheeling, of its fifth year as a CBS station was the "trial" of the station before the court of public opinion. The station was asked to give evidence of its right to observe the anniversary, the proceedings being staged in a court room setting, and conducted by staff members.

WAAB, Boston, has started an exclusive ladies' feature, titled *The Morning Carnival,* broadcast daily for two solid hours, six days a week. Nine features are presented, including news flashes culled from Yankee Network News Service; "Behind the Microphone", verbal snapshots of favorite radio stars; movie gossip of the Hollywood firmament by Louella O. Parsons, Universal Service motion picture editor; Style Shorts by Dorothy Roe; beauty advice by Dorothy Melvin, Yankee Network's staff beauty expert; home making advice; The Social World—information about Socialites; dance music.

AN INNOVATION was inaugurated on WDRC, Hartford, recently, when a broadcast via ultra-shortwave was presented over the air direct from Connecticut State College at Storrs. Having given up their regular broadcast channel, WCAC, the college was desirous of broadcasting the ceremonies incident to the inception into office of the college's new president, Dr. Albert Jorgenson. Prof. Daniel E. Nobel of the college staff, broadcast the ceremonies including addresses by Gov. Cross of Connecticut, and Dr. Jorgenson, via ultra-shortwave using the frequency of 100 mc. or 3 meters thru the college experimental station W1XEV. A special antenna system was installed atop the Hartford-Connecticut Trust Company, site of WDRC's new studios and special equipment picked up the short wave broadcast and put it on the air over WDRC. The original program was so successful that highlights in the commencement exercises were broadcast in the same way.

A FIFTEEN-MINUTE straight shopping talk giving day's prices at 8:45 five mornings a week, *Seems Unbelievable*, has been started on WGAR, Cleveland, by the Mareican Meat Co., Cleveland. The firm operates a giant market, doing more than a million dollars in food business a year, with 150 employes. Ethel Hawes and Ben Levin of the *Ethel & Ben* hour presented later in the day, handle the program, which is unique in that it offers no entertainment. The sponsor has in mind giving women of Cleveland the news that reaches 30% of their income—food news. Response has been far greater than expected. Clerks report that shoppers respond in some cases a half-hour after the broadcast. Store posters—600 in number—and newspaper advertising are used to support the program.

AUDIENCE HOLDING
WIBW Runs Three-Instalment Serial in One Evening

ED FELLERS, vice president and radio executive of Presba, Fellers & Presba, Chicago agency, describes a sure-fire method adopted by Don Searle, manager of station WIBW, Topeka, of getting and holding a large audience throughout the entire evening.

One night a week, WIBW broadcasts a transcribed mystery or adventure drama, complete in three episodes. These dramas are as full of thrills and action as the old-time dime novel and are spotted at 30 to 45-minute intervals throughout the evening. At the close of each episode, the time of the next installment is announced and it is suggested that the audience leave their dials set on the station.

"The success of this plan has not only been shown by increased sales and response for our advertisers," says Mr. Searle, "but we are continually receiving reports that children refuse to be sent to bed until they have heard the concluding installment of the series."

A NEW juvenile series on WHAM, Rochester, *Children Can Conquer*, is designed to acquaint children of St. Mary's Boy's Home and St. Patrick's Girl's Home with elementary facts of radio performance. The half-hour Saturday morning programs represent the practical application of broadcast lessons studied during the prior week under the guidance of Levere Fuller.

WIBX CBS LISTEN

NORMAN CRAIG
230 E. 50th St.
New York City

REITER & JAEGER
333 No. Michigan Ave.
Chicago, Illinois

UTICA
NEW YORK

Dale Robertson
General Manager

There's more to getting results for an advertiser than just the broadcasting of his program. This Columbia outlet in the heart of New York State's rich Mohawk Valley believes in merchandising with a capital "M". WIBX has a complete merchandising department that REALLY functions — a department that makes every effort to help sell the products which are advertised. Judging by the constant renewals of old contracts, and the consistent addition of new accounts, WIBX must be getting the kind of results our clients are after.

Incidentally, mats of the cut at the left will be furnished free to all advertisers for newspaper tie-ins.

WELCOME TO CHICAGO NAB! . . . . .

- BROADCAST ENGINEERING
- EQUIPMENT
- MEASUREMENTS
- CONSTRUCTION
- INSTALLATION

Our entire staff of practical radio engineers will be available during the NAB convention, July 5-8.

We will appreciate an opportunity to consult with you regarding the engineering problems of your station.

It may be that you are interested in a field intensity survey . . . or perhaps like accurate measurements on your transmitter equipment . . . FCC rule No. 132 may necessitate the rebuilding or replacement of your present equipment.

We have the answers . . . offering conscientious service based on many years of practical radio station engineering.

★ OUR CONVENTION HEADQUARTERS . . . . ROOM 2440-A STEVENS HOTEL

W. P. HILLIARD COMPANY

2106 CALUMET AVE. . . . CHICAGO, ILLINOIS

Marrow Oil Returning

J. W. MARROW Mfg. Co., Chicago (oil shampoo) will inaugurate a fall radio program beginning Sunday, Sept. 6, 3-3:30 p. m., on 20 NBC-Red network stations. The program, talent for which has not been announced, is signed for 52 weeks and will be heard over a special hookup of WEAF, WTAM, WCAE, WWJ, WMAQ, KSD, WOW, WDAF, CRCT, CFCF, WFAA-WBAP, KPRC, WOAI, and the Red Mountain and Pacific Coast groups. Sellers Service Inc., Chicago, placed the account.

JACK BENNY, Eddie Cantor, Nelson Eddy, Lanny Ross, and Lulu Belle of the *WLS National Barn Dance*, in the order named, have been voted the most popular artists on the air in the third popularity poll conducted by *Radio Guide*, fan magazine.

CRYSTALS

★ Low Temperature Coefficient for the Broadcast Band

★ Mounted in Isolantite adjustable Air Gap holder

★ Approved by the Federal Communications Commission

Freq. drift less than 4 Cps/°C./Meg. ____ **$35.00**

Freq. drift less than 2 Cps/°C./Meg. ____ **$40.00**

Actual Frequency Drift Curve furnished upon request.

AMERICAN PIEZO SUPPLY COMPANY

Sunny Slope Sta. P.O. Box 6026

KANSAS CITY, MO.

MAN-MADE STATIC

Noises Aid in Locating Source Of Local Interference

MAN-MADE static is an unwelcome guest on most programs. Probably the only exceptions are the special broadcasts by Tobe Deutschmann Corp., Canton, Mass. (radio filtering devices) over W1XAL, Boston shortwave broadcasting station, in which practically the entire scale of artificial static is generated in the studio to be the star performer on the program. The purpose of these broadcasts, which are made available to broadcasting stations through personal appearances and as electrical transcriptions, is to enable the listener to identify the various sounds and to take proper measures to eliminate them, either directly or by an intelligent protest to the power company or authorities.

The various sounds artificially created include those produced by diathermy machines, electric signs, neon lights, electric shavers, violet ray machines, dental drills, automotive ignition, street cars, traffic lights, vacuum cleaners, refrigerators and elevator motors. Two studios are required in making the transcriptions and for personal broadcasts. The speaker talks in one studio, in which, in addition to the microphone, is a loudspeaker connected to an ordinary broadcast receiver located in the second studio, and tuned to a local oscillator. The oscillator may be modulated either with phonograph pickup or voice, and is in effect a miniature broadcasting station. The noise devices are operated in the second studio, and create noise exactly as it is heard in the home.



NOISE MAKER—Here is the apparatus used to recreate the interference that is heard through the average person's loudspeaker.

A & P Signs Kate Smith For Hour Series on CBS

GREAT ATLANTIC & PACIFIC TEA Co., New York (coffees) will discontinue the three-a-week CBS series after September and take a full CBS hour on Thursdays, 8-9 p. m., beginning Oct. 1 and using the 39 stations now broadcasting the Kate Smith program. The new program will be a variety program featuring guest stars, Kate Smith and Jack Miller's orchestra.

The period is opposite the Standard Brands *Rudy Vallee* hour on an NBC-Red network.

It is understood that Kate Smith's new contract with A & P calls for a weekly stipend of $7,000. She will continue, in addition to her radio duties, to travel around the country attending A & P sales meeting. Ted Collins, her personal manager, will continue to announce.

A & P sells more coffee than any other firm, its Eight O'Clock coffee being the biggest seller of all brands. Other A & P brands are called Bokar and Five O'Clock. Paris & Peart Inc., New York, handles the account.

Big New Account

BENEFICIAL MANAGEMENT Corp., Newark (personal loans) is a new radio account which will use 44 CBS stations west to Lincoln, Neb., for an unannounced program to make its debut, once weekly, beginning Oct. 4, Sundays 5-5:30 p. m. It is signed for 52 weeks. Albert Frank-Guenther Law Inc., New York, is the agency with Neff-Rogow Inc., New York, serving as radio counsel to the agency.

LONG TIME LIMIT AIDS NBC BOOKING

WHEN NBC announced recently that the time limit on future contracts had been extended from 60 to 90 days, several fall contracts were quickly booked. They include:

Packard Motor Car Co., Detroit (motor cars) will take the entire NBC-Red network for the Fred Astaire program, Tuesdays, 10-11 p. m., beginning Sept. 8. Johnny Green and orchestra will be heard with Astaire, the program to be keyed from NBC Hollywood. Packard was on CBS last year with Lawrence Tibbett. The program is signed for 52 weeks through Young & Rubicam Inc., New York.

General Mills (Wheaties) will resume *Jack Armstrong*, child program, on CBS for several years. It is slated for the NBC-Red network, Mondays through Fridays, 5:30-5:45 p. m., beginning Aug. 31. Blackett-Sample-Hummert Inc., Chicago, placed the account, which is signed for 34 weeks.

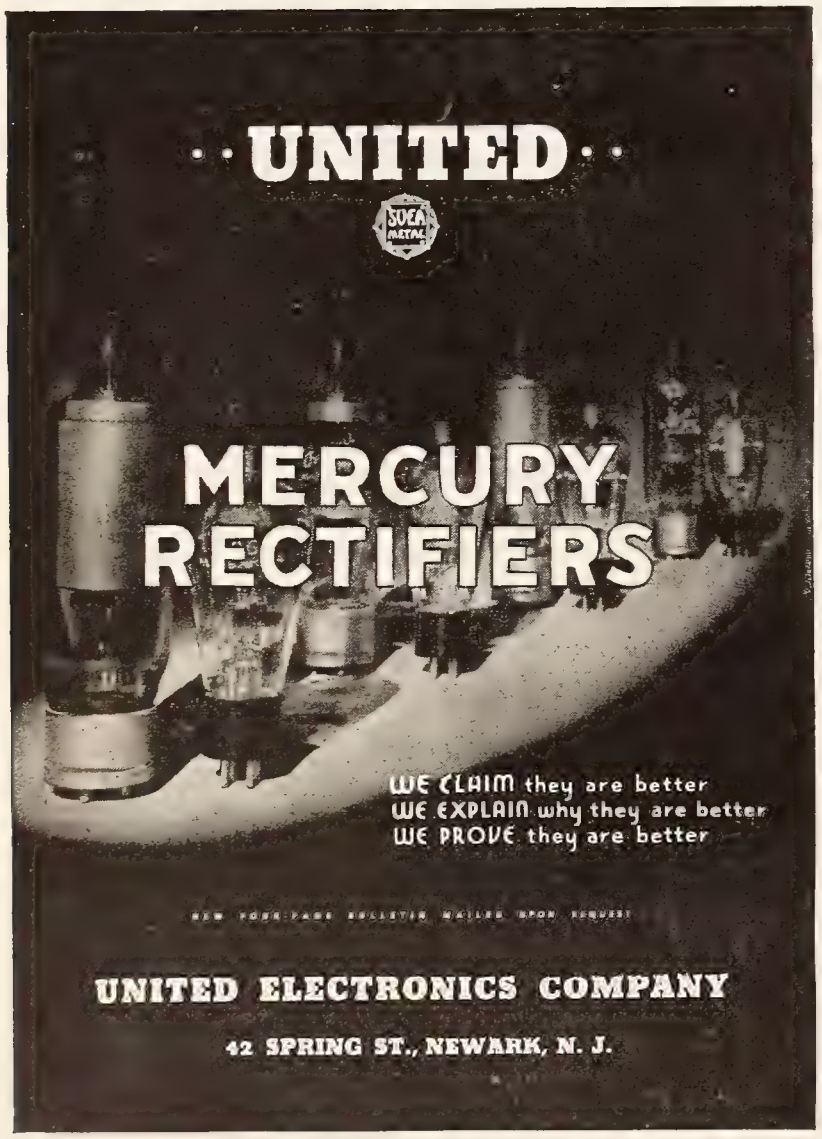
Real Silk Hosiery Mills Inc., Indianapolis again will be heard this fall on its former NBC-Blue period, Sundays, 9-9:30 p. m., starting Sept. 13, with talent unannounced. Program is signed for 52 weeks. Leo Burnett Co., Inc., Chicago, is the agency.

General Motors to Resume

GENERAL MOTORS Corp., Detroit (institutional) through Campbell-Ewald Co. of New York, intends to resume the *General Motors Symphony Concerts* on the same Sunday night period, 10-11 p. m., beginning Sept. 13, over a coast-to-coast NBC-Red network.

Wm. R. Warner Co., New York (Sloan's liniment) through Cecil, Warwick & Cecil Inc., New York has requested the NBC-Blue network period Mondays, 9-9:30 p. m., beginning in October, but as this is beyond the 90-day time limit no contract has been signed.

General Foods Corp., New York (Log Cabin syrup) is looking for a suitable hour on the NBC-Blue network for a half-hour weekly program to feature Louise Massey of the Westerners (now heard on *Showboat*) and John Milton in a program built around a western Dude ranch. The program is scheduled to get under way late in September or early in October with Benton & Bowles Inc., New York, handling the account.



RCA

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

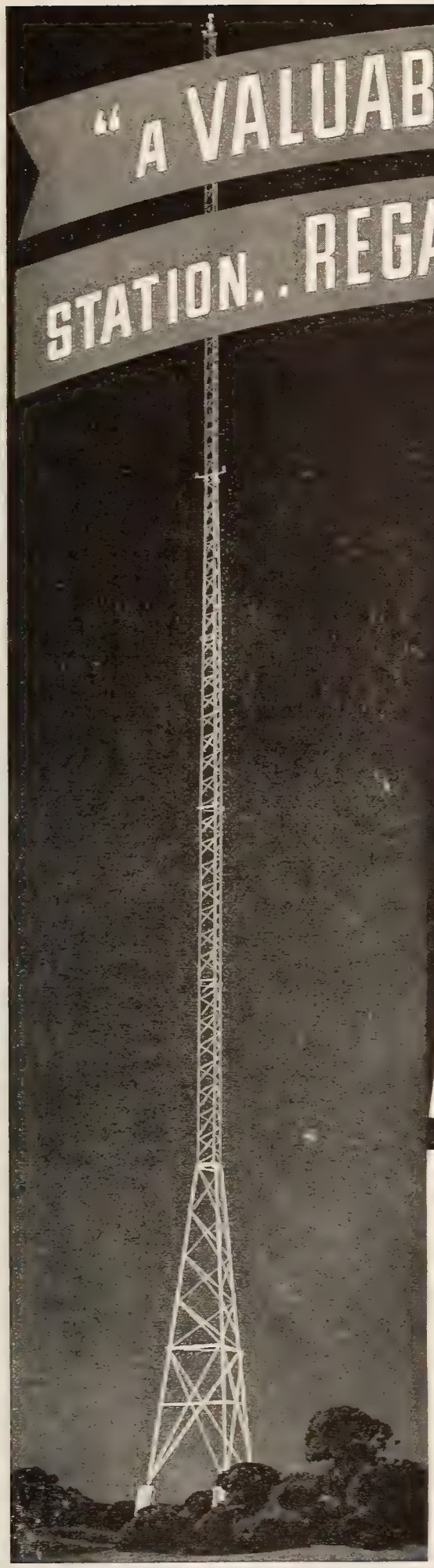
R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET NEW YORK, N. Y.

"A VALUABLE INVESTMENT FOR ANY STATION..REGARDLESS OF ITS POWER"



From an unsolicited letter by Jay P. Beard of Radio Station KBTM, Jonesboro, Arkansas

"We are thoroughly pleased with the operation of our new Truscon Vertical Radiator. We conducted a test program on our regular broadcast schedule and switched from our old aerial system to our new tower...at the same time making an announcement of the switch-over and asking our listeners to let us know of any difference in reception they noticed on their receivers.

"Listeners reported they noticed interference from other stations *before* the new tower was put into operation but that our station is now perfectly clear and *our signal drowns out the other stations completely.*

"Naturally, we are very much gratified with these results. We feel that a Truscon Vertical Radiator is *a valuable investment for any station regardless of its power.*"

Truscon Self-Supporting Vertical Radiators utilize assigned power with maximum efficiency. Night fading is eliminated. Truscon offers expert co-operation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design of a Truscon Vertical Radiator to meet YOUR station's requirements.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

If you are unfamiliar with the location of the Truscon sales offices in your locality, write to Truscon Steel Company, Youngstown, Ohio.

TRUSCON VERTICAL RADIATORS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JUNE 15 TO JUNE 29, INCLUSIVE

Decisions . . .

JUNE 20

APPLICATIONS GRANTED:

WMIN, St. Paul — Modif. CP change equip., trans. site.

WJDX, Jackson, Miss. — Auth. antenna measurement.

WSPR, Springfield, Mass. — License for CP 1140 kc 500 w ltd.

WHIS, Bluefield, W. Va.—Modif. license 250 w 500 w D to 500 w N 1 kw D.

KCMO, Kansas City—Modif. license move studio locally, change spec. to unltd.

WDNC, Durham, N. C.—Consent transfer control to Durham Herald Co.

WDBJ, Roanoke, Va.—Consent transfer control Times-World Corp. from J. B. Fishburn to members of his family.

WMEX, Boston; KSLM, Salem, Ore.; KDB, Santa Barbara, Cal.; WJEJ, Hagerstown—Renewal licenses.

KGFF, Shawnee, Okla. — Modif. CP change equip., trans. site, antenna.

WAYX, Waycross, Ga. — Modif. CP trans., studio sites, equip.

WEEI, Boston — Consent vol. assign. license to WEEI Broadcasting Corp.

KOB, Albuquerque, N. M.—Consent vol. assign. license to Albuquerque Brdcstg. Co.

KFRU, Columbia, Mo.—Consent transfer control to Star Times Pub. Co.

SET FOR HEARING — WJAS, Pittsburgh; NEW, Old Colony Brdcstg. Corp., Brocton, Mass.; NEW, Voice of Corsicana Assn., Corsicana, Tex.; NEW, Chauncey W. Hammond, Oakland, Cal.; NEW, Harry G. Kipke, Ann Arbor, Mich.; NEW, R. E. Chinn, Moorhead, Minn.; NEW, Dallas Brdcstg. Co., Dallas; NEW, New England Radio Corp., Bridgeport, Conn.; WHAT, Philadelphia.

SPECIAL AUTHORIZATIONS—WCRD, Waukegan, Ill., extension temp. auth. Zion studio; WBNY, Buffalo, granted temp. auth. unltd. if WSVS is silent; WSVS, Buffalo, granted temp. auth. remain silent specified days; KGHL, Billings, Mont., extension temp. auth. 780 kc 1 kw 2½ kw LS unltd.; WEST, Easton, Pa., extension temp. auth. Simul.-WKBO.

APPLICATION DISMISSED — NEW, George F. Bissell, Pittsfield, Mass. CP 1200 kc 100 w D.

APPLICATION DENIED — NEW, John Perkins Rabb, Lenoir, N. C., CP 1370 kc 100 w D as in default.

ACTION ON EXAMINERS' REPORTS:

NEW, George B. Bairey, Valley City, N. C.—Granted CP 1500 kc 100 w unltd., sustaining Examiner Dalberg.

KVI, Tacoma—Granted CP move trans., new equip., increase 1 kw to 1 kw N 5 kw D reversing Examiner Walker.

WSMB, New Orleans—Granted renewal license, sustaining Examiner Hill.

MISCELLANEOUS — WMT, Cedar Rapids, Ia. — Reconsidered and granted applic. CP change equip., increase 2½ to 5 kw D; National Television Corp., New York, Denied petition asking temporary use 2,000-2,100 kc for television demonstration; KOB, Albuquerque, N. M. granted applic. renewal license, assign license to Albuquerque Brdcstg. Co.; KOL, Seattle, reconsidered and granted 5 kw D; NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., granted rehearing applic. CP 1480 kc 5 kw D, denied petition amend applic.; KROW, Oakland, Cal., denied petition intervene hearing Earl Yates applic. CP Los Cruces, N. M.; KIT, Yakima, denied continuance hearing applic. KUJ; NEW, Great Western Brdcstg. Assn. Inc., Logan, Utah, accepted answer to appearance and statement of facts filed by Cache Valley Brdcstg. Co.; KRSC, Seattle, granted applic. increase 100 to 250 w unltd.; WBCM, Bay City, Mich., granted request file brief opposition Saginaw Brdcstg. Co.; WHDL, Olean, N. Y.; reconsidered and granted without hearing applic. transfer control to Olean Times Herald; NEW, Harold Johnson & Leland M. Perry, Cedar City, Utah, denied applic. new station without hearing, and denied continuance.

RATIFICATIONS:

KFJZ, Fort Worth — Granted extension program tests (6-9).

WWSW, Pittsburgh—Same (6-10).

KTSM, El Paso, Tex. — Granted temp. auth. carry programs WDAH (6-13).

WELI, New Haven — Extension temp. auth. operate without antenna ammeter (6-15).

Merced Star Pub. Co.—Granted petition cancel order oral argument applic. CP and directed it be submitted to Broadcast Division. Western Broadcast Co. permitted to withdraw exceptions to Ex. Rep. I-200 and request oral argument (6-10).

Applications . . .

JUNE 15

WTIC, Hartford—Extension exp. auth. change 1060 to 1040 kc, Sh.-WBAL to Simul.-KRLD unltd.

WSAY, Rochester, N. Y.—Reinstate CP new station 1210 kc 100 w D.

WLW, Cincinnati — Extension exp. auth. 500 kw D, directional N.

NEW, Farnsworth Television Inc., Springfield, Pa.—CP visual amended to delete 42,500-56,000 and 60,000-86,000 kc.

KFXR, Oklahoma City—Vol. assign. license to Plaza Court Brdcstg. Co.

KPDN, Pampa, Tex.—Vol. assign. license to R. C. Hoiles.

NEW, Johnson City Brdcstg. Co., Johnson City, Tenn.—CP 1200 kc 100 w 250 w D unltd.

WBBM, Chicago—Extension exp. auth. Synchro-KFAB LS to midnight.

NEW, C. F. Gaarenstroom, Fairmont, Minn.—CP 1420 kc 100 w 250 w D unltd.

KSIM, Salem, Ore.—CP new trans.

KWK, St. Louis—Modif. CP re equip.

WHBU, Anderson, Ind.—License for CP new equip.

KXL, Portland, Ore.—Transfer control to T. W. Symons Jr., E. B. Craney.

NEW, KLZ Brdcstg. Co., Denver—CP 1210 kc 100 w 250 w D unltd.

NEW, W. E. Whitmore, Hobbs, N. M. —CP 1210 kc 100 w unltd.

APPLICATIONS RETURNED—NEW, Myrl E. Jones, Carter Lake, Neb.; NEW, Brunswick Radio Broadcast Station, Brunswick, Ga.

JUNE 17

WTBO, Cumberland, Md.—Modif. license from D to unltd. 250 w.

WMEX, Boston—Amended re trans. site.

WGR, Buffalo—CP new trans., antenna, increase 1 kw to 1 kw N 5 kw D.

WABY, Albany, N. Y.—CP new trans., antenna, increase 100 w to 100 w 250 w D, move trans., studio locally.

WWSW, Pittsburgh — License for CP change equip., move trans.

NEW, C. W. Snider, Wichita Falls, Tex. —CP 1500 kc 100 w unltd. amended to 100 w 250 w D.

NEW, Isadore Goldwasser, Anniston, Ala.—CP 1420 kc unltd. 100 w, amended to D only.

KRGV, Weslaco, Tex.—CP change equip., new antenna, increase 500 w to 1 kw.

WIS, Columbia, S. C. — License for CP move trans., change freq., increase power.

WPTF, Raleigh, N. C.—Exp. auth. 5 kw spec. directional.

KIRO, Seattle—Extension exp. auth. 710 kc 1 kw unltd.

KFEL, Denver—Modif. CP change equip., move trans. locally.

KFWB, Hollywood — Modif. CP new equip., increase power, to change antenna and equip., move trans. to Moynier Lane & Higuera Road, Hollywood.

APPLICATIONS RETURNED — NEW, Pee Dee Radio Assn., Mullins, S. C.; NEW, Western Broadcasters Inc., Hobbs, N. M.; C. F. Gaarenstrom, Fairmont, Minn.; WGBF, Evansville, Ind.

JUNE 18

WCAD, Canton, N. Y.—Vol. assign. license to Brockway Co.

W4XBW, Chattanooga—License for CP gen. exp.

WCAT, Rapid City, S. D.—CP vertical antenna, move trans., studio 600 feet.

KANS, Wichita—Modif. CP new station, change equip., site.

KIDO, Boise, Id.—CP new trans., vert. antenna, move trans. locally.

NEW, Loyal K. King, Los Angeles—CP 1530 kc 1 kw unltd.

APPLICATION RETURNED — NEW, George F. Warren, Clifford A. McLin, Traverse City, Mich., CP 830 kc 500 w D.

JUNE 19

NEW, Albert O. Fenyvessy, Rochester, N. Y.—CP 1210 kc 100 w D, amended to ask facilities WSAY.

NEW, WRBC Inc., Cleveland—CP 950 kc 1 kw unltd., amended to directional antenna.

KFRU, Columbia, Mo.—Auth. transfer control to Star Times Pub. Co.

KFAB, Lincoln, Neb.—Extension exp. auth. synchro.—WBBM.

NEW, Frank F. Airey, Twisp, Wash.— CP 1220 kc 250 w D.

APPLICATIONS RETURNED — NEW, Amarillo Brdcstg. Co.; NEW, E. Gibbs, Las Vegas, N. M.

JUNE 22

WEEI, Boston — CP new trans., directional antenna, increase 1 kw to 1 kw 5 kw D, move trans. to Medford.

WBAL, Baltimore—Extension exp. auth. change from Sh.-WTIC to Simul.-KTHS spec. hours 1060 kc and Synchro.-WJZ 760 kc directional.

NEW, A. Frank Katzentine, Miami Beach, Fla.—CP 1500 kc 100 w unltd.

WDAH, El Paso—CP change equip., vertical antenna, move trans.

NEW, National Battery Brdcstg. Co., St. Paul—CP 580 kc 1 kw unltd.

JUNE 23

WLAP, Lexington, Ky.—Auth. transfer control to J. Lindsay Nurn.

NEW, Dixie Brdcstg. System, Stokes Gresham Jr., pres., Valdosta, Ga. — CP 1500 kc 100 w D.

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w unltd., amended to D.

WJR, Detroit—CP new equip., increase to 500 kw.

NEW, U. S. Brdcstg. Co., Toledo — CP 1200 kc 100 w D.

NEW, Same, Columbus—CP 1310 kc 100 w unltd.

KOIL, Omaha—CP change equip.

JUNE 25

WAAB, Boston—CP change WNAC trans. to reduce maximum rated carrier power to be used for WAAB when WNAC is authorized to use its new 5 kw trans.

W2XMN, New York (Edwin H. Armstrong)—Modif. CP to add 41,600 kc.

WBNO, New Orleans—Vol. assign. license to Edward R. Musso, amended to change transferee to J. E. Richards, John R. Maddox and Edward R. Musso, d/b Pelican State Brdcstg. Co.; CP new equip., vert. antenna, change hours from Sh.-WJBW to unltd., move studio & trans. locally, asks facilities WJBW.

W9XAA, Chicago—CP increase power, replace trans.

NEW, A. W. Mills, Gallup, N. M.—CP 1310 kc 100 w unltd., amended to 1500 kc.

JUNE 27

WELI, New Haven—License amended to City Brdcstg. Corp.

WCOP, Boston — License amended to Mass. Brdcstg. Corp.

WGBI, Scranton—Modif. license increase 500 w to 500 w 1 kw D.

KRLH, Midland, Tex. — Modif. license 1420 to 1210 kc.

NEW, Ernest Edward Ruehlen, Great Bend, Kan.—CP 1370 kc 100 w unltd.

NEW, C. S. Gooch, Amarillo, Tex.—CP 1500 kc 100 w D.

KGDY, Huron, S. D. — Auth. transfer control to Greater Kampeska Radio Corp.

NEW, Homer D. Banta, Burlington, Ia. —CP 1310 kc 100 w unltd.

NEW, Central States Brdcstg. Co., Council Bluffs—CP 1500 kc 100 w unltd.

WCFL, Chicago — CP new equip., increase 5 to 50 kw.

JUNE 29

WDRC, Hartford—Modif. license increase from 1 kw 5 kw D to 5 kw N & D.

WMFC, Hibbing, Minn. — CP change equip., increase from 100 w to 100 w 250 w D.

APPLICATIONS RETURNED — NEW, Vereen-Wimpy, Moultrie, Ga.; KFVD, Los Angeles; WGNY, Chester, N. Y.; WSPR, Springfield, Mass.; KFRU, Columbia, Mo.

Examiner's Report . . .

NEW, Ventura County Star Inc., Ventura, Cal.—Examiner Seward recommended (I-239) that applic. CP 1170 kc 250 w D be granted.



ROLLING STUDIO — Central States Broadcasting System (KFAB, KOIL, KFOR) has put this new mobile unit into operation. First person interviewed was Erno Rapee, NBC orchestra leader, from Omaha airport (at left of photo), with Bob Cunningham feeding questions. With a 30-watt transmitter, the outfit has a radius of about 50 miles. It includes public address system and has a trapdoor in the top to give announcers a good view of what is happening in the neighborhood.

Westinghouse Describes Modulation Experiments

CLAIM that Westinghouse radio stations used frequency modulation transmission as early as 1928 was made in a letter to the FCC from S. D. Gregory, assistant manager of broadcasting of Westinghouse, made public June 17. Commenting on the FCC rules adopted in May setting forth frequencies in the band from 40,000 to 42,000 kc. for frequency modulation experiments of the character proposed by Maj. Edwin H. Armstrong, Mr. Gregory expressed satisfaction over the action which encourages experimentation along this line.

"In the interest of keeping your records accurate with respect to development of frequency modulation," he wrote, "we would like to bring to your attention the fact that at various times during a period of several months starting in the winter of 1926, frequency modulation was used for regular program operations at Westinghouse stations KDKA, at Pittsburgh, and KYW, in Chicago. It was also used quite extensively in the operation of international broadcast station W8XK during the same period."

Lucky Strike Renews

WITH the success of the *Lucky Strike Sweepstakes* radio contest, the American Tobacco Co. has renewed, effective Aug. 1, *Your Hit Parade* on 93 CBS stations for another 13 weeks at the same time as now scheduled. This is the first renewal of this series on CBS, the initial broadcast having been heard on May 1. Lord & Thomas, New York, places the account. [See page 52 for further details of Lucky Strike program.] The sponsor announced June 25 that more than 39,000 persons had won cartons of cigarettes during the week beginning June 22.

Colgate-Palmolive-Peet And Gillette Razor Sign For CBS Song Program

GILLETTE SAFETY RAZOR Co., Boston, and Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, shaving cream), both of which signed for the CBS Sunday night sustaining community sing program within a few hours after hearing auditions, came to an agreement with CBS by deciding that each would sponsor the program on separate nights.

C-P-P will use a 67-station network for a show titled *Come On, Let's Sing*, to begin July 1, Wednesdays, 9:30-10 p. m., with Jack Arthur as master of ceremonies and Edmund Ruffner roving through the audience asking comment on current events.

Gillette, according to CBS, will use the 10-10:45 p. m. period Sundays and is considering a series of cross-country interconnected song festivals. Guest groups will be heard on the program from other cities, along with the New York audience. As a sustaining program, the *Community Sing* series drew heavy mail from all corners of the nation.

Ruthrauff & Ryan Inc., New York, is the Gillette agency. Benton & Bowles Inc., New York, has the C-P-P account.

Pittsburgh Symphony Back

RETURN of the Pittsburgh Symphony Orchestra on 45 CBS stations, starting Sept. 6, was announced June 27. The orchestra and guest stars will again be sponsored by Pittsburgh Plate Glass Co., Sundays, 2-2:45 p. m. Batten, Barton, Durstine & Osborn, New York, handles the account.

THROUGH courtesy of the NBC-Red network, something like 60 stations were hooked up the afternoon of June 20 for a "radio meeting" of WPA staff and relief employes, with Harry Hopkins speaking from Washington and others from other cities.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

NBC Staff Changes On the West Coast



Mr. Carney

SEVERAL NBC Western division executive personnel promotions and changes will take place in San Francisco and Hollywood on July 1, Don E. Gilman, vice-president in charge, announced June 24.

H. J. Maxwell, who has been Gilman's assistant in San Francisco for more than two years, has resigned to devote his entire time to development of the Fresno (Cal.) Broadcasting Co., seeking a new station there. His successor at NBC is Lew S. Frost, formerly Western division program manager. Kenneth Carney, appointed production manager several months ago, has been elevated to the post of program manager. Frank Cope, for more than six years associated with KJBS, San Francisco, has been appointed NBC production manager in that city. He is a brother of Donald Cope, who held this position at NBC until he resigned some months ago to join Benton & Bowles Inc., New York.

Walter Baker, NBC office manager and purchasing agent in San Francisco, has been transferred to the Hollywood studios. He replaces Russell Garceau, NBC Hollywood office manager and auditor, who has resigned. Sydney Dorais, formerly assistant auditor in San Francisco, has taken over the post of office manager and purchasing agent vacated by Baker. A. G. Diedericks, who recently joined the San Francisco office staff, has taken on Dorais' former duties.

In the rearranging of personnel, and as part of the general economic program inaugurated by Mr. Lohr when he became NBC president some months ago, three technicians, two in San Francisco, and one in Hollywood, have been eliminated from the staff. San Francisco men affected are E. E. Jefferson, studio engineer and W. D. Kellog, KPO transmitter engineer. The Hollywood studio engineer eliminated is R. G. Denechaud. Several other changes in personnel, both in San Francisco and Hollywood, are expected to take place.

SCIENTIFIC



Scientific RADIO SERVICE CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency. All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90

Approved by F.C.C.

Write to Dept. B-761 for price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

TWO NEW PRESTO ACHIEVEMENTS



DISCLUBE

Presto research again brings to the recording art new products to solve old problems . . . at one end of the scale, DISCLUBE, a chemically prepared liquid which increases the effectiveness of Green Seal disc playback as much as 50% . . . at the other end, a worthy companion to the "portable instantaneous recorder . . ."

THE PRESTO STATIONARY RECORDER



Proof of the value of the staticnary recorder lies in the immediate acceptance of it by nationally-known stations. For instance, take a typical case history from our files (this occurred last week):

For some time, station "S" has been using two Presto Portable Instantaneous Recorders in its studios constantly and successfully. Suddenly there was an influx of amateur contests on the station. A terrific demand for pre-audition service was created. Amateurs had to be interviewed from 8 o'clock in the morning to 10 at night . . . recording equipment had to operate continuously. Inquiries for new equipment went out . . . and the Presto Stationary Recorder was added to Station "S".

Continuous operation made a sturdy, heavy-duty, efficient unit a virtual necessity . . . the Presto Stationary Recorder "filled the bill." This machine cuts wax as well as acetate, is equipped with extra heavy turntable, assures an absolute constancy of speed and uniformity of performance, and is priced surprisingly low. Full details on request.

MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

SEE OUR EXHIBIT AT THE NAB CONVENTION

PRESTO RECORDING CORPORATION

139 West 19th Street, New York, N. Y.

Premium Offers of Network Sponsors Include Novel Merchandising Schemes

DIVERSE merchandise offers as well as service offers are found in premium campaigns being staged on major networks this year. Popularity of premiums continues unabated, with sponsors seeking to interest listeners, attract new audiences or promote sale of certain lines.

Premiums offered on CBS by sponsors during the first five months of 1936 follows:

American Tobacco Co. (Lucky Strike), picking first three ranking songs to be played on next program, all winners receiving a carton of Lucky Strikes (May).

Acme White Lead & Color Works (paint), 25-word letter telling "Why You Like Lin-x", plus sales slip or tag from can of Lin-x. Weekly prizes; first, Ford coach; second, $100; next 20, $5 (Feb., March, April).

Atlantic Refining Co. (petroleum products) a free offer of a copy of Boake Carter's Story of Toms River (Feb., March).

Carborundum Co. (abrasives), pocket size Carborundum sharpening stone for box top or label from any Carborundum product (Jan., Feb.); a free offer of booklet, Romance of Carborundum (Jan.); to the ten oldest couples dancing to the music of "Blue Danube" on program, pictures of Niagara Falls (Feb.).

Colgate - Palmolive - Peet Co. (Palmolive soap), complexion brush for 10 cents and black bands from three bars of Palmolive soap. (Jan., Feb., March); short letter beginning with the words, "I like Palmolive soap because—" plus black bands from three bars of Palmolive soap and name and address of dealer and clerk selling the soap. First 20 winners received $1,000 or a free trip to Europe on the *Queen Mary*, next 100,000, complexion brushes (March, April, May).

Colgate-Palmolive-Peet Co. (dental powder), $1,000 first prize; $250 second, next 25—$10, for short letter on "What I Would Do With $1,000" (March, April).

Colgate - Palmolive - Peet Co. (Peet's Granulated), weekly cash prize contest on short letter beginning with the words, "I Prefer Peet's Granulated Soap because—" with box top of product. Prizes $100 first; next 50, $5 in trade at grocery (March, April, May).

Colgate - Palmolive - Peet Co. (shaving cream) $1,000 first prize; second $250; third $50; next 25, $10; next 50, $5 for box top from Palmolive shaving cream and a short letter on, "Why Crime Does Not Pay" (March, April).

Consolidated Cigar Co. (Harvester cigar), picture of Harv & Esther, members of cast, and copy of theme song for 2 Harvester cigar bands (Jan.).

Continental Baking Co. (Wonder bread), free map of the Wonder Valley of Gold and a booklet "Around the Campfire" (April, May).

Cream of Wheat Corp. (cereal), membership in Buck Roger's Solar Scouts club, including scout badge and secret handbook, for the triangle from a package of Cream of Wheat (Jan., March, April, May). Buck Roger's equipment to members of Solar Scouts club for green triangles from Cream of Wheat (Feb., March).

Delaware & Lackawanna Coal Co. (Blue coal), free tickets for studio broadcast (Feb.).

E. I. DuPont de Nemours & Co. Inc. (institutional), copy of Declaration of Independence to teachers and instructors who furnish the name of school and class taught (Jan.); another manuscript offer, "Abraham Lincoln, A True American", same requirements (Feb.); free offer of "Kinship of DuPont Products" and 13 - color chemical color chart (April). Sample of rug anchor (April).

Ford Motor Co., free copy of weekly radio talks by Mr. Cameron (Jan. through May).

Ford Motor Co. (Lincoln Zephyr), free booklet describing the Lincoln Zephyr (March, April).

Great Atlantic & Pacific Tea Co., (A & P coffee) tickets for basketball game between Celtics and Collegiates for $1.50 and .75c (April).

General Mills Inc. (Wheaties), a word-building contest using only standard English three-letter words formed from the letters in the sentence "Wheaties keep you as warm as a cooked cereal" accompanied with sales slip for box of Wheaties. Prizes: First, Lincoln Zephyr and $100 to a boy and a girl; next 25, a $7.50 Parker fountain pen with engraved name for boys and girls (Jan., Feb.).

Hecker H-O Co. Inc. (H-O oatmeal and Force), membership, code book and rules of Rangers for 2 box tops from either of above products (Jan. Feb.).

H. J. Heinz Co. (canned foods), free offer of hostess bulletin (Jan. through April); Heinz book of meat cookery for 10 cents (Jan., Feb., March); baby diet book for 10 cents or 3 labels from any Heinz strained baby foods (Jan., Feb.); free offer Heinz entertaining guide (Jan.); book of salad recipes for 10 cents (Jan.); free offer meatless dinner menus (Jan., and March); free offer mid-winter desserts (Feb.); free offer hospitality shelf bulletin (Feb.); free offer children's recipes and menus plus vitamin and mineral chart (Feb.); free offer of menus for entire family (March); free offer German menu bulletin.

Illinois Meat Co. (meat products), Mixmasters, Elgin watches, hosiery, candy, Health - O - Meter scales, blankets, radios, Toastmasters, etc. for one label from a can of Broadcast Corned Beef Hash and a letter rhymed on the program (Jan.); for statement in 20 words or less on "Why You Like Broadcast Corned Beef Hash" and letter to be rhymed on the program, both written on back of a Broadcast label, a daily contest which awarded, first, Elgin watch; second, Mixmaster; third, Silex coffee maker (Jan.); contest similar to above for Broadcast spaghetti meat, prizes, first, Elgin watch; second, Silex coffee maker; third, electric clock (Feb.); free offer of quick recipes (Feb.).

Kleenex Co. (Kleenex & Quest), answer to question, "Should Mary Marlin Go Back to Her Husband, Joe?" plus a receipt for a purchase of Quest; $1,000 first prize; $250 second; next 3, $50; next 25, $10; next 50, $5; next 919, 1,000 sheets of Kleenex (Feb.).

Kolynos Sales Co. Inc. (toothpaste), for best three - word name of black evening dress worn by Myrna Loy in the picture "Wife vs. Secretary" and a Kolynos carton; first prize, $1,000; second, $500; next 2, $100; next 10, $10; next 20, $5; next 100, $1 (Feb., March).

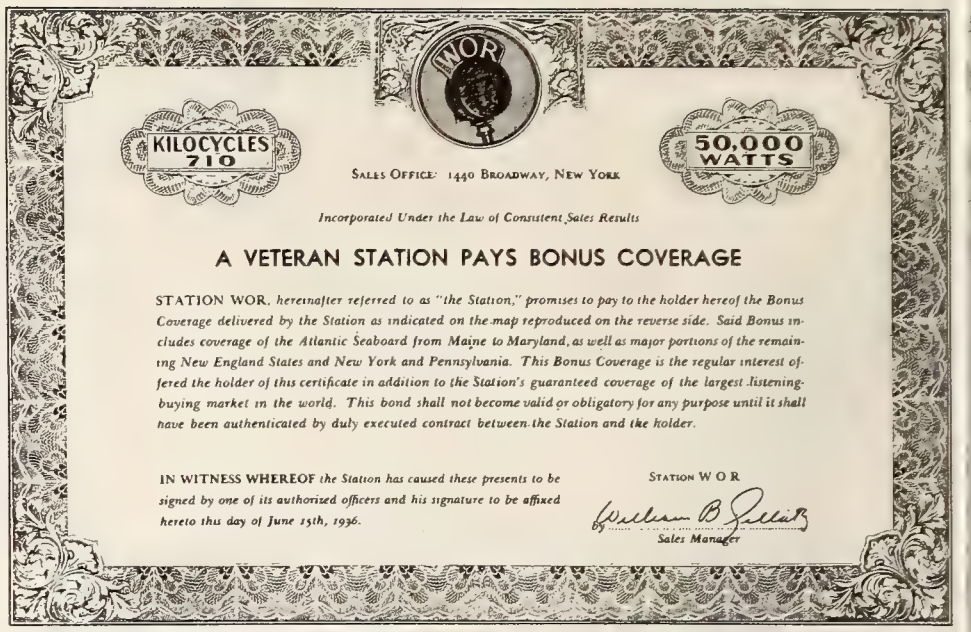
Lady Esther Co. (cosmetics), free offer of five different shades of face powder and seven-day supply of face cream (March, April).

Larned Co. (Hill's nose drops), free offer trial bottle of Hill's nose drops (March, April).

Lehn & Fink Inc. (Pebeco toothpaste), four-year college course for person submitting the best 500 word letter on, "How Can America Stay Out of War?" No proof of purchase required (Jan., Feb.); Eddie Cantor joke book for Pebeco carton (March, April, May).

Lehn & Fink Inc. (Hinds Honey & Almond cream), weekly prize, Pontiac automobile, for best 50 word letter on the subject "Why I Like and Use Hinds Honey & Almond Cream" accompanied with 2 box fronts from 10c size or 1 front from the large carton of the product (Jan., Feb., March).

Mohawk Carpet Mills Inc. (carpets and rugs), free offer of bottle of Old English Rug Sta (rug anchor) for the number of favorite Mohawk rug or carpet (March, April); free offer of interior decoration booklet (May).



FACSIMILE BOND — WOR, Newark, on June 15 sent to 3,000 agencies and advertising representatives a "bond" promising to pay bonus coverage in its market. The stunt tied in with issuance of bonus bonds.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.



FREQUENCY MEASUREMENTS ARE AN INEXPENSIVE INSURANCE AGAINST OFF FREQUENCY OPERATION

Our periodic regularly scheduled measurements have proven invaluable to over a hundred stations in maintaining enviable frequency performance records. A few of the broadcast and police stations who subscribe to our service on a WEEKLY basis are: WAAW, KSO, KRNT, KSCJ, WKY, KVOD, KLZ, WMJ, KNFB, WRR, KGNC, WNAX, KCRC, KTUL, XENT, XEMO, KGPX, KMMJ, KNHF, KACP, KNFF, and others. You, too, can be helped by this inexpensive but INVALUABLE service.

RATES

Single measurements ..... **$1.75 each**
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TRU-AXIS CRYSTALS
"LOW DRIFT"
Approved by FCC

An improved power crystal having an extremely low temperature coefficient. Each TRU - AXIS Broadcast Crystal is individually tested over a 50°C. range, and the drift is not allowed to exceed 3 CPS / meg/°C.
Orders accepted now at this price for delivery any date specified by the station between July 1st and November 12th, 1936.



PRICE
$42.50

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DEALERS OF REMLER QUALITY SPEECH INPUT EQUIPMENT

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DESIGNERS AND MANUFACTURERS OF RADIO TRANSMISSION, SOUND FILM, DISC RECORDING AND COMMUNICATION EQUIPMENT

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CABLE: JENKADAIR

National Ice Adv. Inc. (ice manufacturers), answers all questions re ice refrigeration (March, April).

Pet Milk Sales Corp. (canned milk), can openers for Pet milk label (Jan. through May); recipes for 2, 4, 6 persons for 1 Pet milk label (Jan. through April); baby book for 1 Pet milk label (Jan. through May); candy book for 1 Pet milk label (Jan. through May); cook book for 1 Pet milk label (Feb.); Lenten recipes, free offer (Feb.); Swedish and tomato salad dressing recipes, free offer (April); "Good Things to Eat" for 1 Pet label (May); free offer of sauce recipes (May); free offer of recipes for drinks (March); free offer salad dressing recipes (March); vegetable recipes for 1 Pet milk label (March); Easter cake recipes for 1 Pet milk label (March).

Philco Radio & Television Corp. (radio receivers), free copy of Boake Carter broadcast on the death of King George V (Jan.).

Pillsbury Flour Mills Co. (flour), free offer of recipes used on broadcasts (Feb.).

Plymouth Motor Co. (motor cars), Plymouth sedan, weekly prize for best answer submitted to question asked by Ed Wynn. Official entry blanks at Plymouth, De Soto or Dodge dealers (Feb. through May).

Pompeian Co. (cosmetics), large tube of Pompeian tissue cream for 10c (Jan.); large tube of Pompeian cleansing cream for 10c (Jan., Feb.); autographed photograph of Gary Cooper, star of show, for inside paper cover of new Pompeian product (Jan.); new Pompeian cleansing cream for paper cover from Pompeian powder (Jan.); new Pompeian massage cream for 10c (Jan.); new Pompeian lipstick, of desired shade, for 25c (Feb.); special get-acquainted box of new Pompeian powder, of desired shade, for 10c (Feb., March); 100 first prize; next 100, two pairs of Gotham Gold Stripe hose, for best letter on "Why I Like the New Pompeian Beauty Powder", entries accompanied by inside paper of Pompeian beauty powder and to all entries a Pompeian lipstick in case (March, April).

Remington Rand Inc. (typewriters), prize contest for best 50-word statement on "Why I want a Remington Noiseless Typewriter" plus information whether entrant owns, rents, or operates typewriter, if so, make and model number, $1,000 first prize, $500 second, $250 third, next 5, $100; next 50, $10, next 150, $5; next 300, typewriter desks; next 592, boxes of ribbon and carbon paper (Jan.); a contest with same requirements as above for 50-word statement on "Why I Object to Old-Fashioned Noisy Typewriters", prizes, 1,000 first; next 50, Remington noiseless portable typewriters (Jan.); typewriter ribbon and package of carbon paper for 25c and make and model number of listener's typewriter (Jan., Feb., March), March offer asked for 35c; ten-day free trial of Remington typewriter, additional three weeks rental for $2 (Jan., Feb., March); combination offer of Remington portable, typewriter desk, instruction book and carrying case for $38.50 (Feb.); ten-day free trial of above offer (Feb.); opportunity to sell Remington typewriters on commission basis, must furnish name, address, age (Feb.); copy of book, "You Can Write" for 25c and make and model of typewriter if owned (Feb., March); Remington's combination offer of junior portable, carrying case, instruction book, typewrite desk, and copy of "You Can Write" for $38.75 (Feb.); free trial of line-a-time (Feb.); combination offer of typewriter, typewriter desk, carrying case, instruction book, copy of "You Can Write", package of carbon paper for $1.50 plus cost of typewriter (Feb.); combination offer of junior portable typewriter, carrying case, instruction book and portolight for $37.95 (Feb.); typewriter desk and certificate good for $1 toward down payment on typewriter for $2 (Feb.); personal correspondence offer of portable typewriter, carrying case, instruction book, package of carbon paper, 2 quires bond stationery with name and address imprinted, plus booklet by Emily Post, details from Remington dealer (March); copy of "How to Sell What You Write", package of carbon paper for 25c make and model number of typewriter if owner (March); typewriter desk, 2 quires of vellum stationery with name and address imprinted, booklet by Emily Post, certificate good for $1 toward typewriter for $3 (March); 20 typewriting shortcuts and 10-day free trial of Remington short stroke typewriter (March); two quires of stationery with name and address imprinted, Emily Post booklet, package of carbon paper for $1 and make and model of typewriter owned (March); free offer of Remington Rand bargain book and picture of the *March of Time* radio cast in action (March).

Sales Affiliates Inc. (Zotos permanent wave), free offer of courtesy card for test Zotos curl and list of shops in neighborhood (Feb. through May); Zotos permanent waves for 25 best 100-word letters on "Why Machineless Wave Is Best" (May).

Sterling Products Inc. (Bayer aspirin), free offer of broadcast tickets (Jan.).

Stewart Warner Corp. (Alemite), Alemite Brigadiers Club safety emblem for license plate and book of safety tips, free offer (March, April, May).

Swift & Co. (Sunbrite cleanser), membership in Sunbrite junior nurse corps, scroll, copy official creed, pictures illustrating salute, photo of Dorothy Hart for 3 Sunbrite labels (Feb. through April); all members receive autographed photo of Dorothy Hart and Timothy Blye, of radio cast, in full uniform (March); magic nurse's chart, package of Bauer & Black Handi-snip bandages, junior nurse corps badge for 3 Sunbrite labels (March through April); prize contest for mothers, 100-word letters beginning, "In the future Sunbrite programs, I would like my daughter to hear about . . . (some famous women, etc.)" plus 1 Sunbrite label, 20 junior radio sets, all contestants receiving picture of entire cast (April).

Ward Baking Co. (bread), membership in Scoop Ward Press Club including reporter badge, free offer. (Jan. through May); ten self-focusing cameras each week for ten best stories submitted by Scoop Ward Reporters (Jan., Feb., March); similar contest with $49.50 Underwood typewriters as prizes (March, April, May).

Wasey Products Inc. (Barbasol), safety razor, package of 5 blades for 30c and carton from 50c size of Barbasol (Jan. through April).

Wasey Products Inc. (Kreml, Musterole, Zemo), autographed copy "Making Molehills of Mountains" by Voice of Experience (M. Sayle Taylor) for $1.50 (Jan.); for five best letters re how to wake a husband in the morning, copies of "Making Molehills of Mountains" (March).



First Fr. Coughlin Interview

HERE is the first personal radio interview ever given by Father Charles E. Coughlin, militant Detroit priest. He is being interviewed by Linus Travers (right), Yankee director of commercial productions. John Shepard 3d, Yankee president, is behind the microphone. Father Coughlin is said to be negotiating for a special network during the political campaign.

Some NBC Premiums

HERE is a partial list of premiums offered on recent NBC programs:

Wander Co. offered listeners to Little Orphan Annie 8 decalcomania transfers, consisting of people who were out West on the Flying W Ranch, in return for the aluminum seal from a can of Ovaltine sent to the client, Chicago.

Princess Pat Ltd., offered a full-size box of face powder in return for the printed paper circle from a box of Princess Pat Rouge sent to the sponsor, Chicago.

Sun Oil Co. is offering an improved indibidual monogramed emblem for use on license plates. The new emblem is equipped with a reflector which acts as an extra tail light at night. Sunoco dealers supply them for 10c each.

Ford Dealers offer to lend truck owners a new Ford V-8 truck for an "on the job" test in order to permit truck owners to drive the Ford V-8 with their own load over regular routes for checking the results. Any Ford Dealer will arrange for the test.

Pillsbury Flour Mills Co., which recently changed from one NBC network to another, offered a synopsis of the Today's Children plot in order to enable new listeners to become acquainted with the story.

Listeners to the Esso News Reporter are invited to get a Touring Service Card at any Esso dealer. Filled in and returned to the Standard Oil Co. of New Jersey, it brings maps and full information to the sender.

Great Atlantic & Pacific Tea Co. offered a special issue of the A & P Menu devoted to the planning of picnic menus with recipes, free at all A & P stores.

A booklet, "Seven Wise Men", was offered free by the Occidental Life Insurance Co.

Tastyeast Inc., offered an autographed photograph of Lefty Gomez in return for three inside wrappers from Tastyeast bars; sent to the sponsor, Trenton, N. J.

Boweys Inc. offered in return for the cardboard cap from any milk bottle, together with listener's name and address, a Magic Slate.

Standard Brands Inc., offered listeners to One Man's Family (on the Pacific Coast) a copy of Jack Barbour's scrapbook in return for the end card from a Tender Leaf Tea package.

WEVD, New York, presented interviews with five Progressive Senators during the Democratic Convention, with Bryce Oliver questioning them on current issues.

BROWN, ANTHONY Co., Boston investment house, is using 26 five-minute programs on WCOP, Boston, with a morning studio talk by Bradford Dorr, banking author.

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Now You Be The Judge

100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

STEEL CUTTING NEEDLES FOR ACETATE.

Playback Needles for all Transcriptions.

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Most CREI students and graduates are men who are, and have for years, been professionally engaged in Radio. They are men who are ambitious enough to study while they work . . . men who are qualifying themselves for the most important jobs you have to offer.

• We know all about their ability . . . their training . . . their past experience. We believe we have just the man you are looking for . . . and charge nothing for getting you together. Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any of the following phases of Radio Engineering:

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Dept. B-7

29 Broadway
NEW YORK CITY

NAB Conventioneers . . .

Universal's new professional RECORDING MACHINE, DISCS and ACCESSORIES and MICROPHONES will be DEMONSTRATED by staff engineers at The Stevens during the NAB Convention.

See

Dr. Ralph L. Power, advertising manager of Universal, at The Stevens.

Or

L. G. Cushing, Chicago representative, room 513, 540 No. Michigan Ave., 'phone Delaware 1561

UNIVERSAL MICROPHONE CO., Ltd.

424 Warren Lane — **Inglewood, Cal.**

IN THE CONTROL ROOM

A. J. COAR, owner and manager of the U. S. Recording Co., Washington, has completed work on studios of WNOX, Knoxville, and will also act as engineering consultant in the installation of the new transmitter of WCPO, Cincinnati, starting July 1. Mr. Coar formerly was with RKO in Hollywood as sound engineer and with Piezoelectric Laboratories, New York.

GLENN D. GILLETT, Washington consulting engineer, has returned to his office following an operation for appendicitis.

JOHN BUTTRICK, operator of WEEI, Boston, was married in June to Miss Betsey Green, of that city. Norman Young, operator, was married to Miss Lavinia Ballard, of Birmingham, Ala.

BIRDSALL HOLLEY, of the technical staff of WHAM, Rochester, has been elected president of the Rochester Camera Club.

MAX KELCH, formerly an instructor at the California Institute of Technology and later engineer at KMPC, Beverly Hills, Cal., in June became an engineer for the Southern California network.

MAX WEINER, chief engineer of WNEW, Newark, for no particular reason picked the 16,762d hour of WNEW broadcasting as the occasion for a party to his staff.

Mayor's Fireside

"FIRESIDE talks" to his constituency, somewhat along the lines of President Roosevelt's notable chats to the nation, have been started on a weekly basis over WIP, Philadelphia, by Mayor S. Davis Wilson. The series is non-political in character, and Mayor Wilson plans to bring his various department heads before the microphone to introduce them to the people.

GABRIEL KRON, General Electric Co. engineer, on June 20 was awarded an honorary master of engineering degree by the University of Michigan.

THOMAS J. DOONAN, formerly of KSO-KRNT, Des Moines, Ia., has joined the technical staff of WHO, the Central Broadcasting Co. station in that city.

HOMER COCHENE, formerly in charge of the transmitter of WENR, Chicago, has joined the engineering staff of WLS, Chicago.

JAMES M. MORAN has been promoted to chief engineer of KTHS, Hot Springs, Ark., replacing Moody McDonald, who has joined the technical staff of WLW, Cincinnati. New additions to the KTHS staff are John Thornton and V. O. Van Dusen.

WHO IS YOUNGEST?
WIL, WBNX Feature Youthful Microphone Voices



Geo. Wood Jr.

WHO is radio's youngest commercial announcer?

Two adolescent microphone artists are George Wood Jr., of WIL, St. Louis, aged 12, and Donald Dike, of WBNX, New York.

Young Wood has been on the air five years as singer, announcer and master of ceremonies and has had his own commercial program for three of them. He is the son of George Wood, pioneer radio production man and announcer. Recently he completed a 36-week series for a St. Louis furniture store and has handled national accounts for Kellogg's, Walgreen and Wurlitzer and a number of local advertisers. He comes from Bob Burn's Van Buren, Ark.

Donald Dike has an adult voice. He handles the WBNX Saturday afternoon Children's Theatre program and is a student at Columbia Preparatory School.

EQUIPMENT

WHK, Cleveland, has broken ground for a new radiating system, with structural steel work scheduled to start July 1. The antenna will be 300 feet high with wheel cap 30 feet in diameter. It was designed by WHK engineers, under direction of Edward L. Gove, technical supervisor. The antenna will be of the "loaded" type affording a maximum of low-angle radiation.

IN LINE with the expansion program planned by the Cornell-Dubilier Corp., New York, Leon L. Adelman, sales manager, announces appointment of R. W. Mitscher as sales representative for the state of New York, with the exception of New York City. Mr. Mitscher previously was connected with the Tobe Deutchmann sales staff.

RAY LYON, research engineer of WOR, Newark, has designed a microphone for remote use. They are table style and combine beautly and utility, being less bulky and much easier to handle.

COURSES in fingerprinting are given by Institute of Applied Science, Chicago, in a thrice-weekly five-minute WBS transcription series on WJR, Detroit. Matteson - Fogarty - Jordan Co., Chicago, is agency.

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Specializing in Problems of Broadcast Transmission and Coverage Development.
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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Radio Salesmen Wanted!
Excellent opportunity for salesman experienced in selling small independent station time. Opening in city where business and living conditions are most desirable. Our business is finer than ever before and we want another good experienced man to make it even greater. Unusual chance for right person. No transients accepted. Give full details in first letter. Address Box 506, BROADCASTING. Our employees know of this advertisement.

Experienced announcers, artists, continuity writers, engineers, salesmen, program and production personnel are invited to register with NATIONAL RADIO DEPARTMENT, Vocational Bureau, Cleveland, Ohio. Moderate fees when placed. Several positions now open to be filled immediately.

WANTED: Continuity writer with original ideas, ability to put them into words, originality without temperament, versatility and productivity. Write giving full qualifications, KLZ, Denver, Colorado.

Situations Wanted

Cleveland trained announcer and continuity writer wishes added experience in small station. Any location. Salary secondary. Box 510, BROADCASTING.

New Station Applicants! The arrival of that license is the starting gun for the organizing of a complex new business. A successful manager who knows every detail from experience can apply tested policies and make a net profit immediately. Am now operating station but available for position with future. Box 512, BROADCASTING.

Stations requiring experienced professional studio personnel, engineers, salesmen and artists communicate with NATIONAL RADIO DEPARTMENT, Vocational Bureau, Cleveland, Ohio.

Salesman now employed but available. Not promoter type but specialist in selling for long-time satisfaction. Box 513, BROADCASTING.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 509, BROADCASTING.

Wanted to Buy

Responsible party with cash is interested in purchasing a radio station that has possibilities. Box 511, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 304-A, one kilowatt transmitter, complete with one set of tubes and partial set of spare tubes; also spare 700-A oscillator. Fully AC operated. Guaranteed in first class mechanical and electrical condition. Equipment removed from service because of increased power. Crated, ready for immediate delivery. Original cost $18,000. Offered at $7,000 f.o.b., Columbia, S. C.

FCC memo 243 lists the 304-A equipment "as satisfying the requirements of good engineering practice" promulgated in accordance with Rule 132.

G. Richard Shafto, Station WIS, Columbia, S. C.

Western Electric 1 Kw 106-B Transmitter

This equipment is in excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

SURPLUS WESTERN ELECTRIC equipment, perfect condition, from network key stations. 1B rectifiers; wonderful buy. Original cost $1400. Sell $89.95. Amplifiers 8A $37.50. 8B $59.95. 17B $39.95. 18 B $22.50. Volume Indicator 203C $25. Also assorted studio and transmitter components. High fidelity line equalization equipment. F.O.B. New York; 25% with C.O.D. A. Hass, Station WARD, 427 Fulton St., Brooklyn, N. Y.

BROADCASTING

Broadcast Advertising

Vol. 11 • No. 2

WASHINGTON, D. C.
JULY 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



America's "Ten-Gallon Hat" MARKET.....

THE GREAT SOUTHWEST is America's leading market for "ten-gallon" hats, but the 807,302 WFAA-WBAP "radio families" also eat and sleep, drive cars, build and furnish homes and have the usual needs of the average American family. In fact, in the Dallas - Fort Worth area incomes are well above the national average and sales in all lines are now reaching new highs . . . The Southwest's leading station can do a whale of a job for you if you sell "ten-gallon" hats but, more important, it can do a "ten-gallon hat sized" job for ANY product of merit. Our National Representatives, Edward Petry & Co., Inc., will gladly supply full information on the special marketing opportunity in Texas during this Centennial Year.



50,000 WATTS

WFAA - WBAP

DALLAS FT. WORTH

By direct, audited measure

Columbia

Note for analytical minds: *In this world of many different kinds of surveys, you will be interested in the fact that the data given here are based upon the audience's direct expression of what radio stations it listens to regularly. No incomplete rankings of programs are used, but a measure of what the full day's schedule does in building each station's audience. On this significant basis, we know accurately (from an unbiased audit) that the Columbia Network has more listeners, than any other network or group of stations, as shown on the facing page. This is a measure, of course, of network audiences: the audiences regularly delivered to advertisers by the networks in each combination of cities (not each individual city) indicated. Write for details.*

has more listeners than any other network —

in the 10 largest cities of the United States

in the 13 cities where the three basic networks meet in direct local competition

in the 26 cities of the CBS Basic Network

in ALL the cities of the complete Columbia Network

New, and audited figures on the size of the audience for every network station in these cities have just become available; and may be seen, when you wish, at the New York offices of the Columbia Broadcasting System.

But there's still another way of telling. More of the country's largest advertisers broadcast over Columbia than over any other network. These shrewdest buyers of advertising facilities *know* whereof they buy.

COLUMBIA BROADCASTING SYSTEM • 485 Madison Ave., New York

Help . . .



for the HARD-TO-PLEASE

Beyond those more intangible attributes which have won for WOR the favor of more than one hundred and seventy advertisers during the first five months of 1936, are the immediate results they obtain at a very low cost per cent. For example, the maker of a household commodity offered some fine seeds to listeners during the spring of this year. Six times he asked WOR listeners to purchase his product and mail a box top to this station accompanied by ten cents. In less time than it took to make the announcements, 22,489 dimes and proofs of purchase were received. Ah, but that is not all. Our statisticians tell us that *for every dollar spent for WOR time by this sponsor, he enjoyed a return of $3.74 in cash expenditures by listeners for his product.* It is little wonder that an increasingly greater number of alert advertisers are beginning to learn that there exists among the inhabitants of the WOR market a spirit of free-spending equanimity *to be found nowhere else.*

WOR

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WXYZ
DETROIT

N.B.C.
Blue Network

ACTUALLY PRODUCING
44 Outstandingly Successful
COMMERCIAL SHOWS
EVERY WEEK
Right In Our Own Studios!

And What A Whale of A Job We're Doing!!

WXYZ, with its vast experience in showmanship, handles a "big time" production schedule of musical, dramatic and variety entertainment—producing and broadcasting forty-four of its own sponsored programs. And that we're doing a *whale* of a job for our advertisers is attested in twenty-two brief case histories of WXYZ sales successes. We will gladly send them to you upon request.

WXYZ STUDIO PRODUCTIONS . . .



32 Quarter Hours

Ann Worth, Housewife	*Baked Goods*	*5—¼ hrs. wkly.*
Noonday Comments	*Hair Restorer*	*5—¼ hrs. wkly.*
Livestock Mkt. Reports	*Trucks & Mtr. Cars*	*5—¼ hrs. wkly.*
Day in Review	*Drug Products*	*6—¼ hrs. wkly.*
Kyte's Rhythmeers	*Gasoline*	*5—¼ hrs. wkly.*
Sports Highlights	*Ale*	*3—¼ hrs. wkly.*
Mountaineers	*Cleanser*	*3—¼ hrs. wkly.*

12 Half Hours

The Lone Ranger	*Bread*	*3—½ hrs. wkly.*
Big Broadcast	*Cigars*	*1—½ hr. wkly.*
Children's Theatre of Air	*Jewelry*	*1—½ hr. wkly.*
Michigan Theatre Hour	*Entertainment*	*1—½ hr. wkly.*
The Mixing Spoon	*Food Manufacturers*	*6—½ hrs. wkly.*

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WOOD
WASH
GRAND RAPIDS

N.B.C.
Red & Blue

Only WOOD
CAN GIVE YOU THE GREAT
$200,000,000
Grand Rapids MARKET

Can Such A Market Be Overlooked? Certainly Not!

The Western Michigan Market belongs to WOOD! Here — in Michigan's second biggest market—the wholesale and retail business averages more than $200,000,000 annually! Can this market be overlooked? Certainly not! Can this market be reached through powerful network stations in Chicago and Detroit? No. Facts prove it. You MUST use WOOD for sales.

WOOD-WASH—A Must For Sales



Grand Rapids is 135 miles from Detroit—125 miles from Chicago. A recent NBC-ROSS Federal Survey in Grand Rapids showed more listeners tuned to WOOD than all the other stations combined. A similar survey by Alka Seltzer-Benjamin Soby again showed the same result. Actually 3 times as many listeners as any other station—including powerful net work stations such as: WGN Chicago, WJR Detroit, WLW Cincinnati. It is obvious, therefore, that in order to win the great Grand Rapids Market through the use of radio—you MUST use WOOD!

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco



"Mine was this big!"

MAY the Lord forgive us, but we're getting awfully sick of seeing the boys rushing around, yammering about million-dollar advertising contracts and billion-dollar plans and blah blah blah.

What *we're* looking for is a few more agencies or manufacturers who've got a darned good product, a swell personnel, and a *smallish* appropriation to start with. We want to work with a few more such outfits—help them to plan constructively, to spend wisely, to go places and make money via radio.

That's the way our business was built, and it's the way we like to work. Do you want us to work *for you?*

FREE, JOHNS & FIELD, INC

Associated with Free & Sleininger, Inc.

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WHKC . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	KTSA . (CBS-SBS) . . San Antor
WOC . . (CBS) . . . Davenport	KFAB . (CBS) . Omaha-Lincoln	KTUL . (CBS) . . . . . Tu
WDAY . (NBC) . . . . . Fargo	KOMA . (CBS-SBS) . Oklahoma City	KVI . . (CBS) . . . . . Taco
KTAT . (SBS) . . . . Fort Worth	WMBD . (CBS) . . . . . Peoria	and
WDRC . (CBS) . . . . Hartford		Southwest Broadcasting Syste

BROADCASTING
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Vol. 11 No. 2 WASHINGTON, D. C., JULY 15, 1936 $3.00 A YEAR — 15c A COPY

NAB Staves Off Effort to Split Ranks

Levy Bolts Convention; Attendance Records Are Broken; Myers Elected President; Baldwin Reappointed

By SOL TAISHOFF

SUCCESSFULLY resisting the most serious threat to unity within the industry it has ever faced, the 14th annual NAB convention adjourned July 8 with a stronger organization, and charted an ambitious program of expansion for the coming year.

Because of the interest aroused by the intra-industry strife, the convention broke all records for attendance, with a gross enrollment of 816, and with a delegate registration list of 258. Charles W. "Chuck" Myers, operator of KOIN and KALE, Portland, Ore., was elected president for the ensuing year, and James W. Baldwin, managing director, was reappointed.

An effort to split the industry and create a new trade association was made by Isaac D. Levy, retiring treasurer, coowner of WCAU, Philadelphia, and an important CBS stockholder. Launched on the opening day, Mr. Levy's undertaking fizzled and the succeeding sessions evidenced the building of a stronger NAB. His defection was traceable to the music copyright issue and his feud with Mr. Baldwin, and ten of the 19 members of the board whom he characterized as the "secret ten". Mr. Levy has declared his intentions are still to form a new trade association, which he promised would get under way soon.

Baldwin Unscathed

THE major networks, likewise openly opposed to NAB copyright activities and the Baldwin regime, did not, however, support the Levy move. They had threatened to "take a walk" from the trade association some months ago, but time had its healing effects and the networks are still as well identified with NAB as before, although obviously disappointed over the turn of events.

Mr. Baldwin, who as executive head of the NAB has been in the thick of the bedlam of controversy during the last year—his first as managing director, — emerged unscathed by the Levy attack and other efforts to unseat him. He was not only reappointed by the new board of directors following the convention, but he was given a $2,000 increase in salary to $13,000. With a few exceptions, practically his entire slate of recommendations was approved by the membership. These included his plea to keep copyright negotiating powers within the NAB, whereas CBS, supported by NBC, proposed elimination of "all controversial issues" from the NAB purview; his three-point plan for a Bureau of Copyright within the NAB; and his project for creation of a cooperative bureau of radio research through subscription of NAB funds.

The new board of directors, following adjournment of the convention July 8, promptly voted to authorize a fund of $10,000 for furtherance of this undertaking, looking toward a bureau to authenticate station coverage and listener data in collaboration with the Association of National Advertisers and American Association of Advertising Agencies. This $10,000 is to be used if, as and when needed. A fund of $30,000, two-thirds from NBC and $10,000 from CBS, already is available.

The only important Baldwin recommendation which failed to pass—that proposing a 50% increase in dues to defray contemplated costs for new undertakings —was lost by failure to get the necessary two-thirds majority vote. The convention also rejected a series of resolutions and proposals offered by members at the concluding session, including one which would have placed the NAB on record in opposition to the granting of any additional 500,000 watt applications, on the ground that it tended toward monopoly and would prove inimical to the interests of public and industry.

Myers on Independent Ticket

MR. MYER'S election developed from an independent ticket offered from the floor, after the nominating committee brought in the name of Edwin W. Craig, of WSM, Nashville, despite Mr. Craig's enforced absence from the convention. The latter was en route to Europe at the time, having arranged the trip prior to the designation of the convention time. The new president, who takes over the gavel held by Leo J. Fitzpatrick, of WJR, Detroit, during the last year, is well known in industry ranks. He was elevated from the first vice presidency and for four years has sat on the NAB board. He has been a broadcaster for the past decade, and prior to that was in newspaper work 25 years, handling circulation, advertising management and then business management. His name had been considered by the nominating committee along with that of Mr. Craig and John Shepard 3d, president of the Yankee Network.

Elected along with Mr. Myers as officers were John Elmer, owner of WCBM, Baltimore, and a former newspaper publisher, as first vice president; Gardner Cowles Jr., president, Iowa Broadcasting System, and editor-in-chief of the *Des Moines Register-Tribune*, second vice president, and Harold Hough, manager of WBAP, Fort Worth, Tex., and circulation manager of the *Fort Worth Star-Telegram*, treasurer. There was no opposition to these nominations by the official nominating committee.

Directors elected to fill the six vacancies were Edward A. Allen, WLVA, Lynchburg, Va., retiring second vice president, and president of National Independent Broadcasters; Arthur B. Church, KMBC, Kansas City, (reelected); Gene O'Fallon, KFEL-KVOD, Denver; John F. Patt, WGAR, Cleveland, and L. B. Wilson, WCKY, Cincinnati, for three-year terms; and Frank M. Russell, NBC Washington vice president,



NAB OFFICERS AND BOARD, 1936-37—Lower row left to right: John Elmer, WCBM, Baltimore, first vice president; C. W. Myers, KOIN-KALE, Portland, Ore., president; Harold Hough, WBAP, Fort Worth, treasurer; Gardner Cowles Jr., KSO-KRNT, Des Moines, second vice president. Directors upper row left to right: Tom Symons, KFPY, Spokane; L. B. Wilson, WCKY, Cincinnati; Gene O'Fallon, KFEL-KVOD, Denver; Arthur B. Church, KMBC, Kansas City; Ralph Brunton, KJBS, San Francisco; Joe Maland, WHO, Des Moines; Harry Butcher, CBS, Washington; W. Wright Gedge, WMBC, Detroit; Edward A. Allen, WLVA, Lynchburg, Va.; John Gillin, WOW, Omaha; John Patt, WGAR, Cleveland; F. M. Russell, NBC, Washington. Absent when picture was taken were A. J. McCosker, WOR; Edwin W. Craig, WSM, and Gordon Persons, WSFA.

reelected for a two-year term.

The only real fireworks of the convention developed at the opening session. It was then that Mr. Levy staged his one-man revolt, after lashing out at Mr. Baldwin and the board majority; making grave charges against Philip G. Loucks, former managing director, Joseph Hostetler, prominent Cleveland attorney and former NAB copyright counsel, and Oswald F. Schuette, former NAB copyright director, who served jointly as trustees of the NAB-organized Radio Program Foundation, dissolved several months ago; withdrawing WCAU from membership, and announcing the formation of his new "association".

The convention opened with an address of welcome by Barnet Hodes, corporation counsel of Chicago, and was immediately followed by President Fitzpatrick's address. He departed from the customary opening festivities by loosing an attack upon broadcasters for slipshod tactics, and concluding with a plea for unity, which was taken up by other speakers after Mr. Levy's tirade.

President Fitzpatrick shamed the industry for "airing its dirty linen in the public gaze". He upbraided the membership for permitting a split in the ranks and ascribed it to misunderstanding.

"I have contended from the very first that we need someone to eliminate the petty bickering or strife, to weed out the quarreling and to cement broadcasters together in their common purposes and duty and obligation to the listening public," he asserted.

"It seems to me there are more changeable, erratic people, more gossips in the radio industry than in any other body of sound-minded or capable business men in the country. That is a strong statement, but I'll add one even stronger—that I have never seen so many petty maneuverings, so many insidious intrigues, or so many political practices as I have in this group. And we are not going to help that situation any as long as we have no more privacy in our meetings than a county fair.

"Clean House Mentally"

"THE NAB was founded for progress, I sincerely believe, but until we grow up and throw out a lot of juvenile proceedings, we might as well abandon any idea of progress. The most successful combatants are always those who know the enemy's moves in advance. The most vital thing in a successful campaign is secrecy of movements. We have never had that. Every step that we have proposed to take, every move that we have proposed to make, has been exploited or exposed long before ever we were ready to advance."

The retiring president concluded with the plea that broadcasters "clean house mentally, absolve ourselves from selfishness and then pull for a common cause."

Introduced next was Chairman E. O. Sykes of the FCC Broadcast Division, who addressed the convention on FCC activities and radio regulation. He urged stations to prepare for the hearings on reallocation of the broadcasting spectrum, to begin in Washington Oct. 5, and stressed their great importance. The whole question of station, power and frequency allocations, he brought out, will be invaded by the Broadcast Division, after which it will decide whether alterations are desirable.

1936-37 Officers and Directors of NAB

President
Charles W. Myers, KOIN-KALE, Portland, Ore.

First Vice President
John Elmer, WCBM, Baltimore

Second Vice President
Gardner Cowles Jr., KSO-KRNT, Des Moines

Treasurer
Harold Hough, WBAP, Fort Worth

Managing Director
James W. Baldwin

Directors Continued
Alfred J. McCosker, WOR, Newark
Harry C. Butcher, WJSV, Washington
John J. Gillin Jr., WOW, Omaha
Gordon Persons, WSFA, Montgomery, Ala.
Edwin W. Craig, WSM, Nashville
J. O. Maland, WHO, Des Moines
Ralph R. Brunton, KJBS, San Francisco
T. W. Symons Jr., KFPY, Spokane
W. Wright Gedge, WMBC, Detroit

New Directors
(3-year term)
Edward A. Allen, WLVA, Lynchburg, Va.
Arthur B. Church, KMBC, Kansas City (reelected)
Eugene O'Fallon, KFEL, Denver
L. B. Wilson, WCKY, Covington, Ky.
John F. Patt, WGAR, Cleveland
(2-year term)
Frank M. Russell, WRC, Washington (reelected)

The Levy Attack

THERE was silence when Mr. Levy stepped before the convention. At four preceding conventions he had held broadcasters spellbound with his copyright discussions. Last year he went through a bitter fight for reelection as treasurer, on a "vindication platform" as he put it. He has consistently opposed the "per piece" or "measured service" method of payment for music on the ground that it not only would be more expensive but also cannot be procured. The NAB conventions for three successive years has resolved in favor of negotiating "per piece" and it reiterated that expression in a formal resolution on the concluding day of the convention.

Almost at the start Mr. Levy laid the blame for the copyright negotiation fiasco upon the doorstep of Mr. Baldwin and the "secret ten" of the board. He announced that after he had spoken he would resign from the NAB, which he did.

Speaking from prepared manuscript for the first time, Mr. Levy charged that immediately following Mr. Baldwin's appointment last year, the managing director ignored instructions of the board that a letter be sent to the membership urging acceptance of the ASCAP five-year contracts under the then existing terms of 5% of gross receipts. He added he had asked for a board meeting but it was not called for two months. Upon this he blamed the situation which later developed with the resignation of Warner Bros. publishing houses from ASCAP at the end of last year, the wholesale infringement suits and the necessity of many stations signing five-year Warner contracts.

Increasing in bitterness as he went along, the retiring treasurer charged that President Fitzpatrick also was ignored by Mr. Baldwin and the "secret ten", despite the fact that the president, treasurer and managing director constitute the executive committee of NAB. On Oct. 17, he said, the board passed a resolution instructing the managing director to send a letter to the membership advising stations to accept the ASCAP offer of five-year extensions. Had this notice gone out, he said, and had stations then accepted the ASCAP proffer, "you would then have guaranteed to you by ASCAP the Warner catalog for which a large number of you are now paying a considerable sum of money."

It was not until Dec. 3 that the telegram went out, Mr. Levy declared, and then on the following day Warner withdrew from ASCAP. And on the following day, he said, Mr. Baldwin sent out a telegram repudiating the first one.

Claims Confusion

"THEN," he continued, "came a series of telegrams, letters, manuscripts, books, pamphlets and every sort of written memoranda, giving you advice that no intelligent person in the world could understand —not even the senders—hysterical ramblings, hopeless confusion, to which I refused to contribute.

"The publicity released by Mr. Baldwin during the past year tore to shreds this association. He was a managing director, employed by us, who assumed the role of a dictator. He forgot there was such a thing as an executive committee with whom he was to consult; he forgot there was a president; he forgot there was a treasurer; he did as he pleased, influenced by a number of men who haven't the slightest conception of what it is all about.

"Mr. Baldwin appointed his own committees, appointing some who were not even members of our organization. For the miserable mess you are in, you can thank these ten members of your board."

After upbraiding members of the board and Mr. Baldwin further, Mr. Levy outlined his plans for his new association, which he declared was urged by NAB members who had corresponded with him. He said the organization would have no president or board, but simply a managing director and a lawyer who would relieve station members of the necessity of hiring Washington lawyers at "fancy fees" for what he described was "work that could be done by messenger boys."

Plunging back into his attack, Mr. Levy charged Mr. Baldwin with mismanagement and calling of unnecessary board meetings at great expense to members and ridiculed the "program foundation fund" which he said Mr. Baldwin is espousing and which would cost $200,000. In this connection he mentioned the defunct Radio Program Foundation, and charged that it was dissolved with the three principals dividing the funds. He said Mr. Baldwin did not mention the demise of that organization in his report.

Hits Foundation Incorporators

"THREE gentlemen, Hostetler, Loucks and Schuette, formed a corporation and they acquired a little music," Mr. Levy asserted. "You were to pay for its use, and some of you did. Each of these three men was in the employ, at the time, of the NAB and being paid for his services. If this corporation had been a great success, the profits would flow to the stockholders, Schuette, Loucks and Hostetler. When they decided to abandon this project, as a failure, there

Our Convention Daily

IN THE DAILY editions of BROADCASTING Magazine published during the NAB convention in Chicago, as in our regular semi-monthly issues, we endeavored to maintain the dignity and integrity of our industry by confining ourselves to authentic news and eliminating the cheap and the petty. That the delegates and guests recognized this is attested by the many words and letters of commendation received by us from those who attended.

Our purpose in publishing the daily editions was solely that of providing a service to the industry and to the delegates and guests. We carried not only complete news reports but accurate notices of proceedings, complete and accurate directories of registrations and hotel addresses, and full listings of exhibitors and special representatives. We made no charge for any of our listings, and indeed rejected numerous offers of advertising in the belief that the circulation of the daily issue at the convention was too limited to make it a profitable advertising buy for anyone. The circulation was limited to those attending, plus a few hundred airmailed each day to the more important agency executives handling radio accounts and to a few others.

Happy in the commendations received on all hands and somewhat gratified that other trade journals should have used our daily reports almost verbatim as their regular issue reports of the convention, we particularly want to express our gratitude at this time to Burridge D. Butler, publisher of *The Prairie Farmer*, to Glenn Snyder, manager of WLS, and to their splendid staffs for the remarkable cooperation given us in this effort. The daily BROADCASTING was published in the *Prairie Farmer* plant under contract, and we especially appreciated the willingness of its composing and pressroom staffs to give up their holiday and their nights for this task.

UNITY—M R Runyon CBS and A J McCosker, WOR tell delegates their thoughts after Levy speech Leo Fitzpatrick WJR retiring president, who also plead for unity looks on Note Mr. Levy's brown study reflected in mirror



NIX—Stanley Hubbard, KSTP, right, argues his handicap with club pro Charles Silver, as B F McClancy, NBC, upper left, looks on with Gene Pack, KSL





NEWCOMER — Sam Insull (with cigar), ex utility magnate, now heading his Affiliated Broadcasting Co. net of Midwestern stations, gets acquainted with broadcasters at NAB banquet. With him are his sales manager, George Roesler, and Mrs. Roesler.



HOME TOWNER Being from Camden's home town of Topeka Don Searle WIBW passes out hundreds of Sunflower buttons adopting the G O P emblem



GOT THE ORDER?—David Ballou, Standard Radio, left, and Milton Blink, Standard Radio's Chicago vice president, fourth from left corner three from WHO, next to Mr Ballou are William D Wagner, Irving Grossman, Mr. Blink and Harold Fair.





CHIEFTAINS—Westinghouse bosses are, left, Walter C Evans, in charge of broadcasting, and Ralph Kelly, operating vice president.



PUZZLED—Candid shot of Ed Petry, left, and Sidney Kaye, CBS counsel, in earnest conversation.



SERIOUS — In the extreme were the convention deliberations, as these group shots indicate These are sections of the big attendance of more than 650



GLADTOKNOWYUH Two Boston broadcasters make their first acquaintance at the convention John Shepard, left, Yankee Network, and Bill Pote, WMEX



SAN FRANCISCANS Left to right: Phil Lasky, KSFO, Edward McCallum, KYA, Ralph Brunton, KJBS KQW.



"BROADCASTING" TROPHY CONTENDERS — Left to right, Art Groghan WDGY, Irwin Stoll, Michigan Network, C A Hill, WIBM Harry Butcher, CBS, Bond Geddes, RMA, Andrew Cruse, U S Dept of Commerce, Ross Wallace, WHO (winner), Ed Felbes, Chicago, Howard E Pill WSFA, H R Spence KARO, Don Mather, WIBM, C E Phillips WEBC, J Leslie Fox, KMBC, Tams Bixby, KBIX, Ben S Fisher, Washington; Karl Haymond, KMO Seated: Edw. Young, BROADCASTING (left), Norman Goldman, WLS.



THE LADIES GO YACHTING—Aboard Comdr. Eugene McDonald's palatial "Mizpah," ladies of the NAB delegations enjoy the breezes of Lake Michigan while the conventioneers swelter in the misnamed Windy City.



JOURNALISTS—From newspaper radio stations came, among many others, left to right: H. Dean Fitzer, WDAF; Lambdin Kay, WSB; C A. McLaughlin, WHK; W. J. Scripps, WWJ.

was $5,000 left which they divided among themselves, and sent a letter to the NAB board justifying their action."

And then, to conclude his swan song, Mr. Levy said he was for a "per piece" method for payment of music, but felt it was impossible now because it would double or triple costs. He revealed he had been working with some publishers to purchase the Warner catalog and put it back in ASCAP, but did not elaborate beyond that. His final words were: "With the 'secret ten' and Mr. Baldwin directing your affairs you must fail. And for that reason I am stepping out."

Baldwin's Reply-Report

THERE was only a smattering applause when Mr. Levy concluded. In contrast to this, there was long, ringing handclapping when Mr. Baldwin stepped before the delegates. In effect, he ignored his critic's speech. He delivered a short report covering highspots of the year's work and making certain recommendations. He said he would not answer any statement made at the session on copyright beyond directing to the attention of the delegates his report of Feb. 3 on copyright. "There was no question raised that could not be answered by it," he said.

Declaring he could talk for hours on copyright, the managing director said he did not want to waste time on "post mortems". He declared the Bureau of Copyrights within the NAB which now is functioning with Edward J. Fitzgerald as its head, is preparing a library of public domain music which should tide stations over in any future emergency and give them an opportunity to bargain in procuring music rights. He estimated that some two years would be required to "free you from existing inequalities" after which each member should be in position to use bargaining power in negotiating his own contract. When that is done, he said, it would be possible to eliminate the controversial copyright negotiation program from the NAB. He said he agreed wholeheartedly that it should be removed from the NAB, but not until an industry-owned music supply is created.

Mr. Baldwin concluded with a plea for unity, predicting that for every one which dropped out of the NAB two would enroll. This was indirectly an answer to Mr. Levy's foray into the trade association field.

When President Fitzpatrick called for discussion, Samuel Rosenbaum, president of WFIL, Philadelphia, and head of Alfred H. Greenfield Co., Philadelphia bankers, arose to his feet to make his maiden address at an NAB convention. In biting terms he criticized Mr. Levy for his defection. Declaring he had never before heard such "tongue-lashing and diatribe" as delivered by Mr. Levy, he said there obviously was deep feeling in Mr. Levy's breast about the NAB and copyright, since he proposed to pull out of the NAB. There is no man, he said, who can get along better without the association. That attitude, he concluded, is not cooperative, not American and not the way to get things done.

As CBS spokesman, M. R. Runyon, vice president and treasurer, said he was distressed over the feeling and divergent views. He had concluded, he added, that the function of a trade association is to deal with non-controversial matters upon which the membership generally is agreed. He urged that copyright, as a controversial issue, be removed from NAB jurisdiction, and that the association deal with problems on which there is a united front. His resolution to this end, offered at the concluding session, was defeated.

Defense of Mr. Levy was voiced by Alfred J. McCosker, past president of NAB, president of WOR, Newark, and chairman of Mutual Broadcasting System. Mr. Levy, he said, was not actuated by personal motives, but his feeling sprang from hard work and an honest desire to help. He supported Mr. Runyon's plea for unity, declaring if that can be accomplished only by removing copyright from the province of the NAB, such a step should be taken. Mr. McCosker said he had consistently voted against the actions of the Levy-labelled "secret ten" as a member of the board, because he had not been in harmony with their views.

Research Program

IN HIS routine report, Managing Director Baldwin made a strong plea for progressive steps toward creation of a cooperative bureau of radio research, for a continuing program of technical research and for pushing to completion the plans involved in the creation of the Bureau of Copyrights within the NAB. Summarizing the year's activity, he brought out that NAB membership is larger than at any time in history, totaling 407, a gain of 22 in a year. Financially, he said, the NAB is in better position, having a balance of $17,451.49 as of June 30, as against $46.45 on July 1 a year ago. Receipts for the last fiscal year were $97,043.44 and expenditures $79,638.51.

Urging approval of the cooperative bureau of radio research project, Mr. Baldwin briefly described the work of the NAB committee of five during the last year, headed by Mr. Church, who also is the commercial committee chairman.

"The report on radio set figures by counties reported last week [see July 1 issue of BROADCASTING] is the best example of the good that can be accomplished through cooperation by the seller, the buyer and the agency," he asserted. "This is the first time in the history of radio that fundamental information has been issued with the joint approval of the advertiser, the agency and the broadcaster. There is much that remains to be done.

"New projects will require new financing. Thus far NBC and CBS have paid the expenses of the committee. It is not right for them to bear all the expenses. There is not a single station that does not benefit by all the work that has been done and each station should bear his proportionate share of the expense."

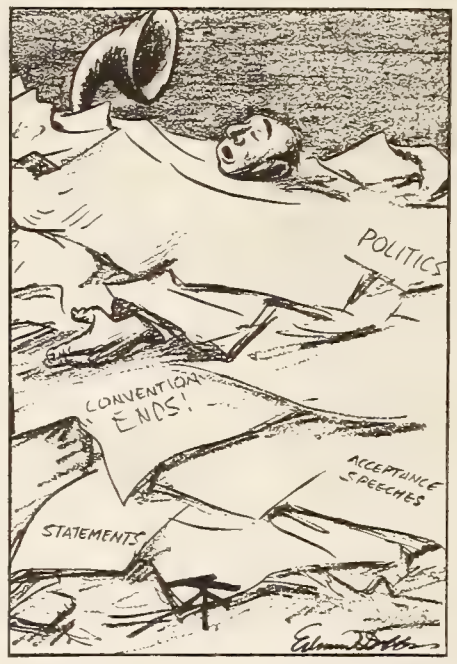
Mr. Baldwin made a plea also for his proposal to increase dues by 50%, which was lost at the closing session. He said the increase was proposed so the NAB might arrange for completion of research projects — mainly those dealing with the cooperative bureau and for engineering research. In both instances he recommended that the program of research and study be placed in accredited universities which would be recognized as unbiased and unprejudiced.

"It is my recommendation," he declared, "that such work be accomplished through arrangements with an adequately equipped university. The results of their work will be acceptable to all and the cost under such an arrangement will be considerably less than it would be if you set up your own organization.

"There is also a need for research in the technical field. The engineering hearing just concluded by the FCC serves as a good example of the need of some arrangement whereby the industry can have available at all times quantitative data on technical and scientific questions that arise."

At the close of the first day's session, President Fitzpatrick named the nominating and resolutions committees, which reported at the final session July 8. On the nominating committee were Mallory Chamberlin, WNBR, Memphis, chairman; J. Thomas Lyons, WCAO, Baltimore; Burt Squire, WINS, New York; Glenn Snyder, WLS, Chicago, and Donald Withycomb, WFIL, Philadelphia. The resolutions committee comprised John J. Gillin Jr., WOW, Omaha; Ed Craney, KGIR, Butte; Ralph R. Brunton, KJBS, San Francisco; Harrison Holliway, KFI, Los Angeles, and Mr. Cowles.

After Any Convention



From Baltimore Sun

The Business Sessions

THE second day's session was given over almost entirely to commercial aspects of broadcasting, with several agency men participating. A dressing down on maintenance of rates, dual rates, and other practices came under the purview of the convention. The session was entirely devoid of discussion of the intra-industry conflict, with business aspects receiving practically uninterrupted attention.

"Maintain published rates" was the three-word message brought to the convention by Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies. He said this reflected the sentiment of the entire agency field. His words were echoed by C. E. Midgely Jr., of Batten, Barton, Durstine & Osborn and by Osborn Bond, of Joseph Katz Co., Baltimore. Both Mr. Midgely and Mr. Bond discussed intimately the promotional efforts of stations and emphasized that local stations are not being overlooked by agency radio departments, but rather that they fail properly to promote themselves.

As chairman of the Committee of Five, Mr. Church delivered a special report on the cooperative bureau. He estimated that some $50,000 would be needed to carry to fruition the exploratory project outlined by the Joint Committee on Radio Research fostered by the three trade associations representing broadcasters, advertisers and agencies. He asked that $10,000 be allotted by the board to carry on the work.

Recommendations on the NAB radio research project were outlined by Mr. Church as follows:

(1) Endorse the general plan for completion of the exploratory project on the basis we have presented to you.

(2) Authorize your Committee on Radio Research to offer this plan to the Joint Committee of Fifteen as the plan the broadcasting industry would prefer to have employed.

(3) Increase the number of the committee from five to seven members which shall include a representative from each major network subscribing to the project, also representatives from local, regional and clear channel or high-power station classifications. The managing director shall also be a member of the committee.

(4) Make available $10,000 for use on the project as necessary and provide that additional amounts be devoted to the project at the discretion of the board of directors.

Uniformity in Data

IN URGING the cooperative bureau, Mr. Church argued that much of the material on station coverage and listener habits now prepared individually by stations is worthless. That, he said, is because there is no source of fundamental information which can be looked to as official and which receives the sanction of the buyer, the seller and the agency. Rather, he declared, there is a variety of source and presentation which is sometimes embarrassing and always confusing.

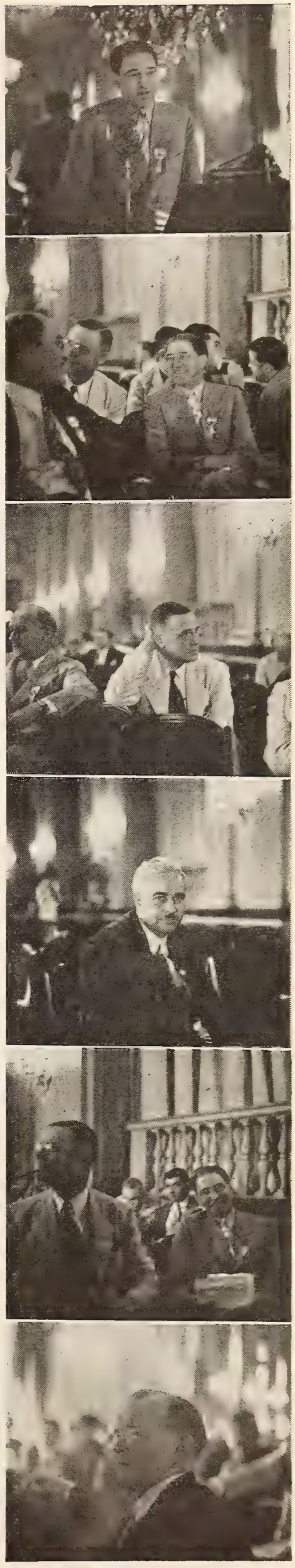
Mr. Church recommended that the Wharton School of Finance & Commerce be endowed to carry on the research project. Herman S. Hettinger, research consultant of the NAB, is an associate professor in that school and is recognized as an authority on radio research. Mr. Church said the committee took into account the success achieved by the outdoor advertising industry in solving a similar problem by placing its exploratory research at the Harvard School of Business.

A university, he said, possesses the desired permanence of organization, has the equipment and manpower to provide facilities and personnel adequate to assist Paul F. Peter, Joint Committee secretary and former chief statistician of NBC, in his research; is a nonprofit organization, and can furnish facilities at a minimum expense; has a purely scientific interest precluding any special bias,



WITH THE CANDID CAMERA

To Herbert Hollister, general manager of the new KANS, Wichita, and an amateur photographic expert, BROADCASTING is indebted for these panels of candid shots taken during the convention. In the left panel, top to bottom, are James W. Baldwin (NAB); Gardner Cowles Jr. (KSO-KRNT), newly elected vice president, and Sidney H. Bliss (WCLO); Harry Woodman (KDKA), F. M. Russell (NBC) and William S. Hedges (NBC); John Patt (WGAR), newly elected director; Tom Symons (KFPY) and Arthur B. Church (KMBC); Don Withycomb (WFIL) with Mr. Baldwin and Harry C. Butcher (CBS). In the right panel, top to bottom: C. W. Myers (KOIN-KALE), newly elected president; W. Wright Gedge (WMBC) with Ed Allen (WLVA) and Mr. Myers; Earl Glade (KSL) and Mr. Allen; Gene O'Fallon (KFEL-KVOD), newly elected director; Mr. Allen and Mr. Myers; Lambdin Kay (WSB).



and finally, possesses prestige and unquestioned authority.

As the second order of business at the Tuesday session, the convention heard an address by C. H. Sandage, chief, Division of Communication, Bureau of the Census, on the census of the broadcasting industry covering 1935 business and employment just being concluded by the Bureau. He revealed that data based on returns from 517 commercial stations, or 90% of the total, showed net revenues, from direct sales of time, plus sums received from networks of approximately $48,000,000. Employment figures for the same stations showed an average of 11,500 station employes in 1935, with an annual payroll of approximately $19,000,000, more than 90% of which went to full time employes.

There followed a panel discussion conducted by H. K. Carpenter, WHK, Cleveland, and participated in by a score of broadcasters and agency men, which ran riot over the whole field of commercial station operation, other than the purely technical phase. Pointed views on station rates, representation, discounts, promotion and other practices were expressed, as reported elsewhere in this issue.

Commercial Committee

AT THE Tuesday afternoon session, Mr. Church again took the rostrum to deliver his commercial committee report. He again pleaded for support of an agency recognition bureau, which became the subject of a subsequent resolution, for the research bureau, for the adoption by stations of the plan for a uniform system of cost accounting, and for observance by stations of the highest degree of ethical standards.

He asked for a place on the general program of the annual sessions of the Advertising Federation of America, rather than a side show radio departmental session, as a condition precedent to NAB's continued affiliation with AFA. Pointing out that the NAB did not hold a session this year coincident with the AFA convention as it had for the preceding three years, Mr. Church said: "It is the opinion of your chairman that the recent procedure of the AFA of emphasizing a multiplicity of meetings devoted to specialized groups seriously impairs, if not invalidates, the opportunity for a general approach to advertising problems which an organization such as the AFA generally affords. It is the recommendation of your commercial chairman that if the NAB continues as a contributing member of the AFA that hereafter the NAB shall have a place on the AFA general program. Only in this manner can the members of this association fully benefit from affiliation with the AFA and I am confident that AFA officials, if properly approached, will agree on this point and that the cordial relations which have existed between the two organizations can be maintained to the interests of both."

Mr. Church asked that the new sales managers division of the NAB created during the convention, be supported by the NAB. The division, he explained, would function alongside the commercial committee. He urged a one-rate policy, a subject that provoked debate pro and con. Since the abolition of the broadcasting industry code, he said, there has been a return of rate chiseling practices. Stations in some cases are falling for "per inquiry" business and contingent schemes which, he said, "cannot but destroy the confidence of substantial advertisers whose business should comprise the backbone of your income.

"There is need for another campaign to shorten the commercial announcement portion of programs. I am afraid that nearly all of us have, through transcription programs, let some of the advertisers get by not only with an excessive amount of advertising copy, but also in some cases with copy of an objectionable nature, that you would not under any circumstances permit to be included in your studio-built programs. If you aren't hardboiled with your advertisers or with the agents who place such programs with us, you certainly can't expect our governmental regulating bodies to be other than hardboiled with us."

In the ensuing debate dual rates, merchandising practices, interpretations of what constitutes a national program, and similar questions cropped up for gruelling cross-fire. Participating were Messrs. Church, Carpenter, Harrison Holliway of KFI, E. P. H. James, NBC promotion manager, Charles Myers of WSUN, St. Petersburg, and Mr. Midgely.

Concluding his report, Mr. Church advocated shortening of the "summer slump" period by the abolition of daylight savings time for program schedules. He recommended also that the convention instruct the president to appoint a committee of five or seven whose responsibility it would be to explore during the next year the possibilities to the broadcasting industry of a bureau of radio promotion and to report to the next convention. This suggestion, however, was not followed by the resolutions committee, and was simply referred to the board of directors.

To close the Tuesday session, J. H. DeWitt, chief engineer of WSM, Nashville, as chairman of the NAB

engineering committee, advocated technical improvements in stations before the FCC forces them. Good engineering, he said, means money in the pockets of station owners. He told of a station listed at 1,000 watts which actually radiated only 200 watts because of engineering deficiencies. Some commercial men, he explained, believe that the power listed on the rate card is what counts in selling, "but more thoughtful station owners know that clients are held by coverage results."

The Political Day

THE FINAL day's session was devoted to "resoluting and politicking". When it became known that Mr. Craig, despite his absence, had been nominated for the presidency by the official nominating committee, and that Mr. Myers was not even accorded a board post, supporters of the latter began working Tuesday night. The prime movers of the independent slate headed by Mr. Myers, were Mr. Church, generally regarded as his "campaign manager" and a close personal friend, Ed Allen as the leader of the smaller independents through NIB, and W. Wright Gedge, WMBC, Detroit, and an officer of NIB. Preparation of the NIB slate was not completed until early Wednesday morning, after an all-night siege of campaigning by its sponsors.

In addition to the substitution of Mr. Myers for Mr. Craig, the independent ticket proposed Mr. Carpenter for reelection for a three-year term on the board of directors in lieu of Mr. Patt, and, if Mr. Craig, a director, were elected to the presidency, it proposed that Herbert Hollister, of KANS, Wichita, be elected to fill his unexpired two-year term, as against Paul Morency, WTIC, Hartford, named on the official slate.

Three Other Officers Favored

PRIOR to the voting on the presidency the membership elected by acclamation the slate of three other officers, since they were the same on both the official and the independent tickets. Mr. Myers gained recognition and asked that his name be withdrawn, pointing out that on the Pacific Coast he is away from the seat of activity.

It was then that Mr. Church made the nominating speech, paying high tribute to his candidate, emphasizing that it was a logical step from the first vice presidency to the presidency, and pointing out, too, that he was an "average" broadcaster whose election would tend to balance the official slate. Mr. Gedge then gained recognition and as spokesman for the local independents, asked the election of Mr. Myers.

No speeches were made on behalf of Mr. Craig, who was not aware of the fact that his name was considered or that the nominating committee had made him their selection. There had been no campaign for him, but he had been regarded as a likely choice after last year's convention. When the ballots finally were cast on the presidency, it was found that 183 votes were cast, of which 4 were void. Myers received 107 votes against 72 for Craig. The election of Myers promptly was declared unanimous.

In the balloting for directors Mr. Carpenter lost a place on the board for the three-year term by one vote, having 59 as against 60 for Patt. A total of 111 members voted, with O'Fallon receiving 92; Wilson, 90; Allen 89; Church 87 and Patt 60. Under the rules 54 votes were necessary to elect. Mr. Russell was unopposed for the two-year term.

On the same ballot a vote was asked on the proposal to increase dues by 50%. A total of 54 voted to increase while 46 voted against. A two-thirds vote of 74 would have been necessary to amend the by-laws and enact the proposal. Thus the amendment was lost and cannot be considered again until the next annual meeting.

Score of Resolutions

IN CONSIDERING more than a score of resolutions at the closing day's session, the delegates plowed through them in rapid succession. The anti-500,000 watt resolution, offered by T. W. Symons Jr., of KFPY, Spokane, was tabled on the ground that it was improper for the association to take action on a question that affected the welfare of one branch of its membership against others. It was concluded that those opposing superpower could make their case at the reallocation hearings before the FCC in October.

Then came a series of perfunctory resolutions thanking the guest speakers for their appearances; the hotel and the local entertaining committee. Resolutions also were adopted expressing regret of the enforced absence from the convention because of illness of Edwin M. Spence, manager of WBAL, Baltimore, who suddenly became ill, and of Jim Hughes, manager of WHBF,

Resolutions Adopted by 1936 NAB Convention . . .

THREE-YEAR LICENSES

RESOLVED, That the NAB go on record as favoring the issuance of radio station licenses for a term of at least three years.

* * *

BALDWIN ACTS APPROVED

RESOLVED, That the official acts of the managing director since the 13th annual convention be and the same are hereby approved.

* * *

COPYRIGHT PER-PIECE

RESOLVED, That the Board of Directors of the NAB be directed and are instructed to carry on negotiations with copyright owners to the end that a per-piece or measured service plan be obtained.

* * *

BUREAU OF COPYRIGHT

RESOLVED, That the NAB approves of the action taken by the board of directors in respect to the Bureau of Copyright and urges the wholehearted support by all members of the program which has been described in the reports made to the membership.

* * *

AGENCY RECOGNITION BUREAU

RESOLVED, That the managing director be instructed to proceed immediately with the creation of a bureau of agency recognition in accordance with the plan approved and recommended by the Commercial Committee, with the understanding that the said bureau will be finally established only if the cost of its first year of operation is underwritten by the stations proposing to avail themselves of its service.

* * *

$10,000 FOR RESEARCH

RESOLVED, That the Committee on Radio Research for the year 1936-1937 consist of seven members appointed by the president, so as to represent the following groups, in addition to the managing director: (1) each major network contributing to the project; (2) local stations; (3) regional stations, and (4) clear channel or high powered stations.

Be it further RESOLVED that the committee be empowered to select five of its membership to represent the broadcasting industry on the Joint Committee on Radio Research.

RESOLVED, that this convention approve the activities of the NAB Radio Research Committee during the past year, and that it commend the excellent progress made by the Joint Committee on Radio Research sponsored by the NAB, Association of National Advertisers and American Association of Advertising Agencies.

RESOLVED, that the board of directors of the NAB be empowered to devote for exploratory purposes upon recommendation of the NAB Radio Research Committee the sum of $10,000, and that additional funds be devoted to the project if necessary, and if, in the opinion of the board, this can be done without impairing the financial position of the association.

SALES MANAGERS SECTION

WHEREAS, it is the sense of this convention that the interests of those attending are becoming more and more varied and

WHEREAS, there has been an ever increasing tendency toward the formation of smaller groups within the Association, and

WHEREAS, experience has proven this to be a healthy development, tending to interest a greater number of individuals in the work of the Association, and

WHEREAS, the sales promotion problems of the industry and individual stations both are becoming increasingly important

Now Therefore, Be It RESOLVED,

1. This Association favors that formation of a Sales Managers Section of the NAB, to be affiliated with the Commercial Committee.

2. This association recommends to the board of directors their approval of this project, and recommends that the board authorize the managing director to pay such incidental expenses as are necessary for postage, printing and similar items out of funds of the association.

* * *

EDUCATION AND RADIO

RESOLVED, That the NAB continue to cooperate with the FCC and educational groups in all practical efforts to study the application of education to radio.

* * *

REGIONAL AND STATE UNITS

WHEREAS, as the radio broadcasting industry continues to grow in size it becomes more and more apparent that if broadcasters are to intelligently handle their state, regional and national programs they must be organized in state, regional and national units. Such organizations will also serve to keep the rank and file better informed and give the numerous broadcasters more of a voice in the affairs of the industry.

NOW, THEREFORE, Be It Resolved, the board of directors of the NAB be and are hereby instructed to bend every effort during the year 1936-37 to foster such organizations as chapters of the NAB.

* * *

COOPERATION WITH RMA

RESOLVED, That the board of directors of the NAB be directed to solicit the cooperative assistance of the Radio Manufacturers Association and all others interested in the advancement of the radio art to foster a national educational campaign furthering a public appreciation of radio. We recommend that if the necessary cooperation and funds can be obtained that the directors consider the employment of a competent person to direct this program.

* * *

ANNUAL AWARDS

RESOLVED, That the board consider the continuance of the establishment of one or more annual NAB awards for conspicuous examples of public service rendered by American broadcasting stations.

BUREAU OF PROMOTION

RESOLVED, That the president of the NAB shall appoint a committee of not less than five nor more than seven members whose specific responsibility it shall be to explore, during the convention year 1936-1937, the possibilities to the broadcasting industry of a bureau of radio promotion, and to report its findings and recommendations at the 1937 convention. (Substitute motion referred to Board with power to act.)

* * *

PREPARE FOR CCIR

RESOLVED, That the managing director be and he hereby is authorized to take such steps as may be necessary adequately to represent the best interests of the broadcasting industry in the forthcoming conferences preparatory to the fourth meeting of the CCIR, scheduled for the spring of 1937, and in the meeting of the CCIR.

* * *

CAIRO CONFERENCE

RESOLVED, That the President be and he hereby is authorized and directed to appoint a committee of three, one of whom shall be the managing director, to determine the procedure for most effective presentation of the United States position and proposals to the next administrative international conference scheduled to be held in Cairo early in 1938.

* * *

APPRECIATION RESOLUTIONS

RESOLVED, That the NAB sincerely thanks the Hon. Judge Eugene Octave Sykes, Chairman of the Broadcast Division, FCC, for the information, practicability and usefulness of his message delivered at its 14th annual convention, and that the membership believes that his message will serve as a potent aid in assisting the licensees of American broadcasting stations to cooperate with the FCC.

* * *

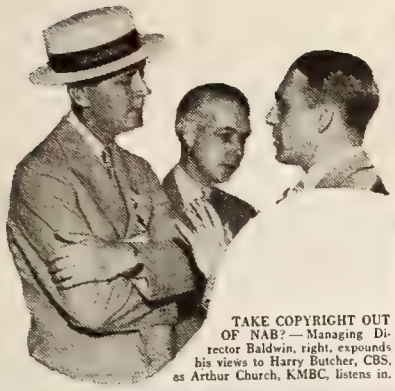
RESOLVED, That the NAB hereby expresses its sincere thanks to C. H. Sandage for his contribution to the interest and value of the 14th annual convention of this Association.

* * *

RESOLVED, That the NAB hereby extends its hearty thanks to Glenn Snyder, Ralph K. Atlass, H. Leslie Atlass, H. C. Crowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Sanford, Niles Trammel and Clinton R. White of the local convention committee, for their admirable services in making the 14th annual convention an outstanding success.

* * *

RESOLVED, That the NAB hereby extends its hearty thanks to the management of the Stevens Hotel, and to Wm. P. Hennessy, director of conventions, Chicago Association of Commerce, for their splendid service in making the 14th annual convention of this Association an outstanding success; also to the management of other hotels for their courtesies in accommodating so many of our guests.



TAKE COPYRIGHT OUT OF NAB? — Managing Director Baldwin, right, expounds his views to Harry Butcher, CBS, as Arthur Church, KMBC, listens in.



PLEASED—Are Managing Director Baldwin (obscured slightly by "Broadcasting Magazine" trophy, and his capable secretary Bert Siebert (standing). At Mr. Baldwin's banquet table, left to right: Emilio Azcarraga; NAB guest from Mexico City's XEW; C. W. Myers, KOIN-KALE, new NAB president; Mrs. Azcarraga; Mr. Baldwin; Mrs. Myers; FCC Commissioner E. O. Sykes; J. C. McNary, Washington consulting engineer.



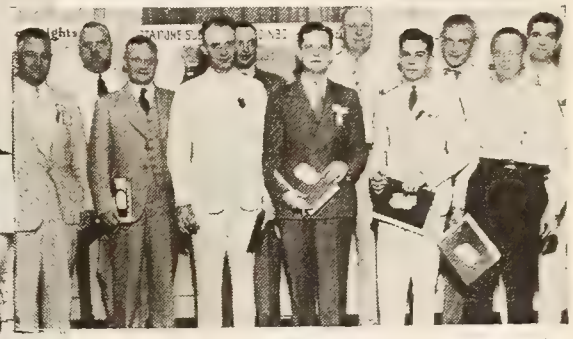
IS IT TRUE ABOUT DIXIE? — Karl Bickel, president of Scripps Howard's radio subsidiary, which owns WNOX, Knoxville, at left, with James C. Hanrahan, Continental vice president, talking things over with Hoyt Wooten, WREC, Memphis.



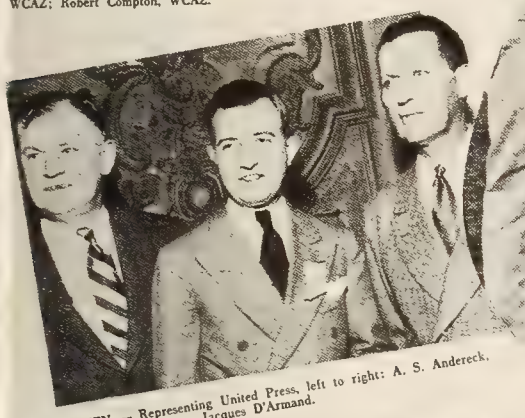
FARMERS—Strong believers in stations appealing to rural audience are, left to right: W. J. Rothschild, WTAD; Ed Fellers, Chicago agency man; Lloyd Thomas, WROK; Herb Hollister, KANS; John Palmer, WCAZ; Robert Compton, WCAZ.



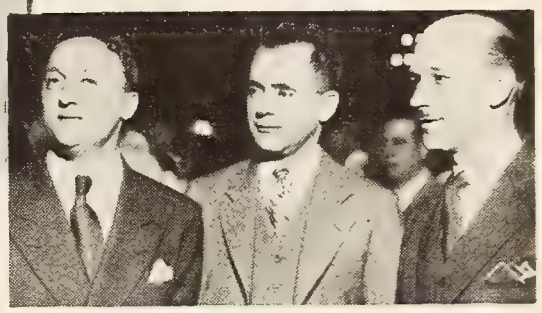
PRECISION — George Isaac, John Blair & Co., risks all for sake of picture; Herbert Sherman, WJJD, who shot a 90 gross in golf tourney, at extreme right, fortunately didn't follow through. Looking on, left to right: James L. Reinsch, WHIO; W. R. Watson, WLS; Walter Preston, WIND; J. Carey, WIND; Ralph Atlass, WJJD WIND; Art Linnich, WJJD, Joe Allabough, WJJD; S. M. Aston, Fergason & Aston.



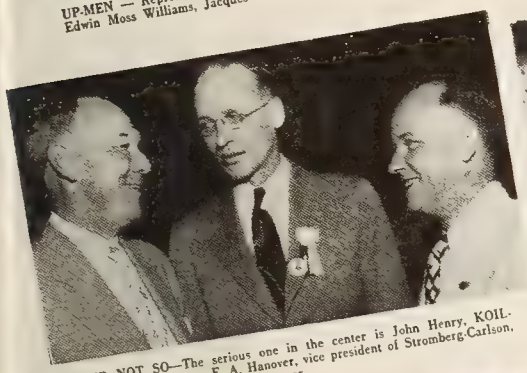
THESAURANS—At the NBC Thesaurus exhibit, left to right: Harold G. Nebe, WSMB; H. R. Carson, CFAC, Calgary, Alta.; P. H. Goyner, United Broadcasters Sales, Toronto; W. S. Izzard, KGNC; W. E. Hussman, KCMC; Dick Mason, WPTF; D. J. Poyner, WNBH; Reginald Thomas, NBC; Lloyd Egner, NBC; James Kyler, WCMI; Frank Chizzini, NBC.



UP-MEN — Representing United Press, left to right: A. S. Andereck, Edwin Moss Williams, Jacques D'Armand.



RESEARCHERS—Proud of their recent radio census report are these statistical experts, left to right: John Karol, CBS; Herman Hettinger, NAB; Paul Peter, Joint Committee on Radio Research.



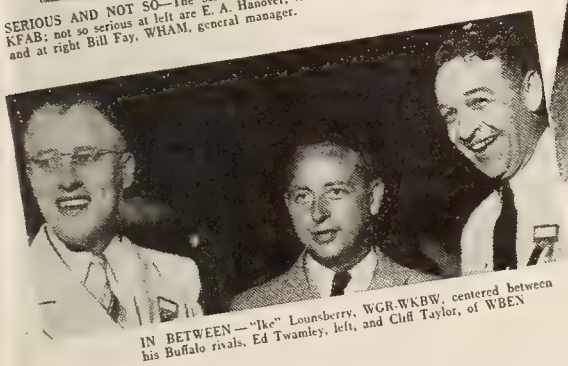
SERIOUS AND NOT SO—The serious one in the center is John Henry, KOIL-KFAB; not so serious at left are E. A. Hanover, vice president of Stromberg-Carlson, and at right Bill Fay, WHAM, general manager.



PALS—Left to right: D. E. Kendrick, WIRE; William Rambeau; Robert Convey, KWK; Paul Raymer, Paul La Stayo, WAAT.



MINNEAPOLITANS—Gardner Cowles Jr., who not only heads the Iowa Broadcasting System of three stations but also publishes the Minneapolis Star, in center; at his left is Earl Gammons, WCCO, and at right K. W. Wallace, WCCO.



IN BETWEEN—"Ike" Lounsberry, WGR-WKBW, centered between his Buffalo rivals, Ed Twamley, left, and Cliff Taylor, of WBEN.



FAR WESTERNERS—Left to right: Cal Smith, KFAC; L. W. McDowell, KFOX; Owens Dresden, KHJ; A. J. Victor, KGFJ; Ben McGlashan, KGFJ; Dick Lewis, KTAR; Walter Biddick, Los Angeles, station representative.



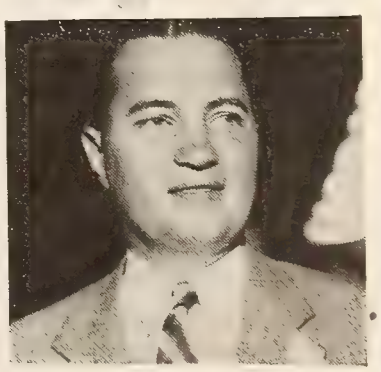
PLUG'S UDDER—D. E. Kendrick, WIRE, milks a synthetic cow at WLS Barn Dance, gets a quart bottle and takes home the mache udder to claim the NAB cow-milking championship from Joe Maland, WHO, who still asserts he challenges.



TEXANS IN REGALIA — Texas Broadcasters Association, seated, left to right: T. E. Kirksey, Fort Worth; Dick Niles, KRGV; Tilford Jones, KXYZ; Frank Smith, KXYZ; George Cranston, WBAP; Martin Campbell, WFAA; B. F. Orr, KTRH; Austin Pfiel, San Antonio Chamber of Commerce. Standing left to right: Kerr Tips, KPRC; H. L. Taylor, KABC; Harold Hough, WBAP; D. A. Kahn, KGKO; E. J. Roth, KONO; James R. Curtis, KFRO; R. S. Bishop, KFJT; O. L. Taylor, KGNC; F. W. Fort, KABC; Merle Tucker, Texas Centennial.



TRANSRADIO'S FACSIMILE—Herbert Moore, president of radio news service, points out details of model of Fultongraph facsimile receiver in Transradio's fully equipped news room to, left to right: Harry Trenner, WNBF; Harold Gross, WJIM; Louis Wasmer, KGA-KHQ; Judge John Kendall, Portland attorney; Robert Schulz, WDAY.



WELCOMED—To his first convention in four years, due to protracted illness, was Fritz Morency, manager of WTIC and onetime NAB field man.

Rock Island, Ill., now confined to a sanitarium in that city.

Of more than ordinary interest was the adoption of a resolution approving all of the official acts of Managing Director Baldwin since the last convention. Next came a resolution authorizing the president to appoint a committee of three, one of whom shall be the managing director to work out plans for NAB participation in the 1938 International Telecommunications Conference in Cairo; another authorizing the managing director to have the association adequately represented at the CCIR preparatory conference for Cairo in the Spring of 1937 in Europe.

When a resolution was read on creation of an agency recognition bureau, which failed last year because of lack of support from broadcasters to underwrite the initial year's cost of $16,000, Mr. Church said he was not aware of the plan to reintroduce it. He proposed an amendment under which the NAB would finance it, but this was lost and the resolution passed with the provision that no bureau would be created unless the initial year's cost is underwritten.

Favor Annual Awards

CARRIED next was a resolution that the board consider the continuance of the establishment of one or more annual awards for conspicuous examples of public service rendered by American broadcasting stations. After debate on it, led by Lambdin Kay, WSB, Atlanta, creator of the idea, the membership voted passage.

There was a spontaneous chorus of "ayes" when Resolutions Committee Chairman Gillen read a resolution that the NAB go on record as favoring the issue of three-year licenses to stations.

When the Runyon resolution, proposing that the NAB confine its activities to the development of the industry and the protection of members to fields as to which substantial unanimity of opinion exists, was read, Harry C. Butcher, Washington vice president of CBS was recognized. Supporting the motion, he said that trade associations function most efficiently in fields where there is a substantial unanimity of opinion. A trade association, he said, tends to "commit suicide" when it works for a majority against a minority. He mentioned copyright negotiations, and pointed out there was no unanimity among members, but on the creation of a copyright bureau and on legislation to check the onslaughts of copyright owners, he declared there is wholehearted agreement.

What Is Unanimity?

ED CRANEY, KGIR, Butte, following Mr. Butcher's fervent plea, argued that copyright negotiation cannot be sidetracked because of its fundamental importance. It could be done, however, he said, if the "networks would assume responsibility for music they perform at the source", and not leave affiliated stations liable. He said he could not see why copyright negotiations should be taken out of the NAB when the networks have made "deals" which affected the rest of the membership.

Fred Hart, president of KGMB, Honolulu, supported Mr. Craney, on the ground that it was impossible to describe what constitutes unanimity. Certainly the NAB should assist its members in negotiations on copyright, he said. The resolution was rejected promptly afterward.

The resolution on the Radio Research Bureau next won approval, but, on motion of Mr. Church, the resolution on exploration by a committee of the feasibility of a radio promotion bureau was referred to the board of directors with power to act, instead of instructing the president to appoint such a committee which would report at the next session.

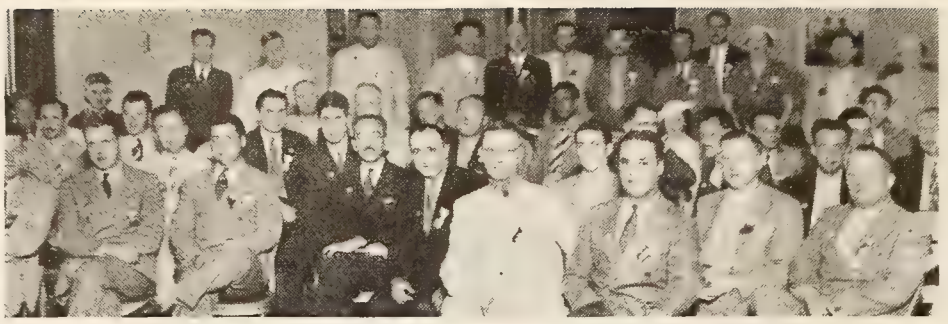
Diametrically opposite to the Runyon resolution was one approved directing and instructing the board to carry on negotiations with copyright owners "to the end that a per-piece or measured service plan be obtained."

A cooperative campaign with the Radio Manufacturers Association and other groups interested in the advancement of radio to foster a national educational campaign to further public appreciation of radio also was adopted. Formal recognition of the formation of the sales managers section of the NAB was given in a resolution approving the project and recommending that the board authorize the NAB to pay incidental expenses necessary for postage, printing and similar items of the new section.

In a parallel resolution, the membership approved the formation of state, regional and national units within the NAB, and the board was instructed to bend every effort to foster such organizations.

Another resolution proposed by Mr. Hart that the NAB set up legal and legislative departments with divisions in each zone, to contact the FCC and Congress on legal and legislative matters, was referred to the board at Mr. Hart's request for consideration during the year. Mr. Hart's final resolution dealing with copyright, and proposing that the cost for music be passed along to advertisers, was tabled. Mr. Hart explained he offered it simply to have it read so that the membership might be aware of his views.

The membership also considered the two amendments to the constitution of the NAB proposed by Mr. Craney—one to elect directors by zones and by station classification, and the other to allocate 5% of station time for non-profit organizations. Upon motion of Mr. Butcher they were tabled until the next convention.



Independents Met Daily to Consolidate Power

KNOWING full well it held the balance of voting power in the NAB, even if its elaborate national sales plans of last year have faltered, National Independent Broadcasters Inc. held daily meetings during the convention under the leadership of President Edward A. Allen, WLVA, center foreground in white. They decided to vote as a bloc for officers, and apparently did; opposed Washington as a convention city; favored delegate rather than board selection of convention city; asked an independent from each zone on board; fixed dues at $25 per annum; authorized officers to engage technical counsel for FCC reallocation hearings Oct. 5 and elected the following officers:

Edward A. Allen, WLVA, president; Mallory Chamberlin, WNBR, vice president; W. W. Gedge, KMBC, secretary; Arthur Westlund, KRE, treasurer. Directors and alternates by zones they named as follows: John Elmer, WCBM, and William S. Pote, WMEX; Charles A. Hill, WIBM, and C. W. Hayes, WHBC; R. S. Bishop, KFJZ, and Steve Cisler, WATL; William W. Behrman, WBOW, and Sidney H. Bliss, WCLO; H. E. Studebaker, KUJ, and Rogan Jones, KVOS.

SALES MANAGERS FORM NAB GROUP

FORMATION of a Sales Managers Division of NAB "to promote the sale of broadcasting as a medium and establish a round-table discussion of all problems that confront the sales manager in his everyday routine" was effected at a meeting of about 40 commercial directors of as many stations July 7 at the NAB convention.

The executive committee will be headed by J. Buryl Lottridge, KOIL-KFAB, as chairman, Mr. Lottridge having been chiefly instrumental in promoting the new association. Other members are Jack Gross, KWKH; Humboldt Greig, KFBK; Lewis Avery, WGR-WKBW; Harry Trenner, WNBF; J. Leslie Fox, KMBC; Hale Bondurant, WHO; Clark A. Luther, WOC; C. T. Hagman, WTCN; W. J. Rothschild, WTAD; Mort Watters, WHEC. E. Y. Flanigan, WSPD, Toledo; H. M. Feltis, KOMO-KJR, Seattle, and John W. New, WTAR, Norfolk, Va., Secretary.

The group decided that the chief sales executive of any and all NAB member stations shall constitute the membership and that only one man from each station can join. The annual meetings will be held at each NAB convention, with other divisional meetings to be called and with every section to get circulars regarding every divisional meeting.

While the scope of the division has not yet been clearly defined, Mr. Lottridge said it will divide itself, roughly, into two parts. First it will endeavor, through meetings and direct mail reports to its membership, to unify and coordinate definite acceptable methods of handling national spot business, to include such matters as rates, schedules, time reservations, time availabilities, program content and actual selling methods.

The second effort will be to concentrate upon the exchange of selling ideas between member stations. This will embrace local success stories, local selling methods, merchandising, and outlines of successful campaigns.

In the immediate future, the Division will concentrate upon securing memberships from NAB member stations. There will be no different classifications as to station power. The membership drive will be conducted by mail direct to station owners or managers.

Sales Managers Organize as NAB Division



Stations - Agencies Hold Panel Discussions

Sales Problems of Industry Under Scrutiny

ALL of the problems of commercial station operation, business representation, multiple commissions and that old bogey rate-cutting that perennially arise to haunt broadcasters, received a healthy airing July 8 before the NAB convention in a panel discussion arranged, directed and presented by H. K. Carpenter, WHK, Cleveland.

Acting as interlocutor, with a hand-picked group of six broadcasters whom he called his "stooges", Mr. Carpenter plied them with questions on station operations that invaded some of the finer points of internal station sales affairs. Several agency representatives participated and there was active discussion from the floor.

The subject of sales promotion brought sharp debate. John J. Gillin Jr., WOW, Omaha, said the sales promotion problems of different classes of stations vary. He said the advertiser and the agency want factual information, and that this should include a good field intensity survey, a good listener coverage survey, and market data showing the station coverage. In this connection he called attention to the innovation of John Blair & Co., station representatives, in which they have a motion picture "running story" of the market served by the particular station. Enthusiastic over it, Mr. Gillin predicted this method will win wide acceptance because "it shows the dollars rolling in".

Department Stores

HARRY TRENNER, commercial manager of WNBF, Binghamton, N. Y., drew applause when he asserted that regional stations in their coverage claims invariably show they cover four states with a string around them, and thereby leave the local station at a disadvantage. He participated freely in practically all of the discussion and told how a local station in a small market does an effective selling job, even to the point of refusing department store business on an "institutional" basis, but finally landing it on a strictly merchandising basis, so that now all four department stores in his town are heavy radio users.

An interest-arousing issue proved to be that of outside sales personnel, with I. R. Lounsberry, of WGR-WKBW, Buffalo, answering Mr. Carpenter's queries. On station representation, Mr. Lounsberry said, the national representatives are doing a fairly good job of presenting stations and market facts to agencies, and their main effort is to get stations on the agency list when advertisers decide upon campaigns. He argued, however, that they fall down when selling in competition with the networks on spot campaigns, since they do not create program ideas or develop transcriptions. A healthy sign, he said, is that they are now coming closer to the stations they represent.



PANELER — H. K. Carpenter, WHK, as he conducts an innovation in NAB discussions, using a panel of six "stooges" to answer prepared questions. Agency men participated freely in the brisk colloquies.

National representatives, continued Mr. Lounsberry in replying to further questions of Mr. Carpenter, should be regarded as a part of the station sales staff, and they should be paid selling commissions as part of the sales expense. He argued the payment should not be from any other source. Branch offices for stations, he said, cannot be regarded as feasible, except in the cases of very large stations which can stand them financially. He pronounced himself against payment of "third commissions", declaring stations should pay only agencies and representatives, but he maintained that on transcriptions or syndicated business created by such organizations a talent charge should be paid but passed along by the station to the advertisers, and not on a commission basis.

Wm. H. Cartwright, of William G. Rambeau Co., station representatives, raised the question of whether agencies regard it proper for representatives to contact advertisers direct. To this, Osborn Bond, Joseph Katz Co., Baltimore, responded that his own agency had no objections, and he agreed that representatives first should let the agency know of such contacts to avoid any embarrassment to the representative or his station.

Mr. Bond brought out, too, that stations load down agencies with "books" in fancy covers about stations, but that usually there is very little in them of value. He asserted the agency wants to know about ownership and success stories of other advertisers, details about the wealth of the people in the market, and information generally along the line of that supplied by newspapers.

Facts Not Swank

ABOUT this time C. E. Midgley Jr., Batten, Barton, Durstine & Osborn, and Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, were called upon by Mr. Carpenter to give their views. Mr. Midgley said he wanted to board the same bandwagon as Mr. Bond in consideration of data of all stations. Agencies like to get market information on the smaller stations, he said, in the realization that the strength in the industry lies in the large number of small stations rather than the small number of large ones.

Asking that stations send any kind of data on their markets or activities regularly, Mr. Midgley also suggested that they visit the agencies at least a couple of times a year. Agencies, he declared, are not so much interested in "spiral bindings and cloth covers" as they are in fundamental data.

Mr. Gamble said that radio is heading in the right direction. It is quite easy to see, he said, why the trends do not proceed more rapidly, with the remarkable growth of the industry. Two or three years ago, he recalled, the problem was that of multiple commissions for sale, and now it seems to be no problem at all. Then he delivered his three-word message in behalf of agencies who buy spot radio time — those words being "maintain published rates".

Next Convention

WHERE the next NAB convention will be held will be determined by the board of directors, probably at its October meeting. At that time the board will also consider demands from some sources that the convention be held either in fall or spring rather than in summer. Among the cities bidding for the convention are Baltimore, Cleveland, San Antonio, St. Paul, Los Angeles, St. Petersburg, Duluth and Honolulu.

Published Rates

PUBLISHED rates also consumed a part of the panel discussion at another point. Edgar Bill, WMBD, Peoria, was the commentator. He defined a rate card as a standard of rates to be "stuck to" by stations. Yet he declared broadcasters on the whole are rate cutters, who "break down very easily". Agencies do not want to break rates, but find themselves forced to do it when some stations offer to sell below card quotations, he asserted. Everyone loses confidence in the station when it sells below rates, he added.

As for dual rates, Mr. Bill declared that there must be a reason for them peculiar to the particular station or market. He said there is justification for a single rate in some cases, and for the dual rate in others. Asked about agency and selling commissions for talent, he said he felt this also was a two-sided question, declaring such commissions should be paid when earned.

Cash discounts, a subject agitated in recent weeks by agencies, was defended by Mr. Bill and others, and opposed by a greater number. Mr. Bill said it was a common practice in other media to allow a 2% cash discount for payment by agencies at a stipulated time. J. Buryl Lottridge of KOIL, Omaha, opposed it on the ground that it would mean additional expense in setting up an auditing system to handle them, in addition to the deduction of the discount which represents a loss. Another view advanced was that cash discounts originally were devised by mercantile companies who employed them in their turnover of goods by passing along the discount to their customers and then taking the same discount from those from whom they purchased goods.

The way the Iowa Broadcasting System does it, according to Craig Lawrence, of KSO and KRNT, is to follow the method of the Des Moines *Register-Tribune* and add 10% to the net cost of time, and then deduct the 10% if their account pays.

Selling Local Markets

HOW to sell a local market was the topic of Fred Palmer, manager of WMMN, Fairmont, W. Va. Properly trained salesmen, he said, are a requisite, with certain men perhaps specializing on certain types of accounts. One of the greatest problems, he said, is the lack of radio knowledge on the part of the prospective local accounts. He said he endeavors to educate local prospects by supplying them with all possible information and success stories from other stations, taken largely from trade publications. Local accounts, moreover, he declared, must be sold properly to avoid cancellations. In selling transcriptions for local sponsorship, he said, it is necessary to get the client into the studio for auditions. The current plan of transcription companies to send men on the road and educate stations in local transcription sales, he declared, should give impetus to closing of local transcription accounts.

Martin Campbell, of WFAA, Dallas, was interrogated on station sales personnel. The job of the sales manager, he declared, is most important and he should be a "one-man agency" of knowledge. In training salesmen, he declared, men with advertising experience should be sought. Whether salesmen should be permitted to work in any other department depends upon the station setup, Mr. Campbell asserted. At his own station, he declared, salesmen simply sell. He pronounced himself against payment of salesmen on commission on the ground that it does not inure to the best benefit of the station. For example, he said he found one instance where a commission salesman, attempted to have the advertiser place his account direct, rather than through an agency and thereby increase commissions.

Mr. Bill, on the other hand, said he found it desirable to have his salesmen double on other jobs and that it makes better salesmen of them to know something about programs and how to devise them. Earl Gluck, of WSOC, Charlotte, N. C., said he does both, using in one case an announcer as the sales-

(*Continued on page 59*)

Reallocation Hearing of FCC Is Based on Progress of Radio

Judge Sykes Tells NAB of Importance of Oct. 5 Sessions; Praises High Broadcast Standards



Judge Sykes

BROADCASTERS were urged to prepare for the informal reallocation hearings to begin before the FCC Broadcast Division Oct. 5 because of the great importance of the subject to the public, the industry and the FCC by Judge E. O. Sykes, Broadcast Division chairman, in the principal address July 6 before the opening session of the NAB convention.

Asserting that there has been no general allocation since 1928, Judge Sykes said the FCC has in mind surveying technical broadcasting before it decides one way or the other upon a reallocation. It has in its files the results of the extensive field survey of the coverage and characteristics of stations made last year, he brought out. With these improvements and this knowledge, he said, it should be possible to make improvements in the allocations.

Judge Sykes declared a number of plans have been advanced as to procedure at the hearings. One was that the FCC first should set up two or three proposed allocations and await the reaction from the industry. The second basic idea was to call a conference first and not advance any plans. The Division, he said, decided upon the latter course and will seek from stations advance information as to what improvements they construe possible, if any, in changing the 1928 allocations.

Many Plans Considered

WHILE Judge Sykes' talk was largely on technical broadcasting matters, he did pay tribute to the NAB and to Mr. Baldwin for the collaboration received in improving programs and in other work. He reviewed steps taken by the FCC to improve station operation, and concluded with the hope that every station in the country will become a member of the NAB. Excerpts from Judge Sykes' address follow:

Speaking technically, the constant effort of the Communications Communications Commission has been to improve broadcast service to the listening public. A great step in this direction is through betterment of station broadcasting equipment. The Commission has no jurisdiction over receiving sets and can not prescribe standards for their production. I am informed, by engineers, that the transmission quality of broadcasting stations now surpasses the reception capability of a majority of broadcast receiving sets I hope and believe that the set manufacturers will improve the fidelity of receiving sets.

There have been adopted, within the last year, a number of regulations dealing with technical aspects of broadcast transmission. These are aside from the changed rules and regulations governing services outside of the conventional broadcast band. In these new regulations our desire has been to help the broadcasters help themselves. Very little complaint has been received about these new rules and we, therefore, infer, that they must be good.

Some of the greatest improvements I think are those relating to antenna design. It has been learned that the radiating system of the broadcasting station is as important as its transmitter and that though a station may have the finest modern transmitting apparatus, its job will be a poor one unless it has the proper antenna system.

Our new rule No. 131 requires broadcasters to meet certain specifications respecting antennas. This is in order to enable the broadcaster and the listening public to get the utmost available service out of his plant. Based on our survey, we believe that approximately 50% of the stations, by this improvement alone will vastly expand their radio coverage without any increase in power.

Rule No. 132 requires broadcasting stations to clean up in their transmitter rooms. This is for the safety of employees and visitors and should be most carefully followed.

By rule No. 139 we now require the installation of modulation monitors to improve the coverage and fidelity of transmission. These new rules provide a gradual improvement in broadcasting equipment and are working most satisfactorily.

Mexican Situation

I REGRET to say that we have not yet been able to reach an agreement with Mexico relating to broadcast channels. The result is that we still have interference with some of our stations. This matter is continuing to receive the consideration of the State Department and the Communications Commission and we trust that some time, some day, a satisfactory agreement may be reached.

Just a fortnight ago there was held in Washington a conference involving projected uses of channels in the very high frequency band. The conference envisages the development of such services as television, facsimile, very high frequency broadcasting, and other experimental services which you broadcasters eventually will be called upon to nurture. Outstanding men in all phases of radio and communications, including the various governmental services appeared before the Commission and presented their views. From this testimony the Commission hopes to formulate allocation plans governing future development of these new bands.

From statements made at this conference we are sure that important strides have been made in television, although perhaps it is not yet ready for general use. Facsimile seems to be well perfected and it is possible that the Commission, in the near future, may make provision for its transmission. This question, however, has not yet been settled.

I would also call your attention to the importance of your committee composed of educators and broadcasters to bring about a method of cooperation relating to the broadcast of educational and other like programs. This committee, as you know, is headed by Dr. John W. Studebaker, Commissioner of Education. It is composed of practically an equal number of leading educators and broadcasters. It is our sincere hope that a plan bringing about this cooperation may be worked out. I would, therefore, impress upon the members of that committee the importance of attending its meetings and helping to solve this question.

A good deal has been said in the past relating to the program content of some broadcasts over stations. I congratulate you upon the valuable service rendered by your diligent and efficient Managing Director, James W. Baldwin, in contacting in your behalf the Commission, the Federal Trade Commission, the Post Office Department and the Department of Agriculture upon this question. I would call your further attention to the fact that, while an alleged cure-all remedy may not be harmful if taken, it might be harmful because it prevented a patient who was sick from consulting a doctor in time to cure or alleviate his trouble.

Praises NAB Growth

IN CONCLUSION, Mr. President, I want to congratulate you, and your very efficient Managing Director, and your Association upon its growth and development and upon your splendid administration as the head of this Association. As an evidence of the value to your membership I would refer to the excellent preparation and the illuminating testimony presented by your Association in the so-called educational hearing before the Broadcast Division. A like valuable service to the country and to your Association will be presented in the hearing upon the question of proposed changes in the allocation of 1928. Also, you have grave and serious problems over which the Commission has no jurisdiction but of which we are cognizant and which we trust you may be able to satisfactorily solve.

All of these matters, in my opinion, make your Association a most important one, not only to your membership, but to the entire radio industry and to the citizenship of the country. This cooperation and collaboration among all of us is necessary in order that we may improve radio service and strive to give to all of the people the best public broadcasting service in the world. Therefore, I hope and trust, Mr. President, that ere long, every broadcaster in the United States may become a member of your Association.

RCA Opens Television

RCA's high fidelity television, demonstrated only to government officials and to a select group of broadcasters and newspapermen in the past, will be thrown open to inspection of broadcasters in September in New York, it was announced to the NAB convention July 8. I. R. Baker, chief of transmitter sales of RCA Manufacturing Co., asked that the announcement be made by the chair.

Engineers Tell Managers How to Save Money . . . . . .

THE MEN who man the transmitters, usually regarded as having no commercial acumen, sought to disprove that impression by telling NAB delegates certain engineering facts in lay language — facts intended to prove that good engineering means money in the pocket of any station. The speaker was Jack DeWitt, chief engineer of WSM, Nashville, and chairman of the NAB engineering committee.

Mr. DeWitt began by saying that his committee would "take modern engineering out of the mental red ink class to which many in the past relegated it, and show it to be the application of sound business principles to an exact science."

The committee, he said, for years has pointed out defects in technical operation and has attempted through its reports to help correct these matters. He agreed with Judge Sykes' statement the day before that 50% of the country's stations could improve their coverage without increasing their power.

Need of Efficiency

"WE KNOW," Mr. DeWitt, "of a station that according to its rate card is a 1,000-watt station, but because of certain engineering deficiencies radiates a signal equivalent to less than 200 watts. Now some commercial men believe that the power listed on the rate card is what counts in selling, but more thoughtful station owners know that clients are held by coverage results. It can be proved beyond any doubt that this station could hold customers much easier and could do an easier selling job if it actually delivered a good healthy 1,000 watt signal."

Mr. DeWitt then defined in layman's terms what radiation efficiency, distortion, frequency characteristic, modulation and noise level mean. He showed how important each of these items was to the economy of a station. He mentioned the FCC requirement of frequency monitors, declaring that many operators grudgingly installed these despite the fact that exact adherence to frequency has increased the coverage of many local and regional stations because of the elimination of whistles resulting from wide frequency differences. Similarly, he said, the FCC has required each station to purchase a modulation monitor.

"That which you should have done as a matter of good business," Mr. DeWitt concluded, "is being forced upon you by Commission regimentation. What station would not be willing to spend $5,000 to double its power? Yet many will object to spending less than $500 to accomplish the same result." He ended with a plea for technical improvements even before the Commission forces them.



ENGINEERS — In conference with Jack DeWitt, WSM, chairman of the NAB engineering committee, left to right: J. J. Long, WHAM; Hugh McCartney, WCCO; E. L. Gove, WHK; John Fetzer, WKZO; Jack DeWitt, WSM; Harry Harvey, KOIL-KFAB; Paul A. Loyet, WHO; S. D. Gregory, Westinghouse stations.

FCC Orders Reallocation Hearings

Oct. 5 Set for Clear Channel Applications, Power Boost Proposals; Super-Power Hearing Deferred

AFTER MANY months of uncertainty, the FCC Broadcast Division, at its final regular meeting July 2 before its summer recess, set for hearing on Oct. 5 the whole question of broadcast station reallocations. Simultaneously, it postponed indefinitely the super-power hearings on the ten pending applications for authority to use 500,000 watts power. These hearings had been set for Sept. 24.

The Broadcast Division ordered the general hearings upon the recommendation of Chief Engineer T. A. M. Craven. They are expected to last ten days. Such important questions as high power policy, duplication on clear channels and their reduction, horizontal increases in station power in the regional and local categories, and possibly the setting up of a new classification of stations in the 1500-1600 kc. band, will be considered.

The hearing, along general lines, will be fact-finding insofar as the FCC is concerned, with all classes of stations invited to present testimony. It will be after the hearings that the FCC will decide upon formulation of policies.

Reallocation Plans

ANOTHER important factor in connection with the hearings will be that of the effect of the recent repeal of the Davis Equalization Amendment upon future allocations. The Davis Amendment, which was responsible for the mooted quota system of station allocations, had been in the law since 1928. It required distribution of facilities among the five radio zones and among the states in each zone according to population on an equitable basis. With its repeal by the last Congress, the FCC has a free hand in allocations so long as it observes engineering regulations.

The hearings will parallel after a fashion those held for a two-week period from June 15 on proposed allocations in the ultra-high frequencies beyond 30,000 kc., except that they will be confined to the range between 550 and 1600 kc.

Presumably, various plans for realignment of the broadcast spectrum will be taken under advisement. There has been great sentiment for reduction in the number of clear channels from the theoretical 40 to perhaps 20 or 25, with super-power on them. Also last winter, Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, advanced the first phase of his reallocation plan to cover horizontal increases on certain of the regional channels. This was pigeonholed by the Broadcast Division.

Last month the Broadcast Division set for hearing on Sept. 24 several of the 10 pending applications for authority to use 500,000 watts on clear channels. There were protests against this on the ground that the FCC regulations, which now specify a maximum power of 50,000 watts, should be amended before individual applications for the tenfold boosts are considered. The Division heeded this sentiment, and as a consequence deferred indefinitely the super-power hearings.

The only reallocation proposal actually submitted was that offered by Mr. Ring under which there would have been a horizontal increase in power to 5,000 watts day and night (as against the present night maximum of 1,000 watts) on seven of the 40 regional channels. The remainder of the 40 regional waves would have been segregated into two classes, one with stations which would be protected to the one-half millivolt line with power of 1,000 watts at night and the other affording protection up to the 4 millivolt line with powers at night from 250 to 1,000 watts. There was considerable opposition to this plan, notably from CBS, which complained its affiliated stations would suffer severely by falling for the most part in the poorest category. The division then decided the Ring plan should be held in abeyance until the other recommendations were submitted, so that a general hearing on all phases might be set.

Local Power Boosts

EMBRACED in the preliminary reallocation plans also was a possible horizontal increase in the power of local stations from 100 to 250 watts night, and proposals to set up a new class of stations in the 1500-1600 kc. range, in which only three channels now are provided. Use of identical radiating systems was planned as a means of minimizing interference.

As part of the hearings, the FCC Engineering Division is expected to introduce the results of its far-reaching clear channel survey showing reception results of stations throughout the country, which was conducted last year. This survey, it is believed, may disclose the advisability of reducing the number of clear channels, nine of which already have been "broken down" through East-West coast duplications in violation of the existing regulations.

The pending applications for authority to use 500,000 watts, hearings on which now are indefinitely deferred, are those of WHO, KNX, WJZ, WGN, KDKA, WJR, KFI, WSM, WHAS and WBZ. Others expected to file shortly for that power include WOAI and WBBM.

The theme behind the Oct. 5 hearings is that developments since the last allocation in 1928 make desirable a realignment of the spectrum. Engineering advances, it is felt, have been such as to warrant a shifting of stations to procure maximum benefits from available facilities.

NAB on Sidelines

THE NAB will not participate in the forthcoming reallocation hearings, to begin before the FCC Broadcast Division Oct. 5, it was decided by the Association's board of directors following the NAB convention in Chicago July 6-8. The board concluded that the NAB should not participate because of the clashes of interest of NAB members, but should be on the side lines to handle any emergent situation.

'Broadcasting' Trophy Won by Wallace As NAB Competitors Display Low Scores

SHOOTING both the lowest gross (76) and net (72) on the sporty Briar Hill Country Club course in Deerfield, Ill., Ross Wallace, of the staff of WHO, Des Moines, took top honors in the NAB golf tournament Sunday and easily walked away with the BROADCASTING Magazine trophy. A close runner-up for net score was S. M. Aston, of Fergason & Aston, while five shared third place with identical net scores. One of the five was Karl Haymond, KMO, Tacoma, who won the cup last year.

Declared handicaps were eliminated in the contest this year, and the handicaps for each player were calculated by Charles Silver, club pro, on the basis of play for nine holes picked at random for each player. The score for these nine holes was multiplied by two and then subtracted from the gross score for the 18 holes to determine handicap. This, according to Mr. Silver, is accepted tourney method for players belonging to a diversity of clubs or having no club handicaps. It was accepted as a satisfactory method by practically all the participants, who preferred it to individual declarations of handicaps.

	Gross	Handicap	Net
Ross Wallace, WHO	76	4	72
S. M. Aston, Fergason & Aston	82	9	73
Joe Allabough, WJJD	84	10	74
Karl Haymond, KMO	84	10	74
Bond Geddes, RMA	88	14	74
Howard Pill, WSFA	84	10	74
Art Linick, WJJD	84	10	74
Walter Preston, WIND	92	17	75
Herbert Sherman, WIND	90	15	75
Ben S. Fisher, Washington	92	17	75
Don Mather, WIBM	90	15	75
Robert Convey, KWK	92	17	75



ROSS WALLACE

G. F. Isaac, J. Blair & Co.	98	22	76
H. R. Spence, KXRO	94	18	76
Tams Bixby, Jr., KBIX	94	18	76
William Rambeau, Chicago	96	20	76
B. Presbra, Chicago	98	22	76
Paul Harron, WPEN-WHOM	96	20	76
Gene Pack, KSL	96	20	76
Ed Fellers, Chicago	100	23	77
J. Leslie Fox, KMBC	102	25	77
Paul Raymer, New York	102	35	77
Ralph Atlass, WJJD-WIND	104	26	78
J. Carey, WIND	114	36	78
Art Croghan, WDGY	106	28	78
C. F. Phillips, WFBL	104	26	78
G. A. Hill, WIBM	104	26	78
Stanley Hubbard, KSTP	110	32	78
Harry Butcher, CBS	97	18	79
H. L. Reinsch, WHIO	112	32	80
Paul LaStayo, WAAT	112	32	80
W. R. Watson, WLS	118	36	82
D. E. Kendrick, WIRE	118	36	82
Irvin Stoll, Mich. Network	126	36	90
B. M. McClancy, NBC	136	36	100

REGIONAL CHANNEL GROUP ORGANIZED

REGIONAL channel stations formed a tentative organization at the NAB convention July 8 similar to the so-called "clear channel group", and named Walter Damm, WTMJ, Milwaukee, as chairman; Dean Fitzer, WDAF, Kansas City, as secretary, and Stanley Hubbard, KSTP, St. Paul, as treasurer. They decided to meet formally in Chicago in a few weeks to set up a regular organization, their purpose in banding together being mutual protection and preparation of the case for the regionals at the Oct. 5 reallocation hearings ordered by the FCC in Washington.

Like the clear channel group, it is proposed to engage legal and technical counsel. Among the first proposals expected to emanate from the group will be one favoring horizontal increases in regional powers from the present 1,000 watt night limit to 5,000 watts nights. Most of the regionals are now operating or seeking authority to operate with 5,000 days, which the FCC permits.

Besides the temporary officers chosen, among the sponsors of the regional channel group idea were Henry Slavick, WMC, Memphis; William J. Scripps, WWJ, Detroit; Hoyt Wooten, WREC, Memphis, Tom Symons, KFPY, Spokane and Hugh Feltis, KOMO-KJR, Seattle.

Runyon Is Promoted

CONTINUING in the post of treasurer, Mefford R. Runyon has also been elected to a CBS vice presidency, Edward Klauber, CBS executive vice president, announced July 7. Mr. Runyon, however, will have an assistant treasurer assigned to him, Wilfred H. Sigerson, new to radio and coming from the accounting field, who will have the title of senior assistant treasurer. J. M. Seward remains as assistant vice president and S. R. Dean as controller. The Runyon vice presidency is the fourth promotion in recent months, other vice presidents named being Harry C. Butcher, Washington; Herbert Akerburg, station relations, and Robert V. Thornburgh, Pacific Coast division.

PLANTER'S EDIBLE OIL Co., Suffolk, Va., is conducting a six-month series of half-hour Sunday evenings on two Yankee stations, WEAN, Providence, and WICC, Bridgeport, with pickup from WOV, New York. Petinella Adv. Co., New York, has the account.

WEBR Is Added to NBC-Blue As More Outlets Are Planned

Buffalo Station Joins Net July 15; Tentative Plans Embrace Superpower and More Stations

HAVING placed its Pacific-Blue Network in operation last Jan. 1 and linked it into the transcontinental Blue, NBC indicated its intention of further expanding its Blue and supplementaries by adding WEBR, Buffalo local, to that network effective July 15. WEBR, which operates with 100 watts nights and 250 watts days on 1310 kc., was recently purchased from H. H. Howell by *Buffalo Evening News* interests, who also own WBEN, basic NBC-Red outlet in Buffalo.

The addition of the Buffalo station to the Blue Network is one of various moves contemplated by NBC to build up that chain during the remainder of the year. First of all, by Sept. 1, the new antenna of WJZ, Blue Network key in New York, is expected to be working, improving that station's 50,000 watt signal and ready also to go to 500,000 watts if authorized by the FCC.

In addition, KDKA, Pittsburgh, operated by NBC under lease from Westinghouse, which for a number of years has been experimenting with 50,000 to 400,000 watts after midnight only, may shortly apply to the FCC for full-time operation with 500,000 watts on the same experimental basis by which WLW operates full time with 50,000 watts regular power and 450,000 watts additional experimental power.

Both WJZ and KDKA are FCC applicants for 500,000 watts, along with WBZ, Boston, a Blue outlet also operated by NBC under lease from Westinghouse. These along with seven other 500,000-watt applicants were first expected to go to hearing next September, but the hearings were indefinitely postponed by the FCC early this month when it called the general reallocation hearing Oct. 5. The 10 superpower applications, plus other clear channel applicants expected soon to file for superpower, may be considered at the Oct. 5 hearings, or afterward.

Other Plans for Blue

OTHER expansion plans of the NBC-Blue Network, some still in the contemplation stage but ready to go through the moment obstacles are removed, include:

Definite addition of WEAN, Providence, and WICC, Bridgeport, to the Blue Network as of Jan. 1, 1937, under an arrangement with John Shepard 3d, operator of those stations and of WNAC, Boston, which on Sept. 27 will join NBC-Red in lieu of WEEI, which goes CBS. [See complete story on this page.]

Addition of WNBR, Memphis, operating with 500 watts night and 1,000 day on 1430 kc., acquired with FCC approval early this month by the *Memphis Commercial Appeal*, which also operates WMC, regularly on the NBC South Central group. WMC may become basic Red when WNBR goes Blue.

Addition of WTFI, authorized earlier this month to move from Athens, Ga., into Atlanta, where WSB is the NBC outlet. WTFI operates with 500 watts on 1450 kc. Its licensee is Leonard K. Winston, who is understood to be backed by Arde Bulova. New York watch manufacturer. WSB may become basic Red when WTFI (whose call will probably be changed), goes Blue.

Addition of KGKO, Wichita Falls, operating with 250 watts night and 1,000 day on 570 kc., which recently was purchased by Amon Carter, publisher of the *Fort Worth Star-Telegram*, who still has pending before the FCC an application to move it into Fort Worth. This station will become the Blue outlet in the Fort Worth-Dallas area if and when it is moved, with the likelihood that WFAA, which shares times with Mr. Carter's WBAP, will buy out WBAP and operate that station as a basic Red outlet while KGKO goes basic Blue.

Addition of KXYZ, Houston, operating with 1,000 watts night and 5,000 day on 1440 kc., and owned by the Jesse Jones interests, which also own KPRC, the NBC Houston outlet. KPRC may become basic Red and KXYZ basic Blue.

Addition of WDSU, New Orleans, operating with 1,000 watts on 1250 kc., now an independent. In New Orleans WSMB is at present the NBC outlet, which means that it may go basic Red while WDSU goes basic Blue.



AVOIDING SUITS — To keep parade bands from playing restricted numbers on WGY, Schenectady, during the mammoth G. E. Jubilee, the WGY shortwave car flashed this sign when there was danger of restricted numbers going on the air.

FTC Stipulation

THE Federal Trade Commission announces the following stipulations with advertisers: J. W. Marrow Mfg. Co. Inc., Chicago, agrees to revise claims for Mar-O-Oil; Indo-Vin Inc., Cincinnati, agrees to change representations for Indo-Vin tonic; Health Products Corp., Newark, agrees to revise claims for Dillards Aspergum. Allura Inc., Sacramento, has been charged with unfair competition in sale of an eye lotion.

Accord on Sale of WOV to Paulists Gives CBS New York Outlet in WLWL

AN ACCORD on the sale of WOV, New York, to the Paulist Fathers, operating WLWL, New York, for $300,000, was reached July 3 after several months of heated negotiations, and likely will be consummated shortly with the signing of the purchase contract.

When the transaction is finally closed, it will be the first step in a series of frequency shifts and power changes, which will see WLWL go to CBS under a lease arrangement as a full-time 5,000 watt outlet in New York, while WOV will close down in the New York area. The new clear channel station will be on 1100 kc. This will give CBS a second outlet in New York which will be used to supplement WABC, key station of the network, and also would be available in the event CBS ever developed a second network. There is also possibility of sale of the new WLWL to CBS, it was indicated.

Approval of the WOV sale by the FCC Broadcast Division is regarded as virtually automatic, since it is known that consent was indicated beforehand. The Paulists have been militant critics of commercial broadcasting, and, among other things, sponsored legislation for an investigation of broadcasting by Congress.

How It Will Be Done

WHILE details were lacking, it was ascertained that the sales transaction had been agreed upon. If the original plans are carried out, WLWL will lease the station to CBS and procure, among other things, guaranteed time for its religious programs. WLWL now operates the equivalent of two hours daily on the 1100 kc. clear channel and has fought vigorously for several years for additional time. The channel is a clear wave assigned to WPG, Atlantic City, as the dominant station.

The lease plan is for CBS to take over the station and increase its power to 50,000 watts, paying the Paulists about $30,000 per year for five years, renewable at five-year intervals, with a provision for the lease to run as high as $60,000 after the fourth year, depending on WLWL earnings. A proposal to lease along the same lines was made to the Paulists by John Iraci, owner of WOV, but was rejected, and as a consequence he sold the station outright.

Here is the plan under which the Paulist station will become a fulltime clear channel CBS outlet, by virtue of the WOV sale:

WOV, operating limited time on 1130 kc., clear channel with 1,000 watts, sold to WLWL for $300,000 cash.

WLWL, now operating the equivalent of about one day per week on 1100 kc., clear channel with 5,000 watts, to get full time operation on that channel.

WPG, Atlantic City municipally owned station, to relinquish six-sevenths time 1100 kc. to WLWL and accept WOV facilities with 1,000 watts on 1130 kc.

KSL, Salt Lake City, 50,000 watt station, and dominant on the 1130 kc. clear channel, to consent to full-time operation by WPG on its channel.

Boston & Maine Spots

BOSTON & MAINE RAILROAD is using WNAC, WBZ and WEEI in an intensive radio and newspaper campaign to promote new low railroad rates. Spot announcements numbering more than 50 a week are broadcast from 7 a. m. to 11 at night and include WEEI weather reports and a quarter hour of the WBZ *Musical Clock*.

Shepard Planning Two Regional Nets

WNAC and WEEI Shifts Move Forward to September 27

REALIGNMENT of New England outlets of the major networks, beginning with Boston, will be effected earlier than anticipated as a result of agreements between the interested parties to shift WEEI to CBS and WNAC to NBC-Red when daylight savings time ends Sept. 27. At the same time, or at least before the end of the year, John Shepard 3d, operator of WNAC, expects to have two new regional networks in operation to replace the Yankee Network and the New England Network.

WEEI will be taken over by CBS under lease on Aug. 16 by authority of the FCC. For the first five weeks it will continue as an NBC-Red outlet, but on Sept. 27 WNAC will exchange places with it.

In the meantime, preparatory to hooking up one of his projected new New England chains with Mutual Broadcasting System, Mr. Shepard announced that on July 1 his other Boston outlet, WAAB, had formally joined MBS to take a number of its accounts.

New Regional Network

WAAB, according to Mr. Shepard's plans, will become the key station of a new regional hookup to be known as the Colonial Network, which will later hook up with MBS. Its other affiliates are expected to be WLLH, Lowell; WNBH, New Bedford; WATR, Waterbury; WTHT, new 100-watter about to be placed on the air by the *Hartford Times*, and possibly WFEA, Manchester.

With WEEI going to CBS the old New England Network collapses, just as the present Yankee Network breaks down with WNAC's defection to NBC-Red. Mr. Shepard's plans contemplate reorganizing the Yankee Network to embrace NBC affiliates and to continue it under that name for regional business. The hookup will be keyed by WNAC and will embrace WEAN, Providence; WICC, Bridgeport; WTIC, Hartford; WTAG, Worcester, and possibly WCSH, Portland. The latter three were formerly associated with WEEI in the cooperative New England Network. None of these stations, it is understood, will line up with MBS.

WEAN and WICC, both now on CBS and both operated by Shapard, will not sever their CBS connections before Jan. 1, 1937, in accordance with existing contracts, but after that date they will join the NBC-Blue Network. The complete lineup for the proposed new Yankee Network has not been finally arranged, but at the NAB convention Mr. Shepard definitely agreed with WTIC to make it one of the links.

20 to Get Mueller

C. F. MUELLER Co., Jersey City (macaroni) has started placing a series of live spot announcements on about 20 stations as far West as Chicago. It is the plan of the sponsor to stagger the use of stations, which means that the list will be constantly changing. E. W. Hellwig Co., New York, has the account.

Public Utility Industry Discovers Radio

Executives of Big Electric and Gas Companies Explain Why Air Waves Provide Them With an Ideal Medium

ELECTRIC and gas utilities have really discovered radio!

That was the outstanding conclusion of the radio roundtable held by the Public Utilities Advertising Association conference, held at Boston in connection with the convention of the Advertising Federation of America early this month.

Having found out what radio can do, utilities now are taking to the air more and more, not only individually but on an industry-wide basis. The two outstanding examples are the campaign of the American Gas Association, through its Regional Advertisers Inc. and the General Electric Co.'s *Melody Master* series on an NBC-Red network last winter, with a number of local electric companies participating.

Gathered together at the AFA session were leading advertising executives of utility companies. [A summary of some of their comments and an article on the cooperative gas campaign were printed in BROADCASTING July 1.] Enthusiastic about radio, they dissected it minutely to see what made it tick and to devise ways of using it still more effectively.

The 1936 "Better Copy" awards of the Public Utilities Advertising Association covering "Radio Advertising for All Public Utility Companies" were as follows:

Premier Award — Consolidated Edison Co. of New York Inc., New York City.

Awards of Excellence—Philadelphia Co., Pittsburgh; Rochester Gas & Electric Corp., Rochester.

In the belief that utilities, agencies and advertisers generally are deeply interested in what utility advertising executives as well as agencies think about radio, BROADCASTING herewith digests the views of a number of those who participated in the Boston roundtable. Following are condensed versions of comments at the roundtable as well as prepared speeches which were not delivered due to lack of time:

Clarence L. Davis
Vice President,
Batten, Barton, Durstine & Osborn Inc.

I THINK you might like to know why the General Electric Co. *Melody Master* program was started—why it took the particular form that it did—what we hoped it would accomplish and what actually happened.

Most of you in this room know the story of the Better Light-Better Sight movement—how it has grown from sporadic scattered effort to a national program with the participation of almost every electric utility in the country. A year ago this spring there began to be evidence of a need for some cooperative vehicle for the industry—something that would put the movement on a truly national scale. There had been plenty of the printed word about Better Light-Better Sight in magazines, newspapers, booklets, and bill enclosures by the million. It was argued that a cooperative effort introducing the persuasive qualities of the human voice should be the next forward step. And then General Electric did a very courageous thing.

Fully aware of the headaches and the heartaches in the sponsoring of any new radio program they undertook to start the ball rolling by presenting to the industry a definite plan into which individual utility properties might tie their local effort. And as if it weren't bad enough to be "daddy" of any cooperative program, they deliberately suggested a show at 11 o'clock at night when all the world is neatly tucked in bed—at least that was the opinion of some of the prospective sponsors. 11 o'clock had a couple of advantages. Time on the air cost only half as much as earlier in the evening. And networks can be split at that time of night. And someone even had the temerity to suggest that everytime you got a family to stay up to listen to an 11 o'clock show you increased lighting load.

So a program was recorded and submitted as a sample to utilities whose properties were located within the radius of the basic NBC-Red network. And if any of you think that it's differences of opinion that makes horse racing possible you ought to try to sell a cooperative program. It was swell! It was lousy! Why didn't we do this! Why didn't we do that! The 11 o'clock time was a great idea! It was a terrible idea! But back of it all was a belief that it was time for the utilities to get together—time to do a cooperative job, and so after many auditions and many discussions the *Melody Master*



MR. DAVIS

went on the air sponsored by approximately 43 utility properties in the area covered by 13 of the 21 stations of the basic red network of NBC.

Those of you who listened to the entire series know that the program changed materially as it progressed. And it is a fact that a successful radio program has to be built on the air just as a Broadway play is revised, rewritten, and rebuilt many times during its tryout period.

We started with the formula of a musical group meeting each Sunday evening in the home of John Clemens, The Melody Master. An excellent small orchestra and choir provided the music and there was considerable plot and action among the characters. Very early we discovered through telephone surveys that most of the radio fans liked the music but very few of them gave a darn about the drama. So little by little drama went out and more music came in.

Curiously enough not all the world goes to bed at 11 o'clock. Our first telephone survey made in the city of Buffalo showed that 8% of all radio sets in town were tuned into the *Melody Master* program—and if you know anything about listening habits you'll know that 8% is a very significant audience. Not all communities have the same go-to-bed habits. Metropolitan New York stays up later than metropolitan Philadelphia. But upwards of 5,000 telephone calls proved two significant and interesting facts:

1. People were up and listening to their radios at 11 o'clock in every community.

2. With practically no chain competition at 11 o'clock the *Melody Master* show always got a huge percentage of the actual listeners.

Quite early in the program Carrie Jacobs Bond, author of "The End of a Perfect Day" and many other songs, appeared on the program. Her songs were sung and she recited a poem of her own composition. 3,350 listeners (and that's a lot for 13 stations) requested copies of this poem. At the end of the series when we offered a souvenir booklet of the program 4,437 listeners asked for it.

Just how was the commercial side of it handled? First there was a dramatic presentation of the Better Light-Better Sight story. A Sight Light Demonstrator was actually brought into the studio and the eyes of guest stars and others were tested then and there for the benefit of the radio audience.

This dramatic spot in the center of each program paved the way for a strictly local announcement at the end in which the local utility sponsor, through the local station announcer brought home its message to the community. This happened 26 times with an audience which surveys show was as high as 800,000 homes per broadcast.

What It Cost

PROBABLY you are interested in what the program cost. I'll give you the figures briefly. Time and talent for 26 shows, 13 stations, cost $102,697. This figure does not include promotional material, window signs, newspaper mats, and newspaper space used to advertise the program. The expense was met jointly by utilities and the Incandescent Lamp Department of General Electric, and the cost to each utility property was based as closely as possible on the actual meters covered in the broadcast area.

Surveys showed that approximately 7.7% of urban residential meters were reached throughout the network, which brings the cost per radio home reached per program to about 4 mills.

The *Melody Master* never got to be a wow. It wasn't on the air long enough for one thing, although there was evidence in the last few weeks that the audience

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Television Not to Replace Broadcasting But Be Supplementary, Says Mr. Sarnoff

IN ONE of the main addresses at the AFA Boston convention, delivered on the opening day, David Sarnoff, RCA president, predicted that television will supplement rather than supplant or detract from present day broadcasting. Mr. Sarnoff, during his address, stated:

"When television broadcasting reaches the stage of commercial service, advertising will have a new medium, perhaps the most effective ever put at its command. It will be a new challenge to advertising ingenuity and a stimulus to advertising talent.

"The new medium will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of sound and add a new force to the advertisers' armament of salesmanship. Television will add little to the enjoyment of the symphony concert as it now comes by radio to your living room. Sound broadcasting will remain the basic service for the programs particularly adapted to its purposes. On the other hand, television will bring into the home much visual material—news events, drama, paintings, personalities — which sound can bring only partially or not at all.

"The benefits which have resulted from the industrial sponsorship of sound broadcasting indicate that our major television programs will come from the same source. It requires little imagination to see the advertising opportunities of television. Broadcasting an actual likeness of a product, the visual demonstration of its uses, the added effectiveness of sight to sound in carrying messages to the human mind—these are only a few of the obvious applications of television to merchandising. Commercial announcement can be expanded through television to include demonstration and informational services that will be of value to the public as well as to the advertiser.

"Television is now in the ear-

(*Continued on page 55*)

Pacific Radio Group Organizes To Boost Status of the Medium

Seeks Greater Place on Coast Advertising Session; Radio's Creative Achievements Praised by Gerber

(By Special Correspondent)

SEATTLE, July 9 — With more than a thousand attending, the annual convention of the Pacific Coast Advertising Clubs Association held here July 6-9 included a radio departmental but radio-minded delegates decided that the medium had not done its part in telling its story to the convention and an organization was formed to promote broadcasting at the 1937 session.

Heading this group is Henry Jackson, of KFRC, San Francisco. Other members are George Chandler, CJOR, Vancouver; Loren B. Stone, KIRO, Seattle; Ed Jansen, KVI, Tacoma; W. Carey Jennings, KGW, Portland; Carleton Coveny, KJBS, San Francisco; Sidney Dixon, NBC, Hollywood; Tom Symons, KFPY, Spokane; E. B. McClatchey, KSL, Salt Lake City; Roger Houston, KGB, San Diego; Brick Miller, KTAR, Phoenix; Howard Lane.

The organization is to build a schedule of departmental meetings on radio "that will put it on its rightful basis of equality with other major media."

Doing a Good Job

OF ALL MEDIA, radio has done the best creative job in the developing of new accounts, declared Joseph R. Gerber, president of Gerber & Crossley Inc., Portland, Ore., agency. He deplored lack of development work on the part of most media. Advertising agencies themselves are doing only a fair job, he said.

"Our newest medium, radio, had to find a place for itself, and has probably employed more advertising salesmen that knew less about advertising than any other medium ever employed. But they knew more than the prospects they called on. And knowing more than the dog, after all, is the first law in teaching the dog new tricks.

"The result has been that radio advertising is tremendously sold to a great number of advertisers today. Radio, I will say, has done a fine job of creative selling."

Radio Departmental

TELLING the story of how Golden State Dairy Products Co., San Francisco, built *Golden State of the Morning Air*, a morning quarter-hour program broadcast twice weekly over KPO, San Francisco, to the largest mail-puller on that station in the comparatively short period of less than one year, Nathan Danziger, general sales promotion and advertising manager of Golden State, gave an informative discussion of the value of proper use of radio's morning hours. Golden State's program, first built around the character of Joan Andrews and *Golden State Menu Flashes*, a series of menus offered to housewives through the radio program supplemented by newspapers and bottle collars, was thoroughly merchandised to the trade both before the program took to the air and during its tenure of the air. Mr. Danziger told then of the injection of new features into the program. The organization of the California Women's Menu Flash Guild and the offer of a diploma to housewives sending in recipes for use in *Menu Flashes*. Then the introduction of Henry Ames Abbott, world traveller, who gave authentic descriptions of trips to interesting parts of the world, describing foods and diets in those places.

Of particular interest was the response of San Francisco housewives to this program, broadcast only two mornings each week at 10 o'clock in the morning, the mail reaching a volume of 2,856 letters in one day.

Mr. Danziger was followed by Sidney Dixon, sales manager, Hollywood, with a talk on "Radio Advertisers Guest List". Other talks were given by H. J. Quilliam, general manager, KIRO, Seattle, on the "Independent Radio Station's Picture"; Ben Tipp, Seattle jeweler, on "My Experience in Selling Diamonds by Radio"; Herbert Poole, Seattle radio dealer, on "Selling Radios by Radio".

These rather serious discussions of radio advertising were followed by a series of skits, "So This Is Heaven", produced by KOMO-KJR aided by other Seattle stations.



BELOW—Charles Bulotti Jr., Don Lee director of program operations, dons diving suit and microphone for a trip below the surface to view submarine gardens off Catalina Island. Capt. Tinch, diver, is fixing him up for the descent. On July 11 Ted Bliss, KHJ announcer, went on CBS at the same spot for a sub-surface broadcast. He was accompanied by Capt. Tinch.

Mr. Dixon said in part: "It is my belief, backed by a number of years experience in broadcasting, that if a program is good advertising, it is good entertainment. The two must go together. However, I am not denying that it is possible to present a program of wonderful entertainment, which would be very bad advertising for a particular advertiser.

"The days in radio are numbered when an advertiser can tack a commercial announcement onto a poorly produced program and expect the radio audience to take him seriously. At least, they are numbered for the man who wants to continue to enter the American home with this type of program to put over his advertising message. You, both the radio advertiser and the radio operator, have educated the radio listening audience to the point where they are no longer satisfied to hear a national celebrity come on the air and say, 'Hello friends' and nothing else. The radio audience has been educated by you to the point where they are no longer excited with novelties either mechanical or vocal. They make up their guest list from the radio programs presented which they have found worthy of inviting into their living room and their family circle.

"Both radio broadcasters and the advertising profession must think of the future. Radio men must continue to discharge their obligation to the American people by presenting good, clean programs. Responsibility for protecting the public interest will continue to rest upon the shoulders of the broadcasters. The broadcasters in turn must look to the advertisers and ask their cooperation in the discharge of this duty.

Some Ingenuity Needed

"RADIO men, advertisers and advertising agencies must use as much ingenuity and imagination in developing the entertainment part of their program as has been used in the past in developing newspaper, poster and magazine copy. Remember, the type of program you present and the advance thought and preparation that you give to it, determines to a great extent, whether or not you and your sales message receive regular weekly listings on the advertiser's guest list in the homes of Mr. and Mrs. America."

Selection of Salt Lake City as the scene of next year's convention and election of next year's officers was carried out at the general business session on the final day. Lou E. Townsend, advertising manager of the Bank of America, with headquarters in San Francisco, was elected president. Other officers: Mary McDonald, Tacoma, vice president at large, in charge of women's and junior affairs; Louis R. Koch, Foster & Kleiser, Long Beach, Calif., senior vice president; James Lightbody, publicity manager, British Columbia Electric Railway Co., Vancouver, B. C., vice president, District No. 1; Ed Thomas, *Salem Statesmen*, Salem, Ore., vice president, District No. 3; Maurice Penter, assistant manager, *Union Tribune*, San Diego, vice president, District No. 5; Charles Pritchard, San Francisco, vice president, District No. 5, and C. K. Graham, Spokane, vice president, District No. 2, holdover for another year.

Transfer of KNX, Los Angeles To CBS To Get FCC Approval

Sale at Record Figure of $1,250,000 Seen Okehed And Program Violation Charges to Be Dropped

OWNERSHIP OF KNX, Los Angeles 50,000 watter, will pass from Western Broadcasting Co. to CBS with the expected approval by the FCC Broadcast Division of the record $1,250,000 station sale. The Division planned a special meeting on July 14 or 15 to consider the case.

Approval of the transfer will come coincident with an FCC decision renewing the KNX license which had been in temporary status since last year because of alleged commercial program violations by the station under its present management. The Broadcast Division will approve renewal on the basis of additional testimony given by Guy C. Earl at a hearing June 29. At the same time a second hearing was held on the terms of the transaction.

When CBS programs will begin on KNX has not yet been definitely determined, since the network is contracted for service to the Don Lee Broadcasting System until Dec. 27. It is possible that the change in service will begin prior to that time.

Rogers Named Manager

MEANWHILE, Donald Thornburgh, new CBS vice president in charge of Pacific Coast activities, took up his new duties in Los Angeles, arriving on July 4. One of his first announcements will be that Naylor Rogers, vice president and general manager of KNX, will remain in the managerial capacity at KNX. Simultaneously, it was learned that Philip G. Lasky, general manager of KSFO, San Francisco, which will become a CBS outlet in lieu of the Don Lee owned KFRC, will remain as general manager of that station.

At the June 29 hearing, Mr. Earl, Edward Klauber, executive vice president of CBS, and Mefford R. Runyon, CBS treasurer and vice president, testified concerning the station sale. Mr. Earl also testified on the KNX license renewal with respect to so-called medical and other programs against which there had been complaint. He brought out that virtually all of the accounts against which complaints had been made had been dropped. The Commission had set the renewal matter for rehearing along with the original hearing on the transfer of license.

Among other things, Mr. Earl brought out that five of the accounts in the original group against which complaint had been levied were still being broadcast over the station. In each case, however, he brought out that all of them were investigated by the Federal Trade Commission, Post Office Department or Better Business Bureau and given the sanction of one or more of these organizations. He brought out that in several instances stipulations had been entered into with the Trade Commission by the advertisers.

Mr. Earl said Western Broadcasting Co., licensee of KNX, was owned primarily by himself. Other stockholders included Paul Hoffman, president of the Studebaker Motor Car Co., Edward Earl, a relative, and Naylor Rogers, station manager.

Exhibits were introduced to show that KNX has earned a profit practically since Mr. Earl operated it beginning in 1925. In 1935, the profits were approximately $138,000 and Mr. Earl esti-

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A Spot to Cultivate--The Pacific Coast

Only 10% of West Coast's Spot Business Gets Across The Rockies, Although Bookings Are Increasing

By LINDSEY SPIGHT
Vice President and Pacific Coast Manager
John Blair & Company

THEY have weather and spots out West. Lindsey Spight, who has the usual nose for spots that marks the successful rep, sees business everywhere, but not much that will get beyond the regional classification. Something ought to be done about the situation, thinks Mr. Spight, so he has bared his files for the benefit of those who like to do things about situations when they arise.

SOME $900,000 national and regional spot business originated on the Pacific Coast in the past year. This fairly respectable total, amounting to about 5% of the national volume, represents a gain of at least 30% over the preceding year. Furthermore, the immediate outlook is even brighter for the fall of 1936 and 1937.

There is only one catch in this optimistic outlook. Little more than 10% of this business is placed on stations East of the Rocky Mountains. In other words, the great bulk of Far Western business is regional rather than national in scope. When we consider that more than three-and-a-half-million dollars space in national magazines was used by Pacific Coast advertisers in 1935 and hardly $100,000 spot radio on Eastern stations, it is time that some of us making our living from this field, analyze the situation to find out why.

Here a Spot, There a Spot

THE COAST'S truly national accounts, the big magazine users, haven't used enough spot radio, figuratively speaking, to pay a week's power bill on a 50 kilowatt transmitter. Sunkist, handled by the Los Angeles office of Lord & Thomas, has been an occasional exception. With the big Valencia orange crop last summer, they used a spot announcement campaign in about 20 major markets of the East early last fall. As a possibility for extending the use of this medium this year, they also tested two transcription programs; one on a station in the Midwest and one in the East. The outlook for more Sunkist activity this year, however, is not good. For one thing the crop is smaller.

Del Monte, handled by the San Francisco office of McCann-Erickson, has only used spot radio once in its entire advertising experience. That was the *True Stories of the Sea* series of night quarter-hour transcriptions twice per week in the spring of 1934. This was for canned salmon of which Del Monte's subsidiary, Alaska Packers, has three different trade marks. Here was a case where a uniform program, but with different commercials, was used in selling three different brands of salmon.

Some of our other accounts falling in this classification of major national media users are: Hawaiian Pineapple, N. W. Ayer & Son, San Francisco; Van Camp Sea Food (Chicken of the Sea and White Star Tuna), Emil Brisacher & Staff, San Francisco; Southern Pacific, Lord & Thomas, San Francisco; Duarte and its new cosmetic, Creme of Milk, Howard Williams, San Francisco; All Year Club, Lord & Thomas, Los Angeles; Californian's Inc., Lord & Thomas, San Francisco; Clorox, Erwin Wasey & Co., San Francisco; S.O.S. and the Walnut Growers Association, McCann-Erickson, San Francisco; Salmon Industry Campaign, J. Walter Thompson Co., Seattle; Jantzen, Botsford, Constantine & Gardner, Portland; Calo Dog Food, Emil Brisacher & Staff, San Francisco; Iron Fireman, Gerber & Crossley, Portland; and Libby's Pineapple Juice, J. Walter Thompson, San Francisco.

It's a fine list of prospects and we native advertising men out here are very proud of their success in national markets, but to date the combined spot radio commissions from all these accounts hasn't been enough to pay the traveling expenses of the national station representatives who maintain offices on the Coast.

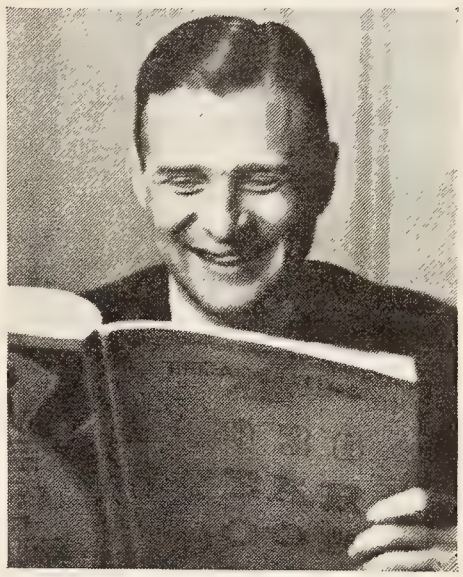
A more consistent source of spot business and in some respects a better list of immediate prospects are those firms with only partial or spotty national distribution. From this list comes most of the $100,000 spot billing on Eastern stations this past year, ended July 1, 1936. Alaska Pacific Salmon (Skinner & Eddy), Gardner Nurseries, Washington Boxed Apples, Northwest boxed pears, Mapleine and Carnation Albers, all out of Seattle. Los Angeles has Tree Sweet Orange Juice, White King Soap, Bireley's Orange Juice, Strasska Toothpaste, Dr. Ross Dog Food, Green Spot Orange Juice, McCloskey Varnish and the Hemphill Diesel Engine School. Headquarters of the Knox Co. (Cystex) is also in Los Angeles. San Francisco has Hills Bros. and M. J. B. Coffee, Cardinet Candy, and Tea Garden products in this classification.

Occasional Users

THERE is also another small list of accounts, by no means complete, which contributes occasional spot billing to the Coast's total volume. This includes D'Arrigo Bros., the Rosicrucion Order, Sunsweet Prunes and the Barron Gray Packing Co. (Eveready Fruit Cocktail) all of San Jose; Breast O'Chicken Tuna from San Diego and the Ward Refrigerator Co., and the Townsend Plan Promotion out of Los Angeles.

The above list of accounts produces almost the entire volume of Eastern station spot business and contributes a generous share to stations in the 11 Western states. However, the great bulk of regional spot business is from Western firms.

Standard Oil Co. of California is starting its fourth year of dominant use of time signals on leading Western stations. Richfield Oil Co. has found the *Jimmy Allen* transcriptions a real producer of sales. Associated Oil Co. sponsors direct from the field and occasional wire report broadcasts of amateur sports.



SPIGHT WORK—Here is the author consulting a well-known encyclopedia of broadcast advertising.

General Mills and its Western subsidiary, Sperry Flour Co., has had *Jack Armstrong* transcriptions and baseball broadcasts in all the major Pacific Coast markets. This business is placed by the Westco Agency of San Francisco. General Brewing (Lucky Lager) is using time signals, Safeway Stores has recorded dramatized announcements, and other regional accounts such as Roman Meal, O. M. Laboratories, Moon Glow Cosmetics and Wilson and George Meyer use announcements, participating programs and occasional live talent shows.

It it rather interesting to learn where this business originates from a geographical standpoint. If you take 65% as coming from the San Francisco Bay district, 25% from Los Angeles, and 10% from the Pacific Northwest, you won't be far wrong. Los Angeles and Seattle each contribute more Eastern spot business than San Francisco, but San Francisco's big regional accounts more than make up the difference. As a check on these percentages, NBC's actual Pacific Coast billing (regional chain business) for the first quarter of 1936 showed 62% from San Francisco, 32.7% from Los Angeles, and 5.3% from the Northwest.

This Pacific Coast country is an interesting spot to work in. We have to travel a lot from Seattle to San Jose to get our business and most of it comes in small chunks, but we call each other by our first names, most of us are good friends as well as business associates, and we believe that there will be more business next year than this, ad infinitum. Oh yes, and there's the climate. If you don't believe it, come out and see for yourself. But don't expect to make expenses on the business you will pick up while out here.

Scope Is Indicated By Trans-American

Reiter & Jaeger, Chicago Rep Firm, Acquired, Says Clark

AS THE first step in its project to engage in an all-purpose broadcasting business, Trans-American Broadcasting & Television Corp. announced July 6 its acquisition of the station representation organization of Reiter & Jaeger, Chicago. The announcement was made by John L. Clark, president of Trans-American, at the NAB convention.

Trans-American, it was dicclosed, will enter the station representation and associated fields on a substantial scale. In addition it proposes to engage in program producing, selling and transcribing, as well as station management and operation. The company, according to Mr. Clark, has financial backing amounting to $2,000,000. No formal announcement yet has been made of its backers or scope of activity, however, beyond the purchase of the Reiter organization.

With the acquisition of the representation firm, which heretofore has functioned only in Chicago, Mr. Clark announced that Virgil Reiter will be transferred to New York to handle Trans-American representation. Offices are at 521 Fifth Ave., New York. C. P. Jaeger, he said, will continue as head of the Chicago office at 333 N. Michigan Ave. In the Chicago area the company has handled time placements for WCAU, Philadelphia, WHAM, Rochester, and WIBX, Utica, and formerly represented WLW.

Possible Disc Service

FORMATION of Trans-American was announced last month by Mr. Clark, but details of the organization were not disclosed. It is known that the company has been in negotiation with Associated Music Publishers Inc. in connection with possible representation and sale of its transcription library service and also with regard to possible arrangements for transcription recordings.

Several station owners, it has been indicated, are identified with the company but their names will not be revealed until later. E. J. Rosenberg, formerly general manager of the Society of European Stage Authors & Composers, has been made executive vice president of Trans-American, with Sol A. Rosenblatt, former NRA division administrator in charge of the radio code, as counsel. After the NAB convention Mr. Rosenblatt departed for Los Angeles on an undisclosed mission while Mr. Clark returned to New York.

TED HUSING, chief CBS announcer, and H. V. Kaltenborn, CBS political commentator, are both in Europe this summer on vacations, and both are scheduled for special relay broadcasts.

Blackett Heads GOP Public Relations; KirchhoferAppointedPublicityDirector

TWO publicity directorships — both significant in their bearing upon the prospective use of paid radio time during the presidential campaign — were made by Chairman John D. Hamilton of the Republican National Committee in Chicago July 3 and were exclusively reported in the first daily convention issue of BROADCASTING. They were later verified, on July 8 and 9, by Mr. Hamilton in releases to the press.



Mr. Blackett

The first was the naming of Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago advertising agency, as director of public relations in charge of radio, paid advertising copy in publications and newsreels. The other was the selection of Alfred H. Kirchhofer, managing editor of the *Buffalo Evening News*, as publicity director in charge of news releases and other campaign matter.

Both men have been prominently identified with radio, Mr. Blackett as head of the agency placing the largest volume of radio business during the last two years and Mr. Kirchhofer as directing head of his newspaper's station WBEN. The *Buffalo Evening News*, incidentally, also on July 2 acquired WEBR, Buffalo local, largely through Mr. Kirchhofer's efforts, that station on July 15 being scheduled to join the NBC-Blue network.

Entertains Broadcasters

THAT their duties will somewhat overlap, is regarded as likely, but both have the full confidence of Chairman Hamilton and Gov. Landon, the G.O.P. nominee. Mr. Blackett has been a confidante of Mr. Landon's for many years, and during the pre-convention campaign was largely instrumental in coaching Gov. Landon as a radio speaker, having sent one of his experts to Topeka to work with Landon.

Mr. Kirchhofer handled publicity for Herbert Hoover in the 1928 campaign. His appointment is believed to have been suggested by Roy Roberts, managing editor of the *Kansas City Star*, a college mate of Landon's, and a former fellow Washington correspondent and Gridiron Club member with Mr. Kirchhofer. Mr. Roberts' newspaper, operator of WDAF, was one of the original sponsors of the Landon boom.

During the NAB convention in Chicago on July 8 Mr. Blackett was host to about 100 station owners and managers at a dinner in the Racquet Club there, the invitees having been called together through their representatives by Robert Barrett, of the radio division of the Blackett-Sample-Hummert agency. Mr. Blackett spoke shortly, advocating complete freedom of speech on the radio and later advising a representative of BROADCASTING that he saw no reason why the networks should be criticized for placing the Communists on the air.

Earlier assurances have been received from Gov. Landon, as from President Roosevelt, that he favors freedom of the radio and believes the American system of free, competitive enterprise was the best.

After Gov. Landon's notification speech on the combined networks July 23, both the networks and stations will begin charging regular commercial rates for all political broadcasts, affording the candidates and their spokesmen an "equal opportunity" to utilize their facilities in accordance with the radio law. Despite Mr. Blackett's appointment, it is not expected that either his agency or any other will place the Republicans' radio accounts but rather that these will be handled direct with stations and networks.

Both Republicans and Democrats, according to advance reports, expect to make unprecedented use of radio during this campaign, each spending perhaps $1,000,000 for network, transcription and spot time as against approximately $500,000 which each spent in 1932. Republican radio headquarters will be located in the Railway Exchange Bldg., Chicago, with Mr. Blackett in charge, and with offices also in New York and Washington.

William B. Dolph, director of radio for the Democratic National Committee, who is also manager of WOL, Washington, announces that he will maintain his headquarters in Washington, with Robert Berger, at one time with NBC and later with Carl Byoir & Associates, publicity counsel, as head of the New York office in the Biltmore Hotel.

NEW CHIEF NAMES G.O.P. RADIO STAFF

THE FIRST radio appointment made by Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency, and newly appointed director of public relations of the Republican National Committee, was that of Theodore F. Allen as head of the radio division of Eastern headquarters at 1 E. 57th St., New York. Mr. Allen, formerly on the sales staff of NBC, has been serving as radio head of the publicity offices of the G. O. P. in Washington.

With Mr. Allen's appointment, Thomas G. Sabin and John Elwood are to be transferred to Chicago headquarters in the Railway Exchange Bldg. under the direct supervision of Mr. Blackett, according to telegraphic advices to BROADCASTING from Mr. Blackett. Mr. Sabin since last July has been radio director of the committee and Mr. Elwood has been Eastern program manager, the former dividing his time between Washington and New York and the latter being stationed in New York. Mr. Sabin formerly was on the NBC sales staff in Boston, and Mr. Elwood, a nephew of Owen D. Young, is a former NBC vice president.

Mr. Blackett also announced that Fred R. Kerman, Landon's publicity director in the Western headquarters during the preconvention campaign, would hereafter act as his assistant. Harry J. Brown, Washington correspondent of the *Providence Journal*, has been named assistant to Mr. Kirchhofer.

H. Preston Peters Buys Rep Interest

Purchases Holdings With Free; Firm Name Will Be Changed

COINCIDENT with the disclosure that H. Preston Peters, vice president of Free & Sleininger Inc., and Free, Johns & Field Inc., radio station representatives, has become a substantial stockholder in the two firms, it was learned authoritatively July 9 that the name of the former firm will be changed to Free & Peters Inc.

While no formal statement was made, it was indicated that the change will take place this fall. Mr. Peters for several years has been vice president in charge of the New York office of both of the organizations, which represent different lists of stations.

Mr. Peters, it was learned, has acquired a substantial stock interest in the organization. Thus, along with James L. Free, president of both companies, he is the only active stockholder in the management of the business.

Clifford Sleininger, one of the founders of the firm, left the organization several months ago and established a station representative business of his own under the name Sleininger Inc.

Coast Expansion

LAST MONTH Mr. Free, as president of both concerns, announced the reorganization of the Pacific Coast setup which gives the two firms their own offices on the Coast. John Livingston, formerly of the Chicago office, as sales promotion manager, has established headquarters at 111 Sutter St., San Francisco. He has been on the West Coast for the last three months completing arrangements for the office.

Mr. Livingston is in direct charge of the Pacific Coast operations but both organizations will continue to be represented in Los Angeles by the Walter Biddick Co. with whom Mr. Livingston will work closely.

In announcing the new offices, Mr. Free said he had felt for some time that the Coast area should be productive of more spot business. Mr. Livingston at one time sold Baldwin locomotives in Europe, and afterward for five years was on the advertising staff of the *Saturday Evening Post*. He left the Curtis Publishing Co. to join Free & Sleininger four years ago.

First Political Buy

FIRST purchases of radio time for political purposes on a network are reported from New York where the state Republican Committee, through Brooke, Smith & French Inc., New York agency, has contracted with NBC for a special hookup of New York stations for eight weeks. Broadcasts will be heard Mondays, starting Aug. 3, from 10:30 to 10:45 p. m. Programs will be keyed from WEAF and fed to WHAM, Rochester; WGY, Schenectady, WSYR, Syracuse, and WBEN, Buffalo.

GRAHAM McNAMEE, NBC announcer and the original *Talking Reporter* of the newsreel, has just signed his third long-term contract with Universal Newsreel.

Col. Frank Knox Lauds Radio

NOT ONLY do the party platforms of both the Democrats and Republicans declare themselves favorable to the maintenance of freedom of the radio along with the press, but President Roosevelt and Candidate Alf Landon have expressed themselves unequivocally in favor of a free radio, as reported in previous issues of BROADCASTING.

Freedom of the radio, to the broadcasting industry, means more than free speech—it means also the maintenance of radio as a free competitive American enterprise — and thus the new reassurances that come to us in a letter from Col. Frank Knox, Republican vice presidential candidate and publisher of the *Chicago Daily News*, are further heartening to the broadcasting industry.

In the light of President Roosevelt's message to the NAB convention sent through BROADCASTING [see July 1 issue] and the words of confidence in the broadcasters expressed previously by Gov. Landon, and last week by Hill Blackett as Gov. Landon's director of public relations in charge of radio, the following highly laudatory message from Col. Knox in reply to an inquiry from BROADCASTING is particularly significant:

"I am very happy to avail myself of your kind invitation to express my appreciation publicly of the splendid work performed by the broadcasters both before and during the Republican National Convention. I mean to include in my appreciation the many courtesies shown me in the preconvention campaign in all sections of the country by those who were associated with me in broadcasting my own speeches. I have in my own files many testimonials from the listeners-in which afford ample evidence of the successful work done by the broadcasting industry in bringing to the great American public the important political speeches and events throughout the nation.

"In my opinion the broadcasting industry is now about to perform the most stupendous job of political broadcasting yet attempted. During the next few months speakers on behalf of all parties, including the candidates themselves, will be repeatedly before the radio public through the medium of radio broadcasting. In this respect the industry is serving a national educational purpose and contributing much to the American method of solving the national problems through the medium of verbal contact.

"The Republican platform upon which Governor Landon and I stand has again reiterated the fundamentals expressed in the Constitution itself, that no people are free who do not enjoy the right of public assembly, of free speech and of free press. It is the duty of the press and all other mediums of public expression, including the radio industry, to protect their own rights in these respects in order that the people themselves may intelligently protect their own liberties guaranteed them by the same document."

Total Time Sales of Stations Are Estimated Near 48 Million

C. H. Sandage, of Census Bureau, Gives Data for Nation Based on Returns Covering 90% of Industry

A STATISTICAL picture of the broadcasting industry as it stacked up last year, showing revenue from the direct sale of time by stations, employment figures, breakdowns of revenue from networks, national spot and local sales and other pertinent data was given the NAB convention July 7 by C. H. Sandage, chief, Division of Communication, Bureau of the Census.

While unable to give the official results for the country as a whole, Mr. Sandage supplied information covering 90% of the industry, based on responses to questionnaires from stations. All but four stations now have responded to the questionnaires, and within a fortnight he expected that final information would be available. Moreover, no information has been released on receipts of networks.

Local Advertising

THE results of returns from 517 commercial stations, or 90% of the total, redeclared, showed net revenue from direct sale of time plus the sums received from networks, of $47,957,501. This represents net time sales, or gross billings after time and quantity discounts had been deducted. The breakdown shows that of this aggregate, about half or $24,000,000 was received from local advertising. Of the remainder almost one-half was derived from national and regional spot advertising, and an equal amount from networks as payment for carrying network commercials. The network revenue for these 517 stations amounted to $11,920,643. Total non-network time sales amounted to $36,036,958, which was $308,465 less than the estimate of station times sales for 1935 made by Dr. Herman Hettinger, NAB research advisor.

"The breakdown of broadcast station revenue clearly indicates that local advertising was the backbone of their 1935 business," Mr. Sandage said. He pointed out that the importance of local advertising, however, varies by geographical areas.

Respecting employment and payrolls, Mr. Sandage said:

"Employment data for broadcast stations outside Illinois and Louisiana show that an average of 11,446 persons were employed in 1935. They received an annual pay roll of $18,972,845. More than 90% of this sum was paid to full-time employees. The total payroll amounted to more than 40 percent of the advertising revenue of those stations.

"Employment and payroll figures include only those persons in the direct employ of broadcast stations. Many persons appearing before the microphone are employed and paid by the advertisers and by networks. The latter are to be shown separately, in our final report as network personnel. Direct employees of advertisers are not reported.

"A more detailed analysis of employment for a representative week shows that station talent, including artists and announcers, make up the largest number of employees and receive a greater portion of the annual payroll than any other functional group. Station technicians are second, both in number and payroll."

Regional Sales

TOTAL receipts of 63 broadcast stations in the West North-Central States, from sale of radio time during the year 1935, amounted to $5,689,765, the U. S. Census Bureau announced in its seventh report of the new Census of Business series on the broadcasting business.

The report covers all broadcast stations in the seven West North-Central States which sold time during 1935, except one small station in Nebraska. It includes 14 stations in Missouri, 10 in Nebraska, 10 in Iowa, 9 in Kansas, 8 in Minnesota, 6 in North Dakota, and 6 in South Dakota.

Lafount Joins WBS



Mr. Lafount

HAROLD A. LAFOUNT, who served five years on the old Federal Radio Commission, on July 1 was appointed Washington representative of World Broadcasting System, specializing on political accounts and government business. Percy L. Deutsch, WBS president, in announcing the appointment, stated that Mr. Lafount will continue his private activities in addition to his WBS representation, making his headquarters at the Wardman Park Hotel, Washington.

More than one-half (54.4%) of the time sales of stations in the seven states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than one-third (37.5%) of the total time sales in this geographic division is accounted for by the 14 stations in Missouri. This state led all others with sales of $2,133,105, of which $1,274,552 (59.8%) was local advertising. Iowa was second with $1,172,235, of which $426,557 (or 36.4%) was local advertising. Thus Missouri and Iowa stations together accounted for 58.1% of the total time sales of stations in the seven states.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts. The 63 West North-Central stations employed a total of 1,593 persons (monthly average) with an annual pay roll in 1935 of $2,153,268. More than 92% of this was paid to full-time employes.

The monthly fluctuation in station employment in 1935 ranged from 1,507 persons in January to 1,773 persons in December. The larger number of employes in the last few months was partly because of the opening of four new stations during the year. Monthly employment figures indicate a gradual increase in number of persons employed through the year, with the exception of the months of July and August.

South Atlantic Area

TOTAL receipts of 63 broadcast stations in the South Atlantic States, from sale of radio time during the year 1935, amounted to $4,505,167.

The report covers all broadcast stations in the nine South Atlantic States which sold time during 1935, except one small station in Georgia. It includes 2 stations in Delaware, 4 in the District of Columbia, 10 in Florida, 11 in Georgia, 6 in Maryland, 9 in North Carolina, 5 in South Carolina, 10 in Virginia, and 6 in West Virginia.

More than one-half (55.6%) of the time sales of stations in the nine states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

REVENUE FROM SALE OF TIME

Area	*No. Sta.*	*Total*	*Nat'l and Reg. Adv.*[1]	*Local Adv.*[2]
WEST NORTH-CENTRAL	63	$5,689.765	$2,595.571	$3,094.194
		100%	45.62%	54.38%
Iowa	10	1,172,235	745,678	426,557
Kansas	9	381,830	172,864	208,966
Minnesota	8	1,106,738	364,621	742,117
Missouri	14	2,133,105	858,553	1,274,552
Nebraska	10	509,709	289,332	220,377
North Dakota	6	255,780	126,691	129,089
South Dakota	6	130,368	37,832	92,536
SOUTH ATLANTIC[3]	63	$4,505,167	$2,001,457	$2,503.710
		100%	44.42%	55.58%
Delaware, Maryland[3]	2, 6	873,401	426,383	447,018
District of Columbia	4	739,530	293,704	445,826
Florida	10	579,698	275,447	304,251
Georgia	11	577,282	321,541	255,741
North Carolina	9	665,866	262,560	403,306
South Carolina	5	185,964	52,512	133,452
Virginia	10	539,068	251,547	287,521
West Virginia	6	344,358	117,763	226,595

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations, as well as time sold directly by stations to national and regional advertisers. Network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

[3] Data other than number of stations are combined to avoid disclosure of individual figures.

Analysis of Employment and Pay Rolls [1]

WEST NORTH CENTRAL STATES

Classification	*All Employes*[2] *(One Week)* No.	Pay Roll	*Full-time Employes* No.	Pay Roll Total	Avg.	*Part-time Employes* No.	Pay Roll Total	Avg.
Total	1,727	$44,188	1,247	$39,384	$32	480	$4,804	$10
Executives	57	4,162	51	3,972	78	6	190	32
Supervisors	88	4,800	88	4,800	55			
Office and Clerical	270	6,141	262	6,079	23	8	62	8
Station Technicians	252	7,752	244	7,688	32	8	64	8
Station Talent:								
Artists	739	11,941	302	7,593	25	437	4,348	10
Announcers	194	5,160	182	5,058	28	12	102	9
Other[3]	127	4,232	118	4,194	36	9	38	4

SOUTH ATLANTIC STATES

Total	1,018	$30,679	901	$29,217	$32	117	$1,462	$12
Executives	66	4,256	65	4,206	65	1	50	50
Supervisors	63	3,352	61	3,237	53	2	115	58
Office and Clerical	185	4,324	178	4,273	24	7	51	7
Station Technicians	257	8,786	254	8,766	35	3	20	7
Station Talent:								
Artists	160	2,738	75	1,640	22	85	1,098	13
Announcers	176	4,484	168	4,420	26	8	64	8
Other[3]	111	2,739	100	2,675	27	11	64	6

[1] Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.

[2] Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

West North-Central States	*Sta. No.*	*Em. (Avg. No.)*[1]	*Station Pay Roll (in dollars)* Total	*Full-time*	*Part-time*
	63	1,593	2,153,268	1,997,452	155,816
			100%	92.76%	7.24%
Iowa	10	344	408,878	355,297	53,581
Kansas	9	148	172,319	159,187	13,132
Minn.	8	214	337,138	325,286	11,852
Miss.	14	588	873,797	805,277	68,520
Nebr.	10	163	195,769	194,122	1,647
N. D.	6	66	84,791	78,111	6,680
S. D.	6	70	80,576	80,172	404
South Atlantic	63	963	1,541,433	1,480,818	60,615
			100%	96.07%	3.93%
Del., Md.[2]	2, 6	166	328,037	301,955	26,082
D. of Col.	4	112	264,568	257,405	7,163
Florida	10	150	202,826	198,987	3,839
Georgia	11	121	180,301	177,476	2,825
N. Car.	9	116	182,837	179,955	2,882
S. Car.	5	58	63,075	59,165	3,910
Va.	10	166	194,703	184,385	10,318
W. Va.	6	74	125,086	121,490	3,596

[1] Monthly average, based on number of full-time and part-time employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

KOVC are the call letters issued by the FCC for the new 100 watt full time station on 1500 kc. authorized for Valley City, N. D. and headed by George Bairey.

FCC Authorizes Ten New Stations Prior to Recess

Sets Record for One Meeting; Important Power Boosts

TO THE 22 new broadcasting stations authorized by the FCC Broadcast Division during the first six months of 1936 [see July 1 BROADCASTING], 10 more were added at the division's July 2 meeting just before the partial recess during the summer. In addition the Commission granted various important power boosts and ordered the deletion of KWEA, Shreveport, La., full-time 100-watter licensed for 1210 kc., owned by the operators of KWKH and KTBS, who have kept it silent for several years. The deletion order is effective Aug. 1.

The granting of 10 new station construction permits in one sitting was a record for both the FCC and the old Radio Commission. All of the projected new stations fall in the local category, some securing only daytime operation, and five of the 10 are backed by newspaper interests. With the exception of Sacramento, the communities securing the stations do not now have outlets.

New Stations Authorized

FOLLOWING are the new stations authorized, together with call letters assigned by the FCC:

KROY, Sacramento, Cal. — Construction permit for 100 watts day on 1310 kc. issued to Royal Miller, automobile dealer.

KVEC, San Luis Obispo, Cal.— Construction permit for 150 watts day on 1200 kc. issued to Christina M. Jacobson, doing business as Valley Electric Co., electric contractor and dealer.

KYOS, Merced, Cal. — Construction permit for 250 watts day on 1040 kc. issued to Merced Star Publishing Co., publishers of *Merced Sun-Star*, with 33-1/3% of stock each held by Ray, Hugh and Peter McClung.

KWAT, Watsonville, Cal. — Construction permit for 250 watts day on 1310 kc. to F. W. Atkinson, publisher of *Watsonville Pajaronion and Register*.

KOCA, Kilgore, Tex.—Construction permit for 100 watts full time on 1210 kc. to Oil Capitol Broadcasting Association, of which James G. Ulmer is president. Mr. Ulmer is manager of KGKB, Tyler, Tex., owning 32% of its stock. Directors of new corporation include Roy G. Terry, studio manager of KGKB, and Tom E. Foster.

KTEM, Temple, Tex. — Construction permit for 100 watts day on 1370 kc. to Bell Broadcasting Co. Officers are: Ruth Mayborn, president, owning 85% of stock; Walter R. Humphrey, publisher of *Temple Telegram*, secretary-treasurer, 10%; J. C. Mitchell, vice president, 5%.

WEXP, Clarksburg, W. Va.—Construction permit to the Exponent Co., publisher of the *Clarksburg Exponent*. Officers are John A. Kennedy, president, who with Mrs. Kennedy owns 85% of stock; W. Guy Tetrick, secretary-treasurer and general manager. Olandus West is 10% stockholder.

WOLS, Florence, S. C.—Construction permit for 100 watts day on 1200 kc. to O. Lee Stone, outdoor advertising man.

KGLO, Mason City, Ia.—Construction permit for 100 watts full time on 1210 kc. to *Mason City Globe-Gazette*, of which E. P. Adler, head of the Lee Syndicate of Newspapers, is president.

KBHB, Rapid City, S. D.—Construction permit for 100 watts full time on 1370 kc. to Black Hills Broadcasting Co., headed by Robert Lee Dean, and including H. C. Jewett Jr. and C. A. Quarnberg.

Power Boosts Granted

FOLLOWING are the more important power increases authorized at the Broadcast Division's last session:

WMCA, New York, granted day and night power increase from 500 to 1,000 watts with directional antenna.

WIP, Philadelphia, granted increase from 500 to 1,000 watts day, 500 night.

WEEI, Boston, granted daytime power increase from 1,000 to 5,000 watts.

WEAN, Providence, granted increase from 500 to 1,000 watts, with directional antenna.

WFBR, Baltimore, granted increase in power to 1,000 watts day and 500 night.

WDBO, Orlando, Fla., granted increase in power from 250 to 1,000 watts. 580 kc. unlimited time.

WIRE, Indianapolis, granted increase from 500 watts night, 1,000 watts day, to 1,000 watts night and 5,000 watts day.

WASH, Grand Rapids, Mich., granted increase to 1,000 watts day and 500 night, along with WOOD, Grand Rapids, with which it shares time.

WKRC, Cincinnati, reconsidered and granted application to increase day power to 5,000 instead of 2,500 watts, using directional antenna day and night.

WTAG, Worcester, Mass., granted increase in power to 1,000 watts, using directional antenna day and night, and transmitter move.

What Time Is It?

THERE was one delegate at the NAB convention who insisted upon keeping his watch on Pacific time and maintaining his daily regimen accordingly. He was Walter Biddick, the station representative, who ate, slept and awakened according to Los Angeles time despite the three hour differential which kept him up three hours later each night. Mrs. Biddick, there with him, insisted on using Chicago time—and so they seldom if ever saw one another.

Montgomery-Ward Tests

A 15-STATION test campaign in the Midwest, which may result in a nationwide spot campaign covering two years, will be launched in September by Montgomery Ward & Co. To use World Broadcasting System transcriptions, the campaign will be spotted in Missouri, Kansas, Iowa and South Dakota, 15 minutes daily six times a week for 13 weeks. The results of the initial 78 programs, it was indicated, will govern expansion of the campaign on a two-year basis, cancelable at 13-week intervals. Ferry-Hanly Co., Kansas City agency, is handling the campaign.

Further Increase in Total Advertising Expected for Latter Half of the Year

WITH gains for the first half of the year surpassing expectations, advertising volume for the coming six months will register even sharper increases and bring the total close to that of the early days of the depression, writes William J. Enright in the *New York Times*, on the basis of predictions of advertisers and agency executives.

"Circulation of the bonus money, benefit payments to farmers in the fall, diversion of some funds to advertising to beat the new tax on corporate surpluses, continued gains in business activity, with resultant larger purchasing power for consumers and the steady resurgence of the heavy industries, are a few of the reasons cited why advertising volume should rise a minimum of 15% for the remainder of the year," he continues.

Media Prospects

"FOR the first half of the year national advertising in newspapers is leading the upward surge, with magazines a close second. National copy in newspapers will wind up the first half about 13 to 14% ahead of the like period in 1935, while magazines will run about 12% ahead in linage gains.

"Newspaper volume as a whole, including all classifications, will show increases for the first half of the year of about 9 per cent. The retail linage gains have been spotty, but in the last month have shown signs of improving steadily.

"Magazines are expecting particularly sharp increases in the second half because of the decline in the latter part of 1935. Starting in June of last year, magazine linage gains over the corresponding period of 1934 were cut sharply, with the result that the year as a whole showed an increase of only about 5%. A 15% rise for the next six months is expected by magazine publishers.

"The sharp gains by one radio chain have more than offset the losses of another, with the result that the total revenue for the first six months will rise about 9 to 10% for the three major groups. The next few months are expected to show larger increases because a number of the leading programs, ordinarily discontinued during the summer, remain on the air.

"The predictions of sharp increases have been confirmed by the announced plans of a number of large organizations. Practically all of the leading automobile manufacturers, whose volume for the first half of this year is only slightly ahead of 1935 because of the change in the date for the showing of new models, are planning aggressive campaigns on their 1937 styles. Radio, refrigerator, oil burner and other companies whose products go into the home have announced advertising campaigns, which in many cases contemplate twice as much space as those for the latter half of 1935.

Cigarette Advertising

"WITH increased cigarette production, the large manufacturers have stepped up schedules for the next six months. Expanded budgets for several manufacturers who are going after new markets with increased vigor presage a rise in ad volume all along the line.

"Although retail linage in newspapers is running only about 5 per cent ahead of 1935, most stores expect a substantial increase in sales volume for the second half of the year and are budgeting their newspaper copy accordingly.

"Therefore, advertising executives are confident that the second half of the year will witness a sizable gain in advertising volume, bringing the total close to the 1930 figures."

Eight Station Sales Approved by FCC

Westinghouse Acquisition of WOWO and WGL Sanctioned

EIGHT broadcasting stations went into new hands during the last fortnight as a result of FCC Broadcast Division decisions July 2. The biggest deal represented was approval of the transfer of WOWO and WGL, Fort Wayne, Ind., from Frederick C. Zeig to the Westinghouse Electric & Mfg. Co., which recently negotiated a deal for their purchase at a price said to be in excess of $150,000. WOWO is a 10,000-watt half time clear channel station on 1160 kc., and WGL is a 100 watter on 1370 kc. They will be operated by Westinghouse itself.

The other transfers authorized were:

WEBR, Buffalo, from H. H. Howell to the *Buffalo Evening News*, operator of WBEN. WEBR operates with 100 watts nights and 250 watts days on 1310 kc.

WNBR, Memphis, from Memphis Broadcasting Co. to *Memphis Commercial Appeal*, operator of WMC. WNBR operates with 500 watts nights and 1,000 days on 1430 kc.

WMBH, Joplin, Mo., controlling stock transfer from W. N. Robertson and W. H. Spurgeon to the Joplin Globe Publishing Co. WMBH operates with 100 watts night and 250 watts day on 1420 kc.

KMMJ, Clay Center, Neb., from M. M. Johnson to KMMJ, Inc., whose president is Don Searle, manager of WIBW, Topeka; H. A. Searle, vice president, and K. S. Stangler, secretary. KMMJ operates with 1,000 watts daytime on 740 kc.

WRDW, Augusta, Ga., from J. J. Powell, Louise Powell and A. E. Groom to Arthur Lucas, William K. Jenkins and Frank J. Miller, theatrical men. WRDW operates with 100 watts full time on 1500 kc.

KIUJ, Santa Fe, N. M., from W. R. Irvin to J. Lawrence Martin. KIUJ operates with 100 watts full time on 1310 kc.

In addition, the Broadcast Division authorized the transfer of the four McClatchy stations in California—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield — to the newly formed McClatchy Broadcasting Co., subsidiary of the big publishing concern. Eleanor McClatchy was named president of the new company, G. C. Hamilton vice president and secretary-treasurer, and L. R. Matushak, assistant secretary.

Taking Over WOWO

WESTINGHOUSE E. & M. Co., authorized by the FCC July 2 to purchase WOWO and WGL, Fort Wayne, Ind., will formally take over those stations Aug. 1, according to Walter C. Evans, the company's broadcasting manager. George Jasper will be sent from headquarters to help organize the station, with Ward Dorrell to be named acting manager. The station's personnel otherwise will be kept intact.

The House That Radio Built--With Profit

By WARREN P. WILLIAMSON, JR.
President, WKBN, Youngstown, O.

Promotional Project Brings Clients and Much Good Will To Station and Performs a Notable Public Service



Mr. Williamson

IN THE late spring of 1935, WKBN, Youngstown, hit upon a promotional idea which, because of its cooperative appeal and the fine results obtained therefrom, should be of vital interest to all broadcasters.

Using a regular daily sustaining dramatic program—a firmly established feature involving the everyday experiences of an average American family—and in conjunction with the Federal Housing Administration — we of WKBN conceived the novel idea of having our radio family build a home over the ether waves and at the same time actually construct this dwelling as a model FHA project.

This plan took root and there sprouted therefrom such an accumulation of promotion as could not possibly have been foreseen. WKBN first contacted a builder who was willing to enter the scheme for its promotional value and who was further agreeable, if it could be worked out to his satisfaction to reserve to WKBN complete control of the selection of cooperating concerns.

The Power of Radio

THE prospect of making a commercial project out of what had been conceived as a pure station promotion at an early point suggested itself. Numerous plans by which this could be accomplished were immediately developed.

Each advertiser who could be made a part of this project would be a potential customer for radio time. He might be permitted to provide his part of the construction and furnishing at the regular retail rate with a certain specified appropriation to go toward the maintainence of the radio program. Or he might be induced to provide material at a minimum of profit and share in the radio feature gratis.

In this latter manner the final cost of the house might be kept at a minimum so that it would be readily saleable, would clinch negotiations with the builder, provide to said builder a possible fund to cover depreciation during the display period and the same time create a new host of WKBN clients who would have a generous proof of the power of radio advertising. There were other suggestions as to how this project might be turned to commercial advantage but they were all discarded in favor of these two.

Here then were two schemes. The first would provide immediate financial return. The second would at first offer only a large list of potential clients—but clients who had had a first class exposure to this radio thing and who were "red-hot prospects" for the further use of WKBN's facilities. After due deliberation, the latter course was chosen, was readily accepted by the builder and other commercial interests involved and the idea of a model home construction took definite form.

FHA officials were enthusiastic. The Youngstown Electric League agreed to make it a complete electric project. The plans were drawn and approved, a location was chosen in Boulevard Park, one of Youngstown's finest residential districts, and immediately the WKBN radio family began the trials and tribulations of building a home.

Each step in the construction was closely followed by these radio performers and it may be readily imagined that hundreds of intensely amusing incidents — indirectly commercial in their nature and often involving actual names of leading participating firms and members thereof, often cast at the scene of the construction, were woven into the radio script which not only provided hilarious entertainment but also served to call close attention of WKBN listeners to the actual home as the scene of these pit-falls and triumphs.

As the project progressed, hundreds of people began to drive to the scene of activities and advertisers by the score began to approach the station with a variety of offers to cooperate in the general promotion. From the building contractor to the landscape architect — dozens of concerns in Youngstown soon wanted a share in this general promotion. A broadcasting natural had presented itself where a radio couple could go through the pertinent process of choosing the best brick manufacturer, the finest electrician, the most beautiful or timely appointments, etc. as a part of the regular entertainment.

The type of indirect advertising which resulted was considered invaluable to all who participated. A committee was formed of representatives of all cooperating concerns which met with WKBN's representatives at a luncheon meeting once each week throughout the construction period and worked out the various promotional steps and details of the final showing.

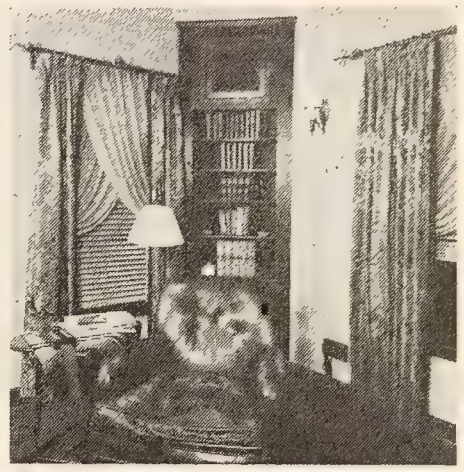
Through the FHA the newspapers were solicited for support which was immediately forthcoming and flood lights, a large bill board and road pointers directed an ever increasing throng to the FHA Electric Home of WKBN's entertaining radio family.

Arrangements were made at the completion of this home to hold it open for public inspection for a period of two weeks before it was offered for sale.

THE WOES of home builders are numerous. WKBN got itself into a lot of them when it decided to sponsor erection of an FHA home. But all this was turned into fodder for the kilocycles, and better still, a swarm of sponsors who scrambled for WKBN time. It developed into a radio "natural" and Mr. Williamson passes along his experiences for the benefit of other stations as well as all who are interested in radio as a medium.



BUILT BY RADIO — Here is the house that WKBN built in Youngstown, to the accompaniment of many sponsors and much interest.



SPEAKER — A loudspeaker in every room is part of the equipment of the house that WKBN built in Youngstown.

Mrs. Charlotte Wolley, director of FHA Women's Relations in Northeastern Ohio, was at this point dispatched to the scene of WKBN's model home and organized the women of Youngstown and the vicinity. Prizes were offered for the largest club attendance during the open house period. A series of broadcasts was arranged directly from various parts of the home featuring scores of these prominent women's club leaders. These broadcasts were largely of the interview type describing the particular part of the home in which the pick up was made. An imposing list of hostesses was drawn up in order that the showing could be made as orderly and dignified as possible. The names of hundreds of prominent women found a place on the pages of Youngstown's newspapers.

The most interesting and important commentary on the success of the entire project may be found in the fact that during this two weeks inspection period, by actual count, over 10,000 citizens of Youngstown and a wide vicinity visited the home. One of the leading newspapers in the Mahoning Valley was at this point invited to cooperate with the result that a ten-page section in their regular Sunday edition was devoted to an explanation and complete development of the project. Comments were enthusiastic.

Truly a Radio Home

ONE OF the most impressive phases of this strictly modern project was its unusual radio system. In the original construction of the home telephone cables, outlets, etc. were installed in each room to accommodate any plan of radio reception which might be chosen. When the time came it was decided to have permanent speakers in each room to be fed from a master receiver and operated by remote control. Visitors were amazed in their tour of inspection to find that by merely pressing buttons on a tiny remote control box the various stations of their choice would fade in and could be regulated to the desired volume and that any or all speakers in the house could be either cut on or off at will although the

(*Continued on page 30*)

Merchandising & Promotion

From Park to Parlor—To Market—Free Sports News—

Candy Promotion—Beach in Summer

THE Feen-a-mint *National Amateur Night* on Mutual, sponsored by Health Products Corp., was broadcast outdoors July 5 direct from Palisades Park in New Jersey. The program, featuring Benny Rubin, Arnold Johnson and a group of amateurs, was witnessed by 3,000 people in the immediate audience, and heard by 15,000 others in the park, through the medium of loud speakers. It was heavily publicized throughout the New York area. Palisades Park is also conducting a series of amateur elimination contests, the winner to be broadcast over Feen-a-mint's nation-wide hookup. Similar tie-ups have been arranged with other leading amusement parks throughout the country, as well as with theatres and theatre-chains in many states.

In conjunction with the *Brooklyn Daily Eagle*, and RKO, Skouras, and Prudential theatre-chains, an extensive amateur elimination contest is being held throughout New York. The winners will appear on a future Feen-a-mint broadcast.

* * *

SUNSHINE RADIO CAB Co., new New York firm, sponsoring a unique twice weekly half-hour program on WMCA, New York, which recently placed 2,500 newly designed taxis on the streets, is offering free to listeners a miniature Sunshine Cab which can be used as a paper weight. The first week's response totaled over 2,000 requests.

The company also is merchandising the program by inserting in its cabs neatly printed cards telling about the program. The cards are prominently placed and can be easily read by all the cab's customers. It has been estimated that over 100,000 persons must use these 2,500 taxis every day, since they are operated 24 hours a day.

* * *

WOR, Newark, has issued a 40-page booklet titled *To Market—To Market*, which presents in an unbiased fashion and without the aid of charts and graphs, the fact that radio sells. This marks the first time the rubber plate process has been used in an advertising book. It has been used for years on the Continent, more particularly in France, and is an offshoot of the old Jean Berte process of water color reproduction. Though representative of Continental advertising in make-up and color, it is essentially American in the story told.

* * *

ROMAN MEAL Co., Tacoma, Wash., is giving listeners to its KVI series a pie juice-retainer for a box top of its Speed-I-Mix pie crust mixture and 10 cents. Display and promotion material are given dealers and a Roman representative sets up dealer displays. The product was placed on Northwest shelves June 5 and a concentrated radio campaign began on KVI three days later, using a thrice weekly morning quarter-hour.

CHRISTIAN FEIGENSPAN BREWING Co., Newark, sponsoring Stan Lomax sports comment on WOR, Newark, nightly, has formed a Sports Information Bureau as a service to the radio audience. The bureau, which will be open from 10:30 a. m. to 6 p. m., will answer all sport questions except racing results. The bureau also handled listener votes in the All-Star baseball team ballotting. The office will use the same phone number as WOR and will be located in the WOR building, 1440 Broadway, New York.

* * *

WHEN the million dollar Rexall Convention train, advertising project of the Rexall drug stores, visited Lincoln and Omaha, the Central States Broadcasting System, operators of KFAB, KOIL, and KFOR, broadcast special programs direct from the train on sidings at each town's Burlington station. The train is touring every state in the Union in the interest of Rexall dealers and will continue the journey until fall.

* * *

AFTER midnight broadcasting is proving profitable for Parkview Pharmacies and Terre Haute Brewing Co., according to W9XBY, Kansas City. The two sponsors broadcast hour musical frolics every night starting at midnight.

EDGAR P. LEWIS & SONS Inc., Malden, Mass. (Viva candy), which recently completed a 19-week contract on WCOP, Boston, with *Viva Juvenile Parade*, took the program to WCSH, Portland, Me., where it is listed as the *Viva Opportunity Parade*. Using an amateur talent formula, the sponsor invites listeners to send in wrappers from its candy. More than 10,000 wrappers were received after the first WCSH program, a 17-jewel wrist watch being given to the boy and girl who sent in the largest number. Besides, the friend who sends in the most wrappers in voting on amateur performances, receives a watch. Programs are staged by remote control from Lewiston. Louis Glaser Inc., Boston, now has the account.

* * *

WOAI, San Antonio, has begun a file of sponsor reference sheets. These give prospective WOAI clients, as well as present clients, case histories on WOAI campaigns similar to their own. On mimeographed forms a regular file is being tabulated which states the following: Product; length of campaign; program; distribution; problem presented; how solved; merchandising and sales promotion; results and other comments.

* * *

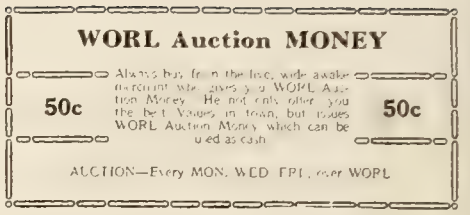
A BROCHURE titled *Found—The Lost Tribes*, defining the extent of the Jewish market in New York City has been issued by Advertisers Broadcasting Co., New York, which produces programs designed to reach the 2,500,000 Jewish listeners in that city. Success of a number of programs on WMCA is described.



Drug Chain and Stations Cooperate in Boston

IN A BOSTON drugstore-radio cooperative advertising tiein, WBZ & WBZA, Boston and Springfield, are planting displays in local agencies of the Adamo Drug Co., nationwide hotel drug syndicate. Separate displays have thus far appeared in Adamo windows in the Hotel Statler in Park Square.

Another (entirely different in design and set-up) is currently attracting attention in the Bradford Hotel unit. The hotel is the home of WBZ in Boston. Nationally advertised products, "brought into your homes by your favorite radio artists", include: Horlick's Malted Milk; Eno Salt; Jergen's Lotion; Alka-Seltzer; Pepsodent Antiseptic; Woodbury's; Vince, etc. Photographs of talent are included. This is the Statler display.



WORL Uses Auction Money

THIS is a reduced facsimile of the auction money that merchants participating in the auction series of WORL, Boston, give to customers. The reverse side says: "This certificate is worth its face value in the WORL Auction Sale. Tune in every Monday, Wednesday and Friday, and send in your bid by mail or wire. Do not send in your auction money until notified that your bid is the highest accepted bid. The merchandise will be awarded to the highest bidder each day. You can buy everything from the merchants who give WORL Auction money. Look for the window card in the merchant's window before making your purchases."

NOT SATISFIED with being a winter resort, Daytona Beach (Fla.) Chamber of Commerce has been promoting the city as a summer resort, using a series of programs on WSB, Atlanta. June found 30,000 motorists visiting the world-famed beach and 10,000 hearing the opening summer band concert.

For four years Daytona Beach has been using WSB in its summer promotional work and each year the returns have been mounting. An office is maintained in Atlanta by the resort.

* * *

PRIZES amounting to $15,500 are being offered to car owners and their families by *Esso Marketers* in a unique picture-naming contest, the details of which are given three times daily, except Sunday, on WPTF, Raleigh, N. C. Entry blanks describing the contest and giving the simple rules are available at all Esso stations and dealers.

* * *

BESIDES their radio appearances on KLZ, Denver, for Montgomery Ward & Co., Denver branch, the Capt. Ozie troupe makes daily personal appearances in the refrigerator department of the South Broadway store, an innovation in Montgomery Ward merchandising. The radio program is broadcast thrice weekly at noon.

* * *

WBS is conducting a *A Tour of Transcription Headquarters* by means of a two-color brochure, nicely illustrated. A description of recorded radio, "from microphone to listener", is given as well as a list of WBS subscribers, pictures of studios and talent and a list of WBS clients.

* * *

MARGARET SCHEETZ, Washington beauty parlor, participating in the Betty Hudson fashion programs on WJSV, Washington, awards tickets to local Warner Bros. theatres to listeners who send Miss Hudson best beauty hints.

DR. HUMPHREY BATE, leader of the *Possum Hunters* and recognized dean of the WSM *Grand Ole Opry* performers, died in June at his home in Castalian Springs, Tenn.

KSD

A DISTINGUISHED BROADCASTING STATION

NOW OPERATING ON THE LATEST HIGH-FIDELITY TYPE 5000-WATT TRANSMITTER

AIR MEDIUM
of the
BILLIONAREA
~ the GREATER ST. LOUIS MARKET



Since 1922 KSD Has Been Pioneering

Successful experiments made by KSD when radio was young are the common practices of broadcasting today. KSD's auxiliary short wave station W9XPD, the first ultra short wave station west of the Mississippi River, now is carrying on experimental work in the short wave field.

When KSD Began Accepting Commercial Programs

A rigid censorship was established and has been maintained to protect both listeners and advertisers from the unworthy. Many of KSD censorship rulings have been confirmed later by Federal Trade Commission decisions.

KSD's Guarantee in Its Advertising Contracts

Sponsors on KSD have this assurance which KSD writes in its contracts: "It is unequivocally guaranteed that no advertiser using the facilities of KSD is given a secret rate, rebate or privilege."

On the Red Network of the National Broadcasting Company Since the First Hookup

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

DOG



DAYS . . .

● Once upon a time the heat of mid-summer meant dog day doldrums for radio advertisers and radio stations. Not now.

THIS YEAR THESE STATIONS ARE CARRYING THE HEAVIEST SPOT BROADCASTING SCHEDULES IN THEIR HISTORIES.

This is partly because advertisers have found by experience that they can get phenomenal results from well planned, practical, summer Spot Broadcasting.

But it is also due in no small measure to the fact that advertisers are concentrating their radio schedules on the stations that experience has taught them are the biggest producers.

Fall schedules will be even fuller. Foresighted buyers are making definite reservations on these stations now.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

Specific Charges For Merchandising Services Advised

Elaborate Service a Sign of Weakness, Says Mr. Harlow


Mr. Harlow

ELABORATE merchandising service by a station is a tacit admission by the owners of the station's weakness, in the opinion of R. L. Harlow, assistant to the president, Yankee Network, who addressed a group at the Advertising Federation of America session in Boston on June 30.

Speaking on "Merchandising the Radio: National and Spot", Mr. Harlow said:

"Based on engineering studies it is possible to know definitely certain determinable facts, namely: Where such station can be heard satisfactorily and how many listeners are located within that particular area. And today we have some means to determine how many are actually listening at a given time. The successful station, however, has a certain premium to offer which can be measured to a large extent and which represented by its reputation in the community over the period of its existence because of the popularity of its programs over those of its competitors; a certain goodwill which makes that station a better medium potentially than its neighbors. And it is this goodwill which guarantees the largest audience to which your particular program either contributes or detracts.

Are Rates Correct?

"FUNDAMENTALLY, then, we maintain that if the rates for time on this better station are correct and just, that in delivering its facilities and by maintaining at all times its high standards both in its programs and transmission, there is no further obligation on the part of that station for anything in the way of merchandising service.

"In fact, any elaborate merchandising service offered as a part of the station's service is a tacit admission of the weakness of that station by the owners themselves. If it is necessary for a station to make all kinds of promises of merchandising service, in order to get the account, something is wrong either with the station itself or its card rate.

"In the final analysis the advertiser pays the bill and it would be a lot more equitable to reduce the card rates for the station facilities to a fair figure, with specific charges for specific merchandising services, than to make the user of time who doesn't know of the service, or desire it, pay part of the cost for those who do avail themselves of such service.

"The fact that radio programs should be properly merchandised is indisputable. The better the job of properly following through with a carefully developed merchandising plan, whatever be the medium used for the advertising, the greater the possibility of the success of that campaign.

"But the merchandising is *your* responsibility; the direct and personal job of the advertising agency. It is not the responsibility of the radio station.

"The fact that the purpose of any advertising campaign is to sell goods is recognized by the radio station quite as much as by sponsor and agency. We have known of stations furnishing car cards, window cards, personally signed letters, use of a billboard, trade solicitors, house to house canvassers, window displays, extra time on the air, usually in the form of announcements, small ads in the newspapers or telephone calls. It is true that such service depended usually upon either a given number of broadcasts being purchased or a certain amount of money being involved.

"The use of the station studios by the local distributor, the sending of a representative to sales meetings to explain the radio program and close watch as to public reaction as near as it can be determined are matters which bring goodwill to the station as well as to the advertiser and rightfully should be carried out. With the advent of television, an entirely new technique will be required. I hope the advertiser is thinking as seriously about it *now* as is the station.

"The future for this medium is decidedly bright and those stations who best cooperate with the advertisers in their contacts with the public will be the torch bearers of tomorrow."

More on Freedom of the Radio

DOES freedom of radio exist in America? Some would have the networks and stations debar the Communists and Socialists, but they have had their say on the radio, thus preserving a principle precious to American radio. Now hearken to this comment from a noted liberal journalist, Dorothy Thompson, wife of the novelist Sinclair Lewis, writing in her daily syndicated column to newspapers of July 9:

"There is one highly ironic facet to Mr. Lewis' [John L. Lewis, president of the United Mine Workers of America] denunciation of the economic tyrants who control our world and prevent democracy. Mr. Lewis issued his call to the workers of America over a nation-wide hookup on time provided him free. The NBC is an affiliation of the Radio Corporation of America. And at this moment Mr. Lewis is at grips with this company in a strike which he has called in the Camden plant.

"The circumstances of that strike do not quite bear out Mr. Lewis' picture of the workers in relation to corporate industry. In this conflict and from the outset and before the strike began the company offered to proceed in accordance with the principles of the Wagner labor act. It offered to respect the decision of a majority of the workers, as expressed in a free and secret ballot, to be taken under the auspices, not of the industry but of the Government, and to recognize whomever the workers might elect as the representative of all of them for collective bargaining. Mr. Lewis rejected this offer for obvious reasons. Not thus would he win the fight.

"The RCA has not called in strikebreakers, it has not called out troops, nor armed the workers, the majority of whom have not responded to the strike summons. But there has been violence and a great deal of it has been committed by the "peaceful picketers" whose methods of persuasion have been to add the blackjack to the argument. The RCA has not yielded to Mr. Lewis. But it has also remained true to its policy of keeping the air free for public discussion.

"There is something to be said for this democracy, even with its economic tyrants."

New Hartford Outlet

WTHT, Hartford, will become the tenth member of the Inter-City Group when the new transmitter goes into operation about the middle of July. It also will be a member of John Shepard's New Colonial Network. WTHT is a newly authorized 100-watt daytime station owned by the *Hartford Times*, a Gannett newspaper, and will operate on 1200 kc. The transmitter and studios are located in the *Times* building.

W1XAL School Series To Be Offered on Discs

A LIBRARY of nearly 200 fifteen-minute transcriptions of educational programs that have been broadcast over W1XAL, international shortwave station located in the University Club, Boston, and supported largely by the Rockefeller Foundation, will shortly be made available to broadcasting stations for the fall and winter school season, according to Walter S. Lemmon, president of the World Wide Broadcasting Foundation, licensee of the station. W1XAL operates non-commercially, and features educational programs, with its "staff" largely drawn from professors of the leading New England colleges.

Since most of the programs when broadcast were destined largely for the foreign audience, Mr. Lemmon believes they have great domestic possibilities, being so balanced as to give "the listener in the home the same type of instruction as though he were privileged to sit in the lecture halls within college walls." Mr. Lemmon expects to offer the discs on a cost basis since his organization is non-profit in character, and reports that he will send sample discs for a nominal fee of $1 each to insure bona fide interest. The transcriptions are standard 16-inch discs and may be played on any turntable equipment designed for 33⅓ r.p.m. records.

New Duluth Station

A SECOND broadcasting station in Duluth, Minn., will go into operation Sept. 1 when KGFK, 100-watter now operating at Moorhead, Minn., across the Red River from Fargo, N. D., is moved into that city in accordance with a recent FCC decision. Dalton LaMasurier, operator of KFJM, Grand Forks, N. D., heads the group which purchased KGFK from the Earl Reinecke and *Fargo Forum* interests. The FCC announced that the station's call letters will be changed to KDAL.

Craig & Hollingsbery Inc. Is Organized by Merger Of Representative Firms

A MERGER of the station representation organizations of Norman Craig Inc. and Geo. P. Hollingsbery Co., and formation of Craig & Hollingsbery Inc., was announced in Chicago July 7 during the NAB convention. Heretofore the Craig organization has functioned only in the New York area, while Mr. Hollingsbery, former advertising manager of the *Chicago Herald-Examiner*, only recently entered the representation field in the Chicago area.

Under the arrangement Mr. Craig will remain in charge of New York headquarters at 250 Park Ave., and Mr. Hollingsbery will maintain Chicago headquarters at 307 N. Michigan Ave. An office in Kansas City will be headed by Tom Flannigan, formerly of the *Herald-Examiner* staff, and one will be established in Detroit.

The score of stations represented by Craig in the New York area, it is expected, will form the nucleus of the new organization. Mr. Hollingsbery now represents WREN, Laurence, Kan., and WWJ, Detroit, in Chicago, while Mr. Craig has a considerably larger list of stations. The plan is to concentrate on representation of stations in major markets.

Previously, Mr. Craig had planned that James King, of his New York office, would open offices in Chicago. With the fusion of the two firms, however, Mr. King will remain in the New York office. Mr. Hollingsbery's assistant in Chicago is Tom Keelan, former advertising agency man in Chicago.

House Radio Built

(*Continued from page 25*)

master control was in another part of the dwelling.

At the close of the open house period this home found a ready sale and when it was all over it hadn't cost any of the participants one penny of actual cash except the time which had been provided by WKBN to promote the scheme.

The final chapter was for WKBN to capitalize on the good will and friendliness which had been developed with a group of fine potential advertisers of its own choosing who had heretofore been merely lukewarm to radio. Again WKBN's expectations have been more than fulfilled. Not only has there been a considerable amount of intermittent and seasonable business attributed to this project but right at the time of this account one of Youngstown's largest advertisers, one who played an important part in the FHA model home of WKBN, has signed a contract for a regular weekly half-hour program for 52 weeks.

WKBN recommends this promotional idea to all broadcasters and, since the completion of this project, is more firmly convinced than ever that there is something new under the sun and that pure station promotion pays attractive dividends.

LINCOLN Memorial University, Harrogate, Tenn., recently authorized by the FCC to erect a new 100-watt station in Middlesboro, Ky., has been assigned the call letters WLMU by the FCC.

Associated Oil Secures Football on West Coast Eleventh Straight Year

ASSOCIATED OIL CO. of California, for the eleventh consecutive year, will sponsor broadcasts of all major Pacific collegiate football games, Harold R. Deal, advertising and sales promotion manager of the organization in San Francisco, announced following the signing of an exclusive contract for those privileges with the Pacific Coast Conference and major independent schools. With P. E. Allan, sales manager of the Associated Oil Co., Deal attended the Conference meeting at Spokane, Wash., where details were completed.

Nearly 100 major games will be presented over 36 stations by Associated's staff of 22 trained sports announcers. Both NBC and CBS as well as independent stations will be used. Deal pointed out that the task of arranging for the 1936 season broadcasts will be more difficult than ever because the Conference's new schedule will find every major team playing each other. Three and sometimes four important games will be played on the same Saturday, he stated.

"There will be more games than ever on the air this season," he said. "The schedule really calls for four networks on some days. Unfortunately there are only three (2 NBC and CBS-Don Lee), so we will have to do some intricate schedule-juggling. However, as in the past, we will make every effort to insure the fans of every section of the Coast hearing the games they are most interested in."

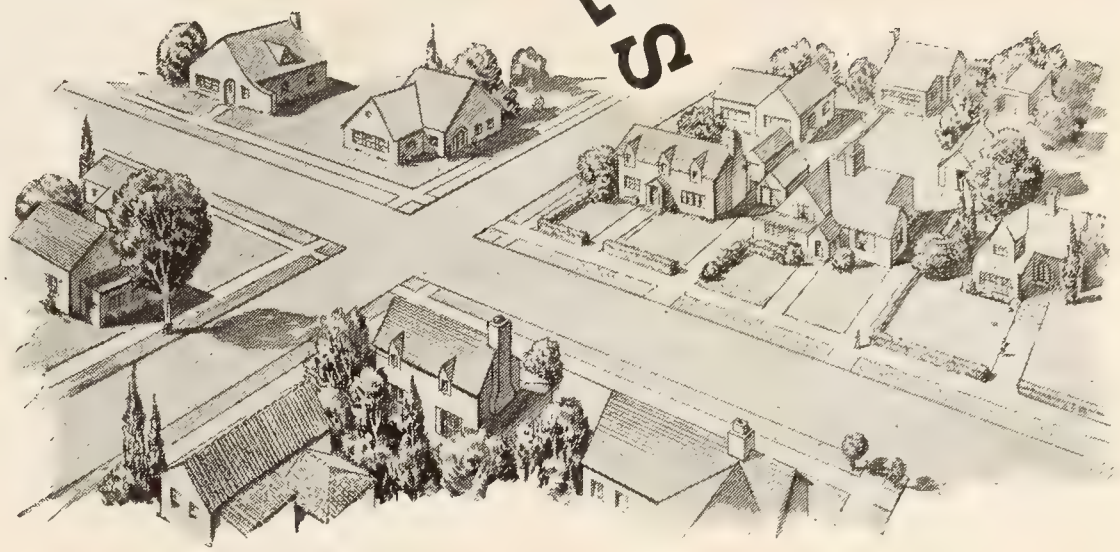
Two for General Foods

GENERAL FOODS Corp., New York, has signed two fall programs to be heard on the NBC-Blue network. The first program, in the interest of Sanka coffee, will get under way Sept. 28, Mondays, 8-8:30 p. m., on the basic network with a rebroadcast at 12:30 a. m. The program will star Helen Hayes in a dramatic series and is signed for 52 weeks through Young & Rubicam Inc., New York. The second broadcast will promote Log Cabin syrup. The series will start Sept. 29, Tuesdays 8-8:30 p. m. on the basic Blue network. The northwestern, mountain, KLO, and Pacific Blue network will carry the program at 11:30-12 midnight, featuring Louis Massey and The Westerners in a broadcast entitled *Log Cabin Bar Z Ranch*. The program will run for 26 weeks. Benton & Bowles Inc., New York, has the account.

6,300 at WIP Picnic

THE Sixth Annual Picnic of the WIP, Philadelphia, Homemakers' Club, held June 23, at Clementon Lake Park, N. J., was attended by over 6,300 women. Tickets were 50c and included ferry and train fare, lunch, a six-ring circus, free amusement rides at the Park, and a chance of winning one of the 50 gifts which were awarded to the holders of the winning ticket numbers. Gifts, which included a trip to Bermuda, a radio, typewriter, electric washing machine, a Top-Icer, three trips (week-ends) to Atlantic City, and many others valued at a total of slightly over $1,000. Gifts were donated by sponsors.

INTO THE HOMES



WOAI reaches with

1 Power 50,000 watts, cleared channel, full time.

2 Coverage Over 1,000,000 regular listeners in primary area. 5% to 50% coverage in 48 counties in 4 other states. Most listened to American station in Mexico.

3 Markets $2,000,000,000.00 Texas Centennial Market, adding wealth to the 5th state in population.

4 Programs Finest NBC, TQN* and LOCAL, with highest ranking in national and local surveys.

5 Prestige Our list of national and local advertisers (furnished on request) would form a nucleus of the "Who's Who" of the business world in their respective fields.

6 Experience One of the South's first stations, having continuously served the Southwest for over 14 years.

7 Services World Broadcasting System transcription library. Complete International and Universal News. Excellent production and merchandising facilities.

Summer? GOOD!

30 new contracts in 32 days!

From April 29 to June 1 WOAI added 30 new contracts. . . . (This does not include renewals or NBC advertisers).

WOAI San Antonio

50,000 WATTS » CLEARED CHANNEL
1190 KILOCYCLES

Represented nationally by Edward Petry & Co.
Affiliate » National Broadcasting Company
Member » *Texas Quality Network

J. L. Hudson Co., Big Detroit Store, Sells With Radio

Conservative Methods Used by Leading Retailer of City

GROWING SUCCESS with its morning radio program over WWJ has led J. L. Hudson Co., Detroit's largest store, to continue well into its third year of broadcasting without a break. The program originated in February, 1934. It is heard over WWJ from 8 to 9 a. m., and in the winter months a half-hour earlier. Boasting several unusual elements, both in its presentation and the type of commercial used, it has enjoyed an increasing audience which has served to build up a satisfactory return of business, both direct and indirect.

Observers have noted that each program is a fairly complete entity in itself, well constructed about a central theme. This building of the programs is in charge of Miss Barbara Brooks, who is in charge of the store's promotional efforts, and who announces her own programs.

Records are used for the music which comprises the program. Classical music prevails, popular records accounting for only about 20% of the total used. About six announcements are average for each program.

Conservative Continuities

THE COMMERCIALS follow the same strictly-edited style of Hudson's newspaper advertising. No comparative prices are used, and language is conservative. All references to competitive merchandise and competitors are omitted.

Instead an effort is made to "get behind the merchandise", and dig out interesting facts about the goods on sale. Thus, in a promotion of Hudson's grocery department, Miss Brooks is apt to be heard talking about the history of tomatoes as a vegetable, or the methods of best cultivations, winding up with the observation that tomatoes representing the finest traditions of cultivation and agriculture may be found in Hudson's grocery department.

Similarly, a sale of dresses is apt to be highlighted by a description of the silkworm which was the source of the silk used in the dresses.

Merchandise for the program is selected with the same care and careful checking as that which is featured in newspaper copy. On the whole, items which are more apt to lend themselves to a vivid word picturization are those most likely to be featured on the daily program, which comes on every shopping day.

No particular type of merchandise has been found successful above others in the radio presentations. Everything from kitchenware to expensive fur coats has been featured on the hour from one time to another, but Hudson's checking system has apparently noted no appreciable difference in results over the long run, for the range of advertised items continues as wide as ever.

The program is directed to women, although men's apparel and accessories often are featured. Experience at Hudson's, it is said, has demonstrated that women do a large proportion of the shopping for men's wear. No definite limitations as to price ranges are observed, and occasionally no price whatsoever is featured.

Institutional copy often is heard over the radio program. Such activities as Hudson's model kitchens, child health institutes, housewares expositions and other such promotions are well covered on the air when they occur.

Newspaper advertising will from time to time amplify the radio broadcasting. When Miss Brooks is scheduled to present some important bit of shopping news, attention is called in the preceding day's advertising to the fact that "Miss Barbara Brooks will have an important announcement tomorrow morning . . . " on whatever the subject may be.

In accord with Hudson's fixed policy, no statement is obtainable from the store's officials concerning the success of the program. Its constancy, however, is the best barometer of the regard in which it is held.

A PULLMAN car completely outfitted as broadcasting studio is the novel new equipment that has been added by Radio-Strasbourg for mobile services, particularly tourist broadcasts.



STROKE BY STROKE — A demonstration of spot news broadcast with KMBC's short-wave Newscaster Car, the occasion being the exhibition golf tournament in Excelsior Springs, Mo., with Lawson Little, Johnny Goodman, Jimmie Thompson and Horton Smith competing.

RESORT PROFITS BY RADIO

Excelsior Springs Enjoys Business Boom Following Series of Events Covered by KMBC

A GROUP of broadcasts planned originally for novelty and public interest value has turned out to be an unusually productive source of publicity for Excelsior Springs, enterprising Missouri health resort near Kansas City. An elaborate Spring Festival, sprinkled with celebrities and special events, early in June was completely covered in a number of spectacular broadcasts by KMBC, Kansas City and according to officials of the city and its representatives, Beaumont & Hohman Inc., and Thompson & Lichtner Inc., the broadcasts created such an impression that trade and patronage at the Springs has far suprassed the usual spring season. The officials attribute the result to the KMBC broadcasts since nearly all visitors mention that they heard the broadcasts.

The Festival was opened with a shortwave broadcast from a plane flying over the city in which golfing stars surveyed the ground on which they later were to meet.

The Newscaster Car later established broadcast history by transmitting a running account of the Exhibition golf tournament with Lawson Little, Horton Smith, Jim- Tournament on subsequent days was also broadcast by the KMBC Car with far greater success than the pack transmitters used by networks on golf matches.

Progress in the Midwest Bridge Tournament was reported nightly in broadcasts by director Oswald Jacoby, who also gave representative hands played. Other broadcasts included the Governors' Banquet, a street carnival dance, a massed bands concert, and ceremonies honoring native Missourians in which KMBC's own Ted Malone served both as guest of honor and master of ceremonies. Other radio celebrities present were Leith Stevens, Willard Robison, and Hale and Derry of "The Three Cheers."

Charles Puffer of Beaumont and Hohman Inc., and Alan Brantingham of Thompson and Lichtner, Inc., are enthusiastic in their praise of KMBC's complete coverage of the event and of the positive results obtained.

Churches Control KMBC

CONTROL of Midland Broadcasting Co. Inc., operating KMBC, Kansas City, has been acquired by the Church family, according to Arthur B. Church, president and general manager of the station. Cicely I. Church, Mr. Church's wife, has acquired the 34% interest held by the estate of F. B. Blair, who died last November, and together with Mr. Church's interest, the family now holds 68% of the stock. The balance is held equally by M. H. Siegfried, Kansas City realtor and insurance man, and C. R. Smith, president of the Ford distributing agency of that name. Simultaneously it was announced that Roland Blair, son of the late KMBC president, has resigned as vice president and director of KMBC, and on July 15 will leave his post as retail sales manager.

Educational Group In Chicago Lists Progress in Year

University Council Sees Need Of Improved Programming

THE University Broadcasting Council of Chicago, experiment in cooperation between commercial radio and education, reports 912 broadcasts from July 1, 1935 to June 1, 1936, in its first annual report just issued. Programs presented included the *University of Chicago Round Table*, weekly over NBC, and the *Titans of Science* half-hour dramatizations, weekly over Mutual. Other features ranged from educational lectures, conversations, and dramatizations, to special features, including college sings and interviews by professors with industrial executives and political figures.

Allen Miller, director and founder of the Council, commenting on the first year's efforts, stated that "by and large, the cooperative policy of universities and broadcasters has been highly successful. What difficulties have occurred can be expected when two powerful interests which have not always understood each other are thrown into almost daily contact."

The Council includes the University of Chicago, DePaul University and Northwestern University, representing education; and CBS, Mutual and NBC, as well as affiliated Chicago stations, plus the independents, WLS, WJJD and WIND, as the commercial radio interests. Additional support is given the Council by Carnegie Corp. and Rockefeller Foundation.

Improved Quality

FINANCIAL responsibility has been divided equitably among broadcasters, universities and the two educational foundations, to provide a yearly budget of $55,000. The three universities furnish $13,000; the broadcasters, $16,500, and the foundations $25,000.

The Council aims first to serve a cultured audience, frequently neglected by commercial radio it believes, and at the same time meet the needs of as large a mass audience as possible in the general interest in adult education. UBC programs are designed to inform interestingly, and to stimulate. The board of trustees of the Council, comprising two representatives from each university, takes an active part in discussions with the council staff and with the broadcasters in developing new features. While Mr. Miller predicts a considerable increase in the number of educational broadcasts from his organization during the next year, he feels more than ever, that the prime consideration of the University Broadcasting Council and educational radio is improvement of programs rather than increased quantity.

CONSOLIDATED GAS Co., New York, will resume its *Echoes of New York Town*, musical program on WJZ, New York, Sept. 13, 6-7 p. m. Contract is signed for 39 weeks through McCann-Erickson Inc., New York. The program was on WEAF last season. At the recent AFA convention in Boston the Public Utilities Advertising Association gave an award to the program.

WREC HAS CHANGED THE Radio PICTURE IN MEMPHIS

APRIL 26—WREC Opened its New Transmitting Plant—Memphis' Most Modern.

JUNE 14—WREC Increased its Broadcasting Power from 2,500 to 5,000 Watts.

Not once . . . but TWICE in Seven Weeks . . . WREC has changed the Radio Picture in Memphis

Memphis' Most Modern Transmitting Plant — In Design — Equipment — Facilities. • Memphis' Most Modern Antenna System, Two Quarter-Wave Truscon Radiators, 420 Feet High. Latest Type. • Memphis' First and Only Wide-Range, High Fidelity Broadcasting Station. • Greatest Coverage of Any Memphis Station.

● **CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere**

FIRST MEMPHIS STATION TO USE **5,000** WATTS POWER



THE NEW HOME OF *"THE VOICE OF MEMPHIS"*

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS... AT NO INCREASE IN RATES

MERCHANDISING PROGRAMS

How One-Man Broadcasts Can Be Utilized to Attract Sponsors and Hold Listening Audience

By FRED BOCK

Sales Manager, WADC, Akron

SALES MANAGERS of broadcasting stations are faced today with a paramount problem, that of evolving enough new, effective, distinctively different types of features to provide the sales organization with an endless lineup of program ideas which will stand the test of comparison with national programs.

Briefly, the problem is one of merchandising. Some sales managers, though, have overlooked the most important job of merchandising, that of merchandising their station's service with the right kind of merchandisable programs.

It is truly a problem to provide an array of programs which can be locally produced and yet will stand up with the high-priced features. With the exception of the very large stations, which claim somewhat national coverage, it is out of reason to attempt an extensive variety program in competition with the big shows. It requires more men than the local advertiser can afford. However, the sponsor is quite likely to be able to hire one or two good men. Thus, if we find the right one-man feature, we can still present the best.

One-Man Programs

ONE-MAN programs are usually "personality" or "service" features, or combinations of both. A point to remember in developing program ideas is that any feature which uses names has possibilities, and is subject matter which has no outside parallel. For what they may be worth as ideas or as seed for other ideas, here is a list of "one-man" programs, most of which have been successfully tested by the writer:

NEWS — If a good announcer is at the "mike", and he has good news facilities, he will be just as good as any man in Oshkosh, New York City, or Mingo Junction.

BASEBALL SCORES—Widely used and need no comment.

SPORTS REPORTER — A form of news. Devoting half or more of the broadcast to local sports is advisable. The material is usually available and interesting and it provides names.

SOCIETY REPORTER — Neglected by most stations but has some of the best possibilities. It has proved very successful for some sponsors. A daily feature, five minutes or more. A wealth of names. Strongly recommended.

RADIO SPEEDWAY—Successful in selling used cars. An opening announcement with crowd noise in background. It is the great event of the evening; interest is keen — the cars are ready—the flag is up—the cars are off and the motors roar—Car number one is so and so. Car number two is this and that — each described as it flashes by — motors roaring all the time. A five minute program.

STREET OPINIONS — A man-on-the-street type of program used by auto dealers very successfully. Also in connection with this is an employment exchange service. Persons seeking employment leave name with sponsor and persons needing service of men or women call sponsor for name and address of applicant.

REVIEWS AND PREVIEWS — A program corresponding somewhat to the radio column of a newspaper. Gives comments on programs that have passed and more comments on the programs to be heard in the near future. Gives intimate stories about the radio stars. Tells what they like or do not like. Tells of new developments in radio. Brings in local entertainers, announcers, etc. for interviews—also out of town stars.

RAMBLING REPORTER—Informal comments on a couple of news topics of the day. Works in a human interest story. Chiefly comments, in a free and rambling style about things of civic interest and people who are doing things for the community. Because of the frank and rambling style, the commercial copy works in very smoothly for department stores or any retailer.

LIARS CLUB — There are organizations of liars clubs in some cities and there are numerous men who have a prize yarn. A prize for the best yarn.

GREETINGS TO BRIDES—A song program, during which congratulations are extended to the new brides and grooms each day. Might be unwieldy in large cities but a good feature in medium or small cities. Another feature with names. Appeals to women. A friendly and personal gesture to the newlyweds by furniture company or some such sponsor.

ANNOUNCERS CONTEST—Forget the old appeal about a job for the winner. Appeal to the mass. Get all men who think that they could be better than the announcers they have heard. Offer a sizable cash prize for the winner . . . the man who thinks he is good and is good. This gets the men who are of higher caliber and not looking for jobs. It uses names and personality. It also affords unusual advertising possibilities because the entire program can be advertising, with each contestant reading a piece of copy, and yet hold interest.

ANNOUNCERS CONTEST—Similar to above contest, except for women. Appeal is that sponsor has faith in the ability of women to fill a place in radio. He feels they have better merchandising sense than men and that they can present their stories sincerely. To give the women a chance to prove this the sponsor allows the women to visit the store, write their own one-minute copy and present it on the air. Small prize for winner on each broadcast and grand prize such as shoes supplied for three years.

TEST YOUR MEMORY — Piano or organ program. No titles of tunes are announced, although clues may be given in continuity. Those who guess correct titles of all tunes are given prizes, usually theater tickets. Can be used by most any type of sponsor.

FISHING PROGRAM — Authoritative figures show that more people are interested in fishing than in any other sport. The Fishing Reporter is a very appealing feature. The reporter tells where and what the fish are biting. He tells why they will or will not be biting in future days. He gives tips on how to fish and includes in his program a list of the good catches each day, as reported by the fishermen themselves or by the keepers of resorts.

A MAN'S TASTES — Most stations will be able to find a man who is a professional cook, or at least, a good amateur cook. There are a surprisingly large number of men who like to dabble in the kitchen. They do not all make a practise of cooking, but they have a hobby of preparing certain dishes and have considerable reputation for the recipes and skillful preparation of their favorite concoctions. The program takes on a little humorous slant, reminds the women that there are many ways of preparing the same ingredients and that there is no need for serving the same menu day after day. The man in charge tells what men like and why they like it, and teases the appetite with a tempting description. Each program he tells the favorite recipe of some well-known local man.

BIRTHDAY GREETINGS — A musical program. Best handled by an m.c. type of personality singer who cheerfully announces the names of those people whose birthdays are on the day of the program.

AMATEUR PROGRAMS — There is no need to comment on these. However there are many different groups, such as the general type of show, juvenile shows, and strictly colored entertainment shows.

KITTY AT THE SWITCHBOARD —Good straight merchandising feature which holds interest. Operator keeps cutting in and out all the time—bits of chatter with her boy friend in between calls — short lines about merchandise and prices and dates of sale events, in answer to calls—gossip with girls who call her, between business calls. Name of sponsor repeated every time the phone is answered. Fast moving and can be made very interesting.

The above programs are only a few of many ideas with which the sales manager can merchandise the station time which he is trying to sell. Most of them require the services of only one or two good men, yet, if these men are really capable, the programs can be made as effective in one locality as another. Many of these programs have regional restrictions and thus have no national parallel for comparison. Locally, some of them have as much appeal as expensive national programs.

Merchandising is very important and that it is especially important to merchandise station time with programs that attract listeners and consequently deliver the sales message at the smallest cost per listener. The program must also be adaptable to an effective presentation of the message. With this combination placed before him, the prospective advertiser can often see reason for becoming a customer.

GARAGES UNITED

KDYL Lines Up the Trade For Cooperative Series

LINING up over 50 of the local garages and accessory stores, KDYL, Salt Lake City, has brought the entire group under the banner of the Utah Automotive Trades Association and is now presenting a weekly half-hour program under the sponsorship of this organization.

The purpose is to call attention of the motoring public to the wisdom of having all automotive work done by established, reliable, local service men. And to further the interests of the program, attractive display cards have been furnished all participants in the broadcast. Copy in the radio program calls attention to these cards and urges that motorists look for the emblem of a member of the Utah Automotive Trades Association when seeking repair or service work.



From Detective Mysteries

"We'll jes' take th' cash—we can't touch th' music without permission of th' copyright owners."

Special 18-Hour Service Planned by United Press

A NEW 18-hour daily leased wire news service into subscriber stations in 15 cities, chiefly Eastern, was disclosed by United Press July 7. Twenty of the 75 or more stations now being served by United Press will get the new service, it was stated, and it probably will be expanded gradually.

The service, to start July 27, will bring UP reports specially written for broadcasting and ready to go on the air directly into the stations. It will also include special radio features. It will run 18 hours a day, with UP absorbing the line costs. Webb Artz will be editor.

Following are the stations scheduled for the service: WEAF, WJZ and WHN, New York; WCAU and KYW, Philadelphia; WBAL, Baltimore; WBAX, Wilkes-Barre; WRC and WJSV, Washington; KDKA, Pittsburgh; WWVA, Wheeling; WJAY, Cleveland; WSPD, Toledo; WXYZ, Detroit; WGR and WKBW, Buffalo; WHAM, Rochester; WGY, Schenectady; WEEI, Boston; WDRC, Hartford.

In the Grand Manner!

WKY is known far and wide for its thorough, enthusiastic way of doing things

• In the grand manner WKY planned and built the largest, finest, most modern studios in the South or Southwest.

In the grand manner WKY has embellished its transmitter site with trees, flowers, shrubs and pools and dedicated it to public enjoyment.

In the grand manner WKY entertains and serves its audience with standout NBC features and scores of local programs of network calibre.

"In the grand manner" is the WKY manner. Doing things in a big way . . . with enthusiasm, thoroughness and showmanship . . . has made WKY the most listened-to, most written-to, most talked-about station in Oklahoma . . . and, quite naturally, the station in Oklahoma that pays out *in the grand manner* for its program sponsors.









• In its thorough-going manner, WKY has developed its 25-acre transmitter site into an estate-like public park that for sheer scope and beauty is perhaps unsurpassed anywhere.

• Views here show, above, the formal rose garden and one of the rustic, flower-fringed lily pools; right, broad expanses of lawn dotted with trees, shrubs and flower beds; right above, one of the many scenic spots to be found throughout the park.

WKY

OKLAHOMA CITY

Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

Representative **E. KATZ SPECIAL ADVERTISING AGENCY**

How Good You Are!

BY STATION BREAK

USUALLY the world asks hourly . . . "How good are you?" . . . and seemingly fails to appreciate your reply.

* * *

WE'RE reversing the process today . . . and *telling* you how good you are.

* * *

INDIVIDUALLY, broadcasters . . . goodness knows . . . suffer no lack of ego. Collectively, the industry often exhibits an almost excessive modesty.

* * *

WE'LL grant that it's probably the modesty of ignorance . . . but . . . *how good are you really?*

* * *

YOU'RE sufficiently good that nearly 23,000,000 families laid out cash to buy sets to hear your programs . . . 3,000,000 families thought enough of them to have more than one set in their home, and 3,000,000 car owners were so anxious to hear your offerings that they put receiving sets in their autos.

* * *

THREE out of every four families have radios . . . or about 75,000,000 listeners . . . for you buy a set to listen to it . . . not to look at it. More than *twice* as many radio families as residence telephones . . . over 5,000,000 more radio families than families having automobiles . . . nearly 2,000,000 homes that have battery sets, because their homes aren't wired for electricity.

* * *

NO WONDER one marketing authority has said that radio ownership has permeated American life more completely than has any other commonly accepted standard of living factor . . . *and all because of the programs you present.*

* * *

OTHER industries depend on you . . . almost more than they realize. A set manufacturing industry with an investment of more than a quarter-billion . . . to be added to your own investment of probably $100,000,000 . . . comprising several hundred manufacturers, several thousand distributors and more than 30,000 dealers . . . exists by reason of your service.

* * *

ADVERTISERS will spend more than $90,000,000 this year for your facilities, and will add at least $25,000,000 to that for program material, because you enable them to speed up and extend the sale of goods . . . keeping people employed in hundreds of industries.

* * *

SOME of your technical developments, STATION BREAK is told, have influenced the entire field of communications and improved it materially.

AND if some learned gentleman asks you about what he may call your "social service", you can answer him this:

* * *

YOU have brought the concert hall, opera, stage, world events, great athletic contests, musical comedy stars and the world's leading entertainers to every town and hamlet in the country and into almost every home, no matter how modest!

* * *

PLEASE remember that nearly 45% of our population lives on the farm or in towns of less than 2,500 population . . . and that with the exception of the South, where rural radio ownership is comparatively low . . . nearly three out of five farm homes, in all probability, have radios. Also pause to reflect . . . that *two-thirds* of the population live in towns under 100,000 in size.

* * *

THERE'S no Metropolitan Opera in these towns . . . no Philadelphia Orchestra . . . no Fannie Brice or Jack Benny . . . no Boake Carter. There's only limited national and foreign news in the local paper, because its space is limited. Even the movies can't duplicate you . . . and one trip to the movies each week for an average family of four would cost over $50 a year . . . whereas you can run your radio for from *four to nine* dollars a year . . . some estimate at maximum cost of 2½ cents a day.

* * *

FIGURE that last item of the three-quarters of us who make less than $3,000 a year. Figure how much that group can spend for books, lectures, concerts, the theater, travel, the movies, and all of the things which radio brings them. *Do you still wonder why the radio audience is so appreciative and responsive?*

* * *

YOU'VE made one great town meeting out of the entire American nation . . . and given democratic, representative government new vitality and meaning.

* * *

IN A BRIEF time your facilities changed the psychology of the American people from hopelessness and confusion to confidence and energy . . . in the banking crisis of 1933.

* * *

THIS SPRING . . . in flood and disaster . . . you demonstrated again that the broadcaster is an irreplacable means of communicating with large numbers of people in time of emergency.

* * *

YOU'VE become a new medium for the dissemination of news . . . giving rise to an even greater thirst for news and information by the public. *You've humanized the news.*



FOR MOTORISTS — All highways approaching Grand Forks, N. D., are marked with these signs so tourists with auto radios will know about KFJM.

AND YOU'VE done it all with an amazing prodigality of output . . . more than 8,500,000 programs a year, it has been estimated by one inquisitive pencil-pusher. The average full time station alone presents about 300 or more programs a week, and the national network key stations do over 50,000 of them a year.

* * *

THIS is how good you are . . . an ample basis for healthy self-respect and militant self-confidence! Gentlemen of the Fifth Estate . . . we salute you!

Mutual Holds Luncheon, WAAB Latest Affiliation

MUTUAL Broadcasting System, represented by a large delegation at the NAB convention, held a routine business meeting there out of which came no official report beyond the announcement that WAAB, Boston, had joined the network on July 1. On July 6 W. E. Macfarlane, business manager of the *Chicago Tribune*, operator of WGN, who is president of MBS, was host at a luncheon in Studio 1 of WGN's building on Michigan Ave. to Judge E. O. Sykes, chairman of the FCC Broadcast Division, at which the following were guests:

Quin A. Ryan and Carl J. Meyers, WGN; A. J. McCosker, chairman, and Fred Weber, general manager of Mutual; T. C. Streibert, WOR; Louis G. Caldwell, Washington; Lewis Crosley, John Clark, Frank Smith and Don Becker, WLW; John Shepard, Yankee Network; Frank Ryan, CKLW; Owens Dresden, Don Lee Network; John Gillin, WOW; Gardner Cowles Jr., KSO - KRNT - WMT; Don Withycomb and F. R. Rosenbaum, WFIL; Ford Billings, WCAE; John Patt, WGAR; I. R. Lounsberry, WGR - WKBW; Eugene O'Fallon, KFEL; Harry Stone, WSM; C. T. Lucy, WRVA.

More Barbasol

WASEY PRODUCTS Inc., New York (Barbasol) has announced a Monday, 10:15-10:30 p. m., series on NBC-Blue beginning Aug. 31, in addition to the Friday night series announced in BROADCASTING July 1. The same network will be used for both programs, but the new series will not have a rebroadcast. *Singing Sam, the Barbasol Man,* will be the talent, the program originating at WLW, Cincinnati. Both contracts are signed for 39 weeks. Erwin, Wasey & Co., Inc., New York, placed the account.

Independents Contracted By United Disc Service For Transcription Sales

AN AGREEMENT with National Independent Broadcasters Inc., association of some 100 local independents, was entered into July 8 by United Broadcasting System, new Hollywood transcription organization, whereby the stations will be delivered transcription programs on a group basis at card rates. The letter of agreement was signed by W. Wright Gedge, WMBC, Detroit, secretary of NIB, and presented by Harry Green, former film actor, who is identified with the new transcription-sales enterprise.

While the amount of commission to be paid United on any business was not disclosed, Mr. Green on the preceding day had outlined an arrangement whereby stations would pay 50% of card rate for sponsored programs secured and handled by his organization, part of which would be paid to the Actors Fund of America as payment for talent. The fund was founded to help old, infirm and sick actors.

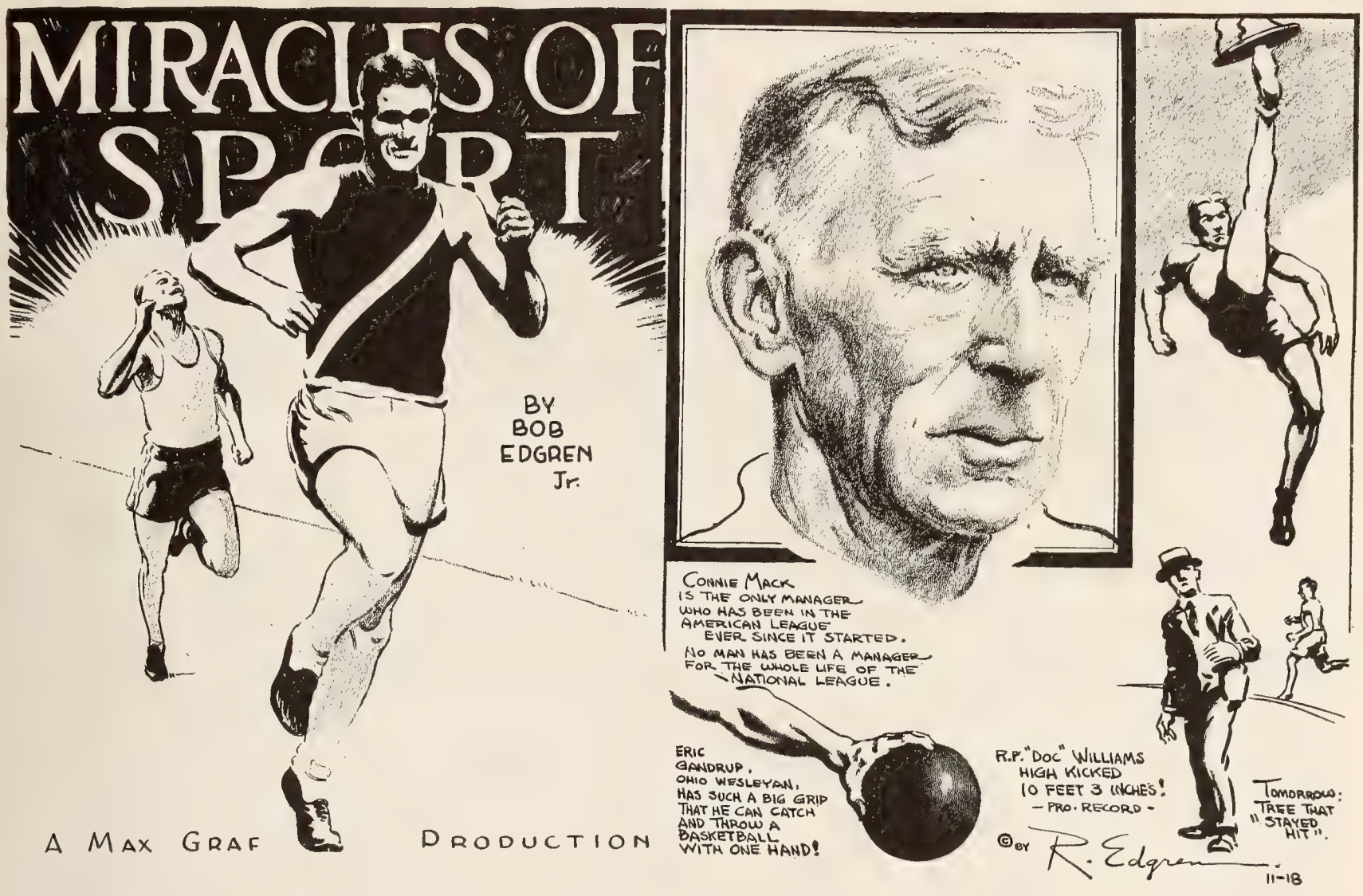
Mr. Green said that in September it is planned to launch a 52-week 15-minute transcription campaign once a week over NIB stations as well as other stations. In larger cities, he said, live talent will be used. For the first half of the campaign he declared some $150,000 would be expended for time, talent and production. United, Mr. Green said, is a partnership comprising himself, M. W. Ayres, Forrest Johnston and Ivan Conn. Offices are at 9125 Sunset Blvd., Hollywood.

Salute to WBT

A SALUTE to WBT, Charlotte, N. C., honoring its 15th anniversary of continuous broadcasting and the opening of its new studios, will be presented during the *Tomorrow's Headliners* program on CBS July 16, 9-9:30 p. m. A further celebration of the occasion, at which the Governors of North and South Carolina, the Mayor of Charlotte and other dignitaries have been invited to speak, will be broadcast over WBT. WBT's new studios and offices, which occupy an entire floor in the heart of downtown Charlotte, are constructed and equipped along the most modern lines, the studios being replicas, in the modern manner, of those at CBS New York headquarters.

AIRS Keeps Status Quo

ASSOCIATED Independent Radio Stations Inc., group of independents aligned primarily on the issue of copyright, held a meeting in Chicago July 6 to consider future policy and decided to continue its organization on the same basis with the same officers and trustees. Officers are Powel Crosley, WLW president, and John L. Clark, formerly WLW general manager and now president of Trans-American Broadcasting and Television Co., secretary. The board comprises John Shepard 3d, Yankee Network; Edwin W. Craig, WSM; James C. Hanrahan, WNOX; Edward A. Allen, WLVA. Sol Rosenblatt continues as counsel.



Miracles of Sport

by Bob Edgren

[in person]

A Natural for Local Sponsorship

•

A dramatized sports program written by BOB EDGREN, the celebrated sports writer, in his own inimitable style.

MIRACLES OF SPORT is everything the title implies.

•

Write for Rates and Details.

MAX GRAF PRODUCTIONS

Recordings by TITAN — 1040 Geary St., San Francisco

Ban on Advertising Retained by British

Government Bars Sponsoring Even of Visual Broadcasts

DESPITE efforts of industrial interests to secure a relaxation of the no-advertising rule on the British Broadcasting Corp. network and stations, the British government has decided to ban sponsored programs for at least ten more years. Postmaster General Tryon, in an official memorandum accepting most of the recommendations of the recent Ullswater report, ruled even against proposals that the experimental television programs about to get under way be supported by advertising sponsors. Such a proposal was suggested in the Ullswater report but the government statement asserted that "there is no good ground for making any exception."

The BBC's present charter was extended for ten years, giving it a monopoly of British broadcasting under license from the Postoffice Department. The BBC's revenues will continue to be three-fourths of the receiving set taxes of about $2.50 per year collected from set owners, the other one-fourth going to the government.

Receipts From Taxes

IT IS calculated that approximately $21,000,000 in set taxes and revenues from other sources will be collected from broadcasting in Britain this year, of which $5,250,000 will thus go the government, which also taxes the BBC like any other private corporation for income. The chairman of the BBC under the charter gets a salary of $15,000 and the governors get $5,000 a year.

Still disturbed by advertising broadcasts heard from Continental Europe, sponsored in many cases by British industries, the government promised to extend its influence to prevent such broadcasts by foreign stations when they are obviously designed for British reception. What steps will be taken was not indicated.

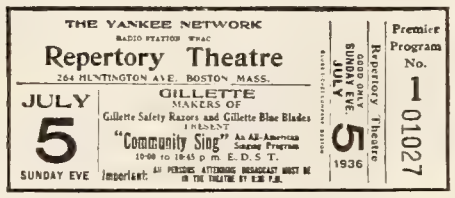
One of the BBC's big sources of revenue is its publications division, which publishes three magazines of extremely wide circulation—*World-Radio, Radio Times* and *The Listener.* These carry great amounts of advertising and have been profitable almost since their inception. The new decree prohibits these publications from editorializing on current events.

Gannett Would Expand

PROPOSED expansion of its radio interests, already wide, was indicated by the Gannett Newspapers when they applied this month to the FCC for authority to erect a new 250-watt daytime station on 1500 kc. in Danville, Ill. to be operated in connection with the *Danville Commercial-News*, one of its chain of 18 newspapers. The Gannett newspapers now have interests in WOKO and WABY, Albany; WHEC, Rochester; WESG, Elmira (leased from Cornell University); WHDL, Olean, N. Y., and WHTH, new 100-watter shortly to go into operation in Hartford to be operated in connection with the *Hartford Times.*

GILLETTE TRYOUT
CBS Series Given an Advance Test on Yankee Net

GILLETTE SAFETY RAZOR Co., Boston, is trying out its new series of *Community Sings* programs from the Repertory Theatre in Boston and broadcast over WNAC and the entire Yankee Network 10-10:45 p. m. Sundays, starting



July 5. The contract calls for four three-quarter-hour programs and is handled through Ruthrauff & Ryan Inc., New York.

The Gillette company believes the program will carry an especial appeal for the radio audience of New England as the original locale of the old fashioned community sing around the melodian. Approximately two thousand participants will be invited to take part in the main "sing" at the Repertory Theatre. This is a try-out of the program soon to start on CBS. The illustration shows one of the tickets distributed to the public.



BBC TO CANADA?—Most prominently mentioned for the post of director general of Canadian broadcasting, replacing the present Commission control as authorized by Parliament recently, is Maj. W. E. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp., former Canadian newspaperman, Rhodes scholar and army officer. Maj. Murray several years ago wrote a report for Parliament on the regulation of Dominion radio.

C. W. CORKHILL, manager of KSCJ, of the *Sioux City* (Ia.) *Journal*, has applied to the FCC for a new 100 watter in Sioux City to operate on 1200 kc.

Race for Superpower Stations in Europe Noted as Nations Aim Across Frontiers

WHILE ten American stations seek 500 kilowatts, European stations also are going in for superpower, according to *Wireless World* of London, which finds that total power of European stations will increase by 1,700 kw. to attain a total of 8,000 kw. in 1937.

The number of 100 kw. stations is to increase from 26 to 44 during the year while the number using more than 50 but less than 100 kw. will jump from 46 to 64.

In the medium and longwave groups the following boosts are expected: Athlone, 60 to 100 kw.; two Brussels stations from 15 to 100 kw.; Kaunas, Lithuania, 7 to 100 kw.; a new 100 kw. station in Southern Sweden; new 100 kw. station at Vakarel, Bulgaria; two new 120 kw. stations at Rome; Prague II from 5 to 60 kw., and new 60 kw. station near Kosice; two 120 kw. stations, one near Bordeaux and the other to be near the center of France; new 200 kw. longwave transmitter to replace the 80 kw. Radio-Paris, and to be called Poste National. All are now under construction.

In Other Countries

SPAIN is said to be planning to modernize its station with a 150 kw. longwave transmitter at Madrid. Yugoslavia talks of increasing power of present transmitters. Warsaw is to build a 20 kw. station and a new 100 kw. transmitter is planned near Cracow. Czechoslovakia contemplates two 100 kw. stations in 1938 and a British firm is said to have received an order for an Estonian station. Russia, believed to have 50 stations, is understood to be planning addition of five more in 1937.

In the shortwave field France is building four 100 kw. transmitters. Germany is completing four powerful transmitters and Great Britain is embarking on shortwave development. Germany is understood, also, to be building a "mystery" superpower Deutschlander to be in operation next year.

Direct broadcasting to foreign listeners is increasing in Europe, with Italy taking the lead. Il Duce's stations broadcast to the world in 18 foreign languages last year, and received nearly 60,000 letters from foreign listeners.

The *Wireless World* writer, discussing the broadcasts aimed across frontiers, says:

"There is no reason to be alarmed at the present race for power in the ether. Stimulated by international competition, and probably also by the ever-increasing amount of electrical interference, countries are at present bringing their broadcasting services up to date. Work is proceeding in most places with an eye to the possibility of reaching out to listeners across the borders. From the very fact that broadcasting wavelengths do not recognize frontiers we must accustom ourselves to an entirely new conception of international broadcasting.

"Strictly speaking, the requirements of a national service are also the requirements of national prestige. If considered in this light, the necessity to be able to reach out and to broadcast to the man on the other side of the wall will be understood. But in the interests of peace it is to be hoped that some really binding agreement may be reached, at least in Europe, to prevent recurrence of unfortunate cases where broadcasting has been used for aggressive propaganda."

Europe Leads U. S. In Total Receivers

A TREMENDOUS boom in radio set sales has been in progress in Europe during the last year, according to figures made available by the International Broadcasting Union at Geneva, which show that Europe as a whole is now ahead of the United States in the number of radio-equipped homes. Until a few years ago this country had more radios than all of the other countries of the world combined.

The Geneva office has compiled a census of European radios as of Dec. 31, 1935, which gives a grand total of 24,875,095 as against the 22,869,000 estimated for the United States as of July 1, 1936. According to the Geneva report, based largely on official license figures but excluding Russia, 3,644,825 more radio homes were added during 1935 and 3,312,127 during 1934. Soviet Russia is excluded, but according to recent reports it has at least 2,000,000 radios and is constantly expanding their use beyond assembly halls and clubrooms and official homes which were the first to get them.

The census of European radio homes as of Dec. 31, 1935, exclusive of Russia, is reported by the I.B.U. as follows:

Great Britain	7,403,109
Germany	7,192,952
France	2,625,677
Holland*	946,844
Sweden	834,143
Czechoslovakia	847,955
Belgium**	746,395
Denmark**	609,226
Austria	560,120
Italy	530,000
Poland**	491,823
Switzerland	418,499
Hungary**	352,907
Spain**	303,983
Norway	191,378
Finland**	144,721
Romania	127,041
Yugoslavia	81,385
Latvia	82,175
Irish Free State	78,627
Algiers	41,344
Portugal	40,409
Danzig	29,000
Egypt	41,370
Lithuania	26,763
Morocco	23,079
Estonia	24,193
Luxembourg	15,000
Iceland	12,183
Bulgaria	17,213
Tunis	10,582
Turkey	6,175
Palestine	12.200
Greece	6,317
Syria and Levant	4,307

* *No Licenses.*
** *Incomplete Information.*

Canadian Licenses

ADVERTISERS can interpret the increase in radio licenses in Toronto and vicinity, at least, as a sign of more response to radio advertising. In Toronto during the first three months of the fiscal year, starting April 1, the take in licenses has been doubled over that of the previous year, and 60,000 sets have been licensed. In the entire 12 months of last year only 93,000 sets were licensed in Toronto area. Montreal led during the past fiscal year with 137,695 licenses, showing an increase of 219%. Vancouver, Winnipeg and Ottawa follow as the most licensed radio centers. In all 862,109 licenses were sold in Canada last year, 50,000 more than the previous year. Canadian-made receivers to the tune of $190,289 were sold last year valued at $16,513,520.

Announcing...

Tru-Fidelity

BY THORDARSON



FEATURES

- Wide Range Frequency Response—
  High permeability core—Special coil construction for low distributed capacity and leakage reactance.
- Maximum shielding from external fields through case design. (Additional shielding cases unnecessary.) Electrostatic shielding between primary and secondary coils.
- Capacitively and Inductively balanced for use on equalized transmission lines. Effect of stray fields neutralized.
- Line coupling transformers reflect proper impedance on ALL taps, reducing line reflection.
- Ingenious mounting permits above panel—sub-panel or combination wiring—single hole mounting bushing permits rotation without disturbing connecting leads.

MOST SENSATIONAL AUDIO DEVELOPMENT SINCE the DYNAMIC SPEAKER

STUPENDOUS! HISTORY MAKING! TRU-FIDELITY by THORDARSON. For the first time, full range—clear—yes PERFECT audio reproduction is available. Others have tried, THORDARSON has succeeded and brings you laboratory perfection in commercial production with TRU-FIDELITY.

Ask your jobber for catalog No. 500 for complete listing and data of models, or write factory.

THORDARSON ELECTRIC MFG. CO.

500 West Huron St., Chicago, Ill., U. S. A.



DICK TRACY

Ned Wever

The DICK TRACY program, sponsored by Sterling Products, Inc., to advertise "California Syrup of Figs," is the most popular show for children on the air today, according to a number of unbiased radio surveys.



WBS facilities include: *expert production assistance,* **when desired, for program building;** *station relations division,* **an aid in clearing time;** *shipping division,* **for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.**

WORLD

WORLD BROADC

NEW YORK • CHICAGO • ATLANT

A major market "network"

hat was "built to order"

• To promote sales for "California Syrup of Figs", Sterling Products, Inc., chose a "network" of 13 stations in widely-separated major markets. After careful deliberation, they picked markets where distribution and selling conditions required forceful radio broadcasting. And today they cover exactly those markets through the facilities of World Broadcasting System. No wasted effort—no uneconomical selling activities—coverage only where coverage counts! . . . You can specify practically any marketing requirement—and get what you want through WBS selective broadcasting. A few other examples: Drano, 1 station (test in important market); Niagara-Hudson, 7 stations (intensive New York regional coverage); Allis-Chalmers, 17 stations (complete farm area coverage); Ford, 200 stations (nationwide coverage for dealers) . . . In its highly selective marketing, its unlimited marketing flexibility, its marketing economy, the WBS method closely resembles the tried and true practice of setting up your own newspaper list. And your WBS recordings — wide-range vertical discs made at Transcription Headquarters—are promptly, efficiently shipped to the stations on your selected "network."

WBS

Let us send you, on request, our new illustrated brochure describing the scientific technique of putting your program on WBS discs at Transcription Headquarters, 711 Fifth Avenue, New York.

A S T I N G S Y S T E M

• LOS ANGELES • SAN FRANCISCO

BROADCASTING
and
Broadcast Advertising

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Reconstruction Year

THE NAB has weathered the worst storm of a rather squally voyage begun when it undertook to navigate in trade association activity 14 years ago. The industry is still held together with a bigger membership than ever before. But it is foolish to blind one's eyes in the belief that everything is "jake". There are plenty of sorespots remaining, even though these were not all apparent on the surface at the convention beyond the bolt of Isaac D. Levy from the membership.

Everything depends upon what happens during the ensuing year. The new slate of officers looks good. In C. W. "Chuck" Myers, the NAB acquires a president who is not inclined to indulge in flag-waving. John Elmer, first vice president, Gardner Cowles Jr., second vice president, and Harold Hough, treasurer, are all well-known figures in broadcasting who command the highest respect. With the aid of the newly constituted board, it is up to these men, along with Managing Director Baldwin, to dispel the fears and suspicions that still prevail within the industry.

"Ike" Levy's walkout on the NAB was not unexpected. He had been threatening it for months, and he tried unsuccessfuly to get the networks to walk out with him. His single membership out of the NAB's 400 won't be missed. His entire address, in our opinion, was misconceived. He made too many personal charges; he became too intense in the righteousness of his position, even though there was admittedly some semblance of reason for his opposition to Baldwin. But he displayed doubtful propriety, when, as a member of one trade association he urged forming another from the rostrum and invited stations to bolt the NAB.

Perhaps Mr. Levy figured there would be a stampede to join his organization which would, as he outlined it, be all things to all broadcasters. We haven't heard of a single additional defection. And we predict that there won't be another association worthy of the name this year.

Next year it can be another story. The major networks realize they need the NAB. But so do the independent stations and the NAB need the networks. The networks say they cannot be expected to remain in the association and take it on the chin at every turn, as they did during the last twelve months.

In retrospect, it now appears that Mr. Levy possibly was right in urging the signing of the five-year contracts with ASCAP before the first of the year; that the industry should have stood solid against Warner Bros. on the legal promise of ASCAP to guarantee substantially the same catalog; that Warner Bros. have been soundly trounced by the networks and non-signing stations so far as proving the dispensibility of their music is concerned; that the leadership in copyright, on all sides, has been deplorably weak, and that the solution of copyright is yet to be found.

The NAB must be maintained for the larger battles of the industry—for copyright legislation that will be basic protection against all copyright groups; for protection against the usual run of Congressional onslaughts upon the industry motivated by grasping, self-seeking groups; for three-year licenses; for basic research, and for general development and stabilization of the industry.

There is an industry job to be done by the new administration of the NAB. The convention just ended disclosed a greater awareness on the part of broadcasters of their commercial problems. The quality of men running stations has measurably improved during the last few years. Such men will not tolerate internecine warfare for the mere sake of fighting. We look forward hopefully to 1936-1937 as the reconstruction year for the NAB.

Selling Political Goods

RADIO sells goods — of that there can be no doubt — but we've often wondered whether it really sells "political goods". This third party movement may really test radio's power as a political salesman, for much of it will be fought out via the wave lengths. If the Union Party is duly registered, the Lemke-O'Brien ticket will inevitably rely heavily upon radio appeals to the electorate, for one of the prime movers in the disaffected third party is the extremely radio-wise Father Coughlin.

Though we hate to see regular program schedules so greatly disrupted by political demands for time, what with Democrats and Republicans and Unionists all planning enormous war chests for the purpose, the stations and networks will be obliged to make favorable periods available for these candidates and their spokesmen on an equal basis, presumably according to their ability to pay. All we can say now is we hope the fight from now until November, so far as what is said over the wavelengths is concerned, is as fair as we know the non-partisan broadcasters will be fair in their allotments of time. And we hope the party leaders don't overlook the fundamental fact of radio—that what the American people want first of all is entertainment via the loud speaker and that the less they disturb regular schedules the less resentment they arouse.

Welcome to Our Home

OF ALL industries, public utilities and department stores need most of all the "come in and sit down" intimacy of the fireside to develop cordial relations with the public. So it was not surprising that the Advertising Federation of America sessions in Boston this month heard highest praise from highest sources in these industries for the efficacy of the broadcast message.

Strangely, both of these branches of the nation's commercial life have been slow in adopting radio. Though the ice was broken long ago, many timid companies still hesitate to follow the steps of such successful radio users as Macy's, Bambergers, Gimbels, Marshall Field and J. L. Hudson, to mention just a few department stores; and Cities Service, Philadelphia Co., Niagara Hudson Power, Rochester Gas and Electric, Lone Star and American Gas Association, to mention just a few utilities.

Perhaps the idea can best be expressed by a utility advertising executive. Here was the closing statement delivered at the AFA utility roundtable by Henry Obermeyer, of Consolidated Edison Co. of New York: "It is my opinion, gentlemen, that radio advertising is the best available medium for a closer and more intimate contact with the consumer."

Reallocation Hearings

HEARINGS that may change the entire technical structure of American broadcasting are slated before the FCC Broadcast Division in October. These are the long-awaited deliberations in anticipation of a possible general broadcast reallocation.

The FCC is wise in scheduling the general sessions. Originally there was sentiment in favor of first ordering a reallocation and then hearing the complaints. That would be like sentencing a man before he had a trial. The FCC's decision to follow open hearing procedure, is the better part of discretion, even though the radio law conceivably permits a sentence first and a trial afterward.

The Broadcast Division will take testimony on the advisability of realigning the broadcasting spectrum; on allowing super-power, and on horizontally increasing the powers of stations in the regional and local categories. Too much is at stake to undertake a task of such magnitude without full, free and considered judgment.

There are flaws in the present broadcast band. Most of them have resulted from political machinations. Broadcasters themselves in many cases are responsible for grants which flew in the face of technical regulations and engineering limitations. They applied the pressure that resulted in the destruction of sound engineering allocations. The result is far from scientific allocations.

We have confidence in the FCC Engineering Department and believe that in whatever recommendations it may make as a result of the October hearings will be based purely on scientific conclusions. Broadcasters should be prepared to make the most of the opportunity at the hearings and present data that will help in the formulation of a technically perfect plan for realignment of broadcasting, if it is concluded a reallocation is necessary.

We Pay Our Respects To —



CHARLES WILLIAM MYERS

THIS YEAR organized broadcasting goes into a "reconstruction period" after a siege of internal strife that threatened unity in the ranks of the National Association of Broadcasters. To lead it out of this morass of factional disturbance, the membership of the NAB has called upon Charles William Myers, wheelhorse of the association's board of directors for the last four years and operator of KOIN and KALE, Portland, Ore.

In electing "Chuck" Myers to the NAB presidency, the nation's broadcasters chose a man with a quarter-century experience in the newspaper field and more than a decade in broadcasting. They selected a man who long has commanded the respect and confidence of those with whom he has been thrown in contact, and whose rise in this workaday world has been no less spectacular or meteoric than the rise of radio itself.

Chuck Myers was practically drafted for the helm of the NAB. Even though he declared himself not a candidate for the post, a stalwart group of friends and admirers placed his name in nomination. Thus he finds himself at the top of the NAB ladder after an inconspicuous start at the bottom rung. In 1933 he was elected to the NAB board following several years as a member. He served for two years, and then was elected second vice president for the 1934-35 term. Last year he was elevated to the first vice presidency, and this year won the presidency.

The operator of two "average" stations, Mr. Myers represents no class group in broadcasting. His stations are independently owned, and are outlets for CBS. He owes no allegiance to any class of stations and always has been independent in his views.

Chuck Myers has a whimsical sense of humor. It is appropriately reflected in the call letters of his two stations — KOIN and KALE. While he refers to them as a "gag", he neverthless had in mind when he devised the call combinations that they spelled words and words are much more easily committed to memory than a series of tongue-twisting consonants and vowels.

Horatio Alger would have found an apt subject in Charles William Myers. He was born on a farm near Muscatine, Ia., on Jan. 25, 1881, and attended country school on a catch-as-catch-can basis until he was 13. The only child in the farm family, "Chuck" left home at 19 and took a job in the mailing room of the *Clinton* (Ia.) *Herald*. For seven years he toiled on the newspaper, successively serving in the circulation department, as circulation manager, then advertising manager, and finally business manager.

It was in 1910 that Chuck Myers left Clinton for more fertile fields and became advertising manager of the *Bay City* (Mich.) *Tribune*. One year on that newspaper convinced the important Scripps League of newspapers that he was capable of bigger things and he was selected for the advertising department of the *Des Moines News*.

The trek to the country's "last frontier", as Chuck describes it, began in 1913, when Scripps assigned him to the advertising managership of the *Portland* (Ore.) *News*. There he served conspicuously for 16 years. The first six were as advertising manager and the last decade as business manager. During that period the *News* increased its circulation from 14,000 to 65,000.

Recognizing broadcasting as an important projection of the newspaper, Mr. Myers in 1925 organized a group of business men and established KOIN, himself procuring a minority interest. Six years later, as the station developed under his capable management, along with its sister outlet, KALE, which was acquired afterward, Mr. Myers left the business management of the *News* to devote full time to broadcasting. Meanwhile he had acquired controlling interests in the corporations operating the two stations. He made an affiliation with the *Portland* (Ore.) *Journal* and the newspaper acquired minority interests in the stations.

Throughout his broadcasting operations his close associate has been C. Roy Hunt, general manager and stockholder of both stations. Mr. Hunt's efficient management of the stations will enable Mr. Myers to devote considerable time to NAB affairs.

Just before Chuck Myers left his native Iowa for Michigan he married Gertrude E. Nichols of Clinton. Both are ardent fishermen and get out to the trout streams around Oregon and Washington regularly. Chuck also is an enthusiastic amateur photographer and goes in seriously for color movies. For the entertainment of his friends, he carried to the Chicago convention of the NAB several hundred pounds of equipment and films and put on his own movie show. Mrs. Myers, a gifted writer and composer, conceives the titles for the movies. Many of her compositions have been heard on network and local productions.

The Myers reside on a beautiful estate on the outskirts of Portland. Mr. Myers is a Mason, Shriner and Jester, the last named an honorary Shrine organization. He is a member of the Portland Chamber of Commerce, the Advertising Club and other civic clubs of the city. He attends the Presbyterian church.

PERSONAL NOTES

WILLIAM S. PALEY, CBS president, and Mrs. Paley sailed July 1 aboard the *Normandie* for a two-month sojourn in Europe.

JAMES C. HANRAHAN, vice president of Continental Broadcasting Co., Scripps - Howard Newspapers radio subsidiary, has taken offices in the National Press Bldg., Washington, D. C. Continental headquarters are in New York.

PHILLIP G. HENNESSEY Jr., NBC Washington Attorney, planned to spend the second and third weeks in July in Nova Scotia with Mrs. Hennessey on a fishing trip.

DR. FRANKLIN M. DOOLITTLE, operator of WDRC, Hartford, has taken delivery of his new Fairform yacht, which he has named *Decibel*, at Jacksonville, Fla., and plans to spend his summer vacation by taking a cruise with his family and friends via the inside route from Florida.

HAROLD KEHLET, recently with Bankers Trust Co., Muskegon, Mich., has joined the commercial staff of WKBZ, Muskegon.

DONALD FLAMM, president of WMCA, New York, sailed aboard the *Conte Di Savoia* from New York on July 2.

H. A. SEVILLE, formerly a salesman of WJEJ, Hagerstown, has joined WBAX, Wilkes-Barre, Pa.

PETER A. KIRKEY has been appointed commercial director of CFCO, Chatham, Ont., a post formerly held by Jack Murray. Mr. Kirkey was connected with CKCL and CKOC.

RICHARD FISHELL has been promoted from the special events department of WMCA, New York, to be station relations manager for the Inter-City Group.

EUGENE THOMAS, sales promotion manager of WOR, Newark, on July 3 was promoted to assistant sales manager, with his assistant, Joseph Creamer, succeeding to his post.

DR. GEORGE HALLEY, has resigned from the sales staff of Affiliated Broadcasting Co., Chicago, to rejoin KMBC, Kansas City, of which he was formerly commercial manager. He will be special representative in charge of program sales in Chicago. KMBC originated *Easy Aces*, *Phenomenon* and other features that later went national.

EARLE C. ANTHONY, owner of KFI and KECA, Los Angeles, accompanied by Mrs. Anthony and their guest George McManus, cartoonist, sailed June 29 from Seattle, Wash., on a six-weeks cruise of the British Columbia coast. He chartered the 150-ton British Columbia yacht *Norsl* for the outing.

MERLE JONES, regional sales manager of KMBC, Kansas City, resigned early in July to become assistant to James D. Shouse, newly named manager of KMOX, St. Louis.

BEHIND THE MICROPHONE

TED MALONE, production man of KMBC, Kansas City, who is author of the *Phenomenon* series of dramatizations of the power industry now being transcribed by AMP for local public utility sponsorship, had his *Between the Bookends* program returned to CBS starting July 13, to be heard Mondays through Fridays, 2-2:15 p. m., EDST.

LLOYD GRIFFIN is the latest addition to the Chicago CBS announcing staff. He began his broadcasting schedule at WBBM June 28.

MARCUS BOYDEN, chief announcer and continuity director of WKBZ, Muskegon, Mich., was married in June to Miss Margaret Snyder of that city.

TRUMAN BRADLEY, who has been a WBBM, Chicago, announcer since the 1935 Worlds Series baseball games, became news commentator of that station on June 30. He helped Boake Carter, WTAM, Cleveland, for CBS. and Quin Ryan, WGN, Chicago, for MBS, in pre-game color descriptions of the game setting in Detroit in 1935 under the sponsorship of the Ford Motor Co.

ROBERT WALDROP, former NBC San Francisco announcer now at Radio City, and Irvin Kennedy, tenor, drove across the continent to spend their vacations in San Francisco.

KENNETH BAXTER, blind announcer of KIRO, Seattle, prepares announcements and commercials on a braille typewriter. Seated before the microphone, he runs his fingers over the characters as he announces his program.

KEN McCLURE, news editor of WOAI, San Antonio, was one of the speakers July 1 at the official opening of the Pan-American Highway at Laredo, Tex.

DON LOGAN, continuity writer and vocalist at KROW, Oakland, Cal., has been made radio editor of the *Oakland Post-Enquirer*, during the five weeks vacation of Paul Nathan.

RUSS LAMB, formerly of KFJZ, Fort Worth, has joined the announcing staff of WBAP, that city.

EDWARD KRUG, announcer of WCAU, Philadelphia, is the father of a baby girl born in June.

BETTY HUDSON, fashion commentator of WJSV, Washington, will sail for Paris in August to review fall and winter fashion openings.

CLAUDE SWEETEN, musical director of KFRC, San Francisco, is the father of a boy, Michael Andre, born June 21, in that city.

BOB BENCE, chief announcer at KFRC, San Francisco, and Murray Bolen, station studio engineer, have teamed up for *The County Fair*, which is broadcast over 8 CBS-Don Lee network stations, Fridays, 8:30-9:00 p. m. (PST), under sponsorship of Golden Glow Brewing Co., San Francisco.

SIDNEY P. MORSE, radio artist agent of Chicago, has joined the William Morris Agency to handle local and national talent and shows. He takes with him Helen Bartush, Carol Whamond, Lona Terry, Honey Silver and other acts he has been handling.

GEORGE D. HAY, veteran announcer of WSM, Nashville, known as the *Solemn Old Judge*, was appointed a Texas Ranger by the Governor of Texas, and was also made an honorary deputy of Fort Worth, while opening the WSM exhibit known as the "Texas-Tennessee Hall of Heroes" at the Centennial.

RUSSELL BAKER, announcer of WOW, Omaha, for two years, resigned July 1 to join a dramatic company playing in Colorado towns.

LLOYD GRIFFIN, formerly with KYW and the old WIBO, Chicago, and during the last year with WLW, Cincinnati, and WXYZ, Detroit, on June 28 joined the announcing staff of WBBM, Chicago.

ED CURTIN, NBC press department in Radio City, went to Plattsburg, N. Y., for two weeks' training in June with the army reserve corps, in which he holds a commission. Upon completion of this training assignment he joined Mrs. Curtin and sailed to Bermuda for another two weeks before returning to New York.

JOHN ECCLES, chief announcer of WJR, Detroit, commutes to New York weekly to announce the Ferde Grofe transcription series for Ford Motor Co.

DAVE DRISCOLL, who has been doing Transradio news broadcasts over WOR, Newark, has been added to the WOR special features department.

HERMAN NEUMAN, musical director, WNYC, New York City municipal station, is on a three-month leave of absence to study radio education in Europe. He will conduct concerts, of American music, in several foreign capitals.

J. DONALD WILSON in June became narrator for the Hix *Strange as It Seems* program on the Don Lee-CBS network on the West Coast as a live talent program and in the East via transcriptions for Ex-Lax.

EARLE KALUSCHE, program director and chief announcer of KFRO, Longview, Tex., was married June 16 to Miss Marie Hammons, of Jackson, Miss. Jack Bonner, local minister who takes the role of the "Friendly Old Commentator of KFRO", performed the ceremony.

HARRY PECK, announcer and newscaster of KFBI, Abilene, Kan., was married June 20 to Miss Susan Smothers, of Abilene.

MAURICE CONDON, formerly continuity director of WGAR, Cleveland, returned to the station on July 1 after several months of free lance radio writing and announcing in Chicago and St. Louis. Hal Hubert, WGAR announcer, resigned from the station's program staff to accept a position with The Great Lakes Exposition Radio staff. He assumed his new duties on July 10.

W. J. COSTELLO, formerly of KGVO, Missoula, Mont., has joined the announcing staff of KFBB, Great Falls, Mont.

CARLOS BORCOSQUE, Hollywood Spanish language reporter, will soon add broadcasting to his activities. For many years Borcosque has acted as Hollywood reporter for leading newspapers of Latin America. He recently signed a contract with Broadcasting Abroad, Ltd., New York transcription company, which states that a sponsor has been secured for the first series of 26 programs which will be shortly released throughout Latin America.

JOHN HAYES of WNCW, Newark, is writing a novel on radio to be titled "Both Sides of the Mike".

ELWYN QUINN, of Idaho Falls, Id., has joined the announcing staff of KDYL, Salt Lake City.

EUGENE STEPHEN HALEY, 21 year old page boy in the NBC studios in New York, is author of a historical radio play "Storming of the Bastille", which the NBC-Blue carried on Bastille Day, July 14.

Yarmouth Outing

INTERNATIONAL RADIO CLUB of which Jack Rice, Florida ex-broadcaster, is the major-domo, will hold its 1936 meeting at Yarmouth, Nova Scotia, Aug. 24-28. There will be an election of officers, according to Mr. Rice. The last party was held in Havana last winter.

HOWARD WAY, musician, composer, arranger and one of radio's first continuity writers, was added to the Texas Centennial Exposition radio staff this month to write and produce a series of half-hour variety shows to be offered transcontinental networks on a sustaining basis.

MARY CARSON, assistant program director of WIP, Philadelphia, has resigned. Her place was taken by Margaret Hanley of the publicity staff. Joe Weeks, formerly of WIP, who recently joined the announcing staff of WGN, Chicago, is back at WIP.

HAROLD ISBELL, who appears in the *Broadcast Rhymster* programs on WBBM, Chicago, is teaching three classes in radio production, writing and marketing this summer as head of the radio division of the speech courses at Northwestern University.

LOIS LAVERS, for the last 18 months in the continuity department of KFRC in San Francisco, has resigned effective July 15.

JENNISON PARKER, well-known Pacific Coast script writer, who recently returned to San Francisco from the East where he appeared on the Rudy Vallee show and with the *Al Pearce Gang*, has joined KFRC, in that city, as comic and continuity writer. Parker is also preparing a series of scripts for Al Pearce's use this fall when he returns to the air under sponsorship.

RICHARD HOLMAN, former program director of KYA, San Francisco and now writing and acting in the *Cub Reporter* serial for MacGregor & Sollie Inc., Hollywood transcription producers, and Miss Ruth Fisher of San Francisco, eloped to Yuma, Arizona and were married on July 6.

DONALD CURRLIN, after a tonsil operation which kept him away from his duties more than two weeks, has returned to the KSFO, San Francisco, announcing staff.

RALPH EDWARDS, for the last six months on the announcing staff of KFRC, San Francisco, resigned effective July 15 and leaves this month for New York. His successor at KFRC is Tobe Reed who has been relief announcer for the past couple months.

LESTER GOTTLIEB, publicity director in New York for the Mutual network, on July 12 was married to Miss Henrietta Wiston of Cincinnati. They are honeymooning in Atlantic City.

NED BERMAN, formerly the *Globe Trotter* for the *Oakland* (Cal.) *Post-Enquirer*, on KSFO, that city, has been added to the announcing staff of KROW's auxiliary studios in San Francisco. He succeeds Bert Winn, transferred to the main studios of KROW, Oakland, in a similar capacity. Mercedes Prosser has been added to the station's production department as assistant to Scott Weakley, KROW production manager.

ED FRANKLIN, for the past two years on the announcing-production staff of KJBS, San Francisco, has been appointed program director of the station, succeeding Frank Cope, who resigned to join NBC July 1 in that city as western division production manager. Franklin's appointment was announced by Harry Wickersham, production manager.



FAIR MANAGER—To the gallery of portraits of women station managers published in our July 1 issue should be added that of Mrs. W. J. Virgin, for the last ten years owner-operator of KMED, Medford, Ore., whose picture arrived too late for inclusion.

BILL DAVIDSON, writer and producer at KFRC, San Francisco, has been made assistant production manager of the station, succeeding Arnold Maguire, who resigned to join NBC in that city as a producer. Davidson has been associated with KFRC for one year, coming from the Don Lee network station, KHJ in Los Angeles, where he appeared in dramatic productions.

CHET CATHERS, formerly program director of KOMO and KJR, Seattle, Wash., has moved to San Francisco where he plans to continue his radio activities.

LUCY CUDDY, at one time dramatic producer at KFRC, San Francisco, has been appointed head of the dramatic production department of KSFO in that city. George Robinson and Arthur Devine have also been added to the staff of KSFO as junior announcers.

CLIFF ENGLE and Dick Ellers, NBC announcers in San Francisco, proved their versatility on June 28 by qualifying as first rate smoke eaters. Stopped by a highway brush fire near Redwood City, Cal., while returning to the studios, both Engle and Ellers were pressed into service as fire fighters. A bit mussed up, they returned to the studios just in time to take over their air assignments.

PAT KELLY, on the production staff of NBC in San Francisco since 1930, resigned July 15 and after an extended vacation will announce his new affiliation.

FRANK MANOV, new to radio, has joined the announcing staff of KRE, Berkeley, Cal. He succeeds George Stuart who resigned to become announcer-operator at KJBS, San Francisco.

HERB LEWIS has been shifted from the announcing-operating staff of KJBS, San Francisco, to KQW, San Jose, Cal.

CLINTON (Buddy) TWISS, NBC announcer in San Francisco, will become commentator for the *Langendorf Pictorials* during the six weeks vacation of Rush Hughes which starts July 18. The quarter hour feature, sponsored by Langendorf United Bakeries, Inc., is heard over 4 NBC-KPO stations five days weekly at 3:45 p. m. (PST).

MARJORIE GIBSON, girl announcer of WLS, Chicago, is spending part of her vacation having her tonsils removed.

KNX Transfer

(*Continued from page 20*)

mated that in 1936 the earnings would reach $200,000.

Mr. Klauber testified that CBS has found from experience that it is beneficial to own local outlets in major cities which serve as program originating points for the network. KNX, he brought out, would be the nucleus of the CBS expansion on the Pacific Coast. He explained that CBS intends to establish Pacific Coast headquarters under Vice President Thornburgh and originate many programs from Los Angeles. He brought out also that the existing CBS arrangement with Don Lee Broadcasting System is unsatisfactory, since CBS does not have its own organization on the Coast and has been dependent upon Don Lee for practically all service.

Use of Coast Talent

REGARDLESS of whether the FCC permitted CBS to take over KNX, he testified, the network intended to build an organization on the Coast both to serve the listeners in that area and to tap the talent and other resources of the Coast. He said CBS will set up a complete sales program, sales promotion and publicity organization under the direct management of Mr. Thornburgh and the supervision of New York headquarters.

Mr. Klauber emphasized that CBS endeavors to keep the local identity of the stations it owns and operates. These stations, he said, usually are placed under the management of an individual who becomes the head of the subsidiary corporation. All matters of civic welfare, local causes and civic betterment are espoused by such stations, he said.

Questioned by CBS counsel, Duke M. Patrick, Mr. Klauber described the program policies of CBS. He brought out that these bar advertising of laxatives, depilatories, deodorants and similar products which are not construed to be in good taste. Moreover, he said, definite rules have been set up covering broadcasting of children's programs.

Mr. Runyon testified he felt the KNX purchase was a good one for CBS not only from the standpoint of the network's development plans on the Coast but also as an investment. He said he advised acceptance of the purchase after making a thorough-going analysis of the financial structure. He corroborated Mr. Klauber's testimony concerning desirability of having ownership of a local station as the nucleus of the network expansion. Among other things, he brought out, a network requires the same sort of staff used by a station and that it is good economy to operate a station along with the network activities. He said the CBS staffs on the Coast would be augmented.

George P. Adair, senior engineer of the FCC Broadcast Section, testified that the KNX estimate of the value of its transmitter and studios, placing it at $167,982, was a reasonable one. Of this, he said $15,000 represented cost of the antenna. He estimated the depreciated value of the equipment and studios at $63,762, and the replacement value at $115,000 for the transmitter and $4,900 for the antenna.



FRAME YOUR SALES PICTURE WITH DOLLARS

Only KDKA covers the complete Pittsburgh market—the tri-state area. And today there is a greater demand for goods than in years due to reconstruction activity. There's your sales picture. Let KDKA give it a handsome frame of profits.

KDKA 50,000 WATTS
NBC Blue Network
PITTSBURGH

Completely programmed by NBC

New York, Capital Fete WSB Scholastic Group

TWENTY children, winners among Georgia's 300,000 grammar and high school enrollment, were guests of the *Atlanta Journal School of the Air* the second week in July on a trip to Radio City in New York and to Washington headed by Louis T. Rigdon, of the staff of WSB, Atlanta, who founded and conducts the school, and accompanied by Mrs. Rigdon. Each of the children won a scholarship to a Georgia college or university in district contests during the last year covering declamation, recitation, piano, voice, violin, etc.

In New York they were greeted by NBC officials and in Washington they were welcomed by FCC Commissioner E. O. Sykes, himself a Southerner from Jackson, Miss., after which they visited the White House. WSB conducted the contests in cooperation with WMAZ, Macon; WTOC, Savannah, and WRDW, Augusta.

WOW

WOW not only are the call letters of an Omaha station, but they spell the name of a race horse recently acquired by an Omaha sportsman. The station, incidentally, has just closed the broadcast season for the local Ak-Sar-Ben races, sponsored by the Fontenelle Brewing Co. Michael Mahoney, WOW handicapper, had an exceptional season for picking winners.

UNIVERSAL Radio Features is a newly organized concern in San Francisco which is servicing radio news and program schedules to newspapers. Headed by Richard F. Guggenheim as president and general manager, the organization sponsors the copyrighted feature known as the "Radio Chart" which is a differentiated classifying system of program schedule presentation. A radio program production and continuity department will shortly be added, according to Guggenheim.

Transradio Press Plans Facsimile News Service

TRANSRADIO PRESS SERVICE launched a drive for regular commercial broadcasts of news by facsimile during the NAB convention, with Herbert Moore, its president, predicting that facsimile broadcasting will be inaugurated well before the first of the year.

A model home facsimile receiver was demonstrated in Transradio's fully equipped newsroom exhibit. The system demonstrated was that being introduced by Fultograph Inc., 342 Madison Ave., New York, and invented by Capt. O. Fulton, British inventor who asserts that his 60-pound transmitter-scanner unit can be built for less than $5,000 and can be attached to any regular broadcast transmitter regardless of wave length.

Steadily increasing demand for news broadcasts was reported by Mr. Moore, who stated that Transradio now serves more than 260 stations in 46 states.

Ohio Applications Prove Conflicting

Examiners Urge Denial Scripps Petitions on Money Grounds

DENIAL of the applications of Continental Radio Co., Scripps-Howard Newspapers subsidiary for new local broadcasting stations in Toledo and Columbus, O., was recommended to the FCC in separate examiner's reports made public June 29. In both cases the examiners, among other things, found that Continental was not financially qualified to operate the stations. This provoked considerable surprise, since Continental is a 100% subsidiary of Scripps - Howard newspapers, which publish 24 newspapers throughout the country.

The Toledo application sought assignment on 1200 kc., with 100 watts power, daytime. In his report Examiner P. W. Seward raised a question about an item of $127,000 in the Continental financial statement designated as "good-will". Moreover, the examiner held no need for additional service had been shown, and that objectionable interference would result. Community Broadcasting Co. also has applied for the same facilities in Toledo, as has the U. S. Broadcasting Co. The latter, however, has not been heard.

WALR Recommendation

IN A REPORT made public July 11, Examiner Ralph L. Walker recommended to the FCC that it either revoke its order of Sept. 25, 1934, granting the application of WALR, Zanesville, O., to move to Toledo or modify that order so as to permit the operation of the station in Toledo during daylight hours only. WALR operates on 1210 kc., with 100 watts, unlimited time. Examiner Walker brought out that the two pending applications for stations in Toledo seek the 1200 kc. assignment and that in event WALR moves to that city, the granting of these applications would be precluded because objectionable interference would result.

In another report, made public July 11, Examiner Walker covered the application of the Community Broadcasting Co., for a station on 1200 kc., with 100 watts, daytime, in Toledo. He recommended that in the event the applications of WALR and of Continental are denied, then the Community application should be granted.

In the case of the Columbus application, seeking a station on 1310 kc., with 100 watts, full time, Examiner Robert L. Irwin, also raised the question about the $127,000 "good-will" item. He held the applicant was legally, technically and financially qualified to construct the station, but it is not shown that it is "adequately financed to successfully operate the station."

Beyond this, Examiner Irwin concluded it was not shown that there is need for the new station's service and that interference would result to certain stations. In this case also there is the competitive application of U. S. Broadcasting Co., which has not yet been heard.

It was indicated that motions to remand the cases to the examiner for the taking of additional testimony will be made by Continental, particularly to clear up the question of financial responsibility of the company.



SELLING SAN DIEGO . . .
AND DOING A THOROUGH JOB OF IT!

KGB

●KGB's popularity among listeners is constantly reflected in substantial budget increases by advertisers who have learned how to reach *and sell* San Diego buyers... For *better* results include KGB in your next Pacific Coast spot campaign.

DON LEE BROADCASTING SYSTEM

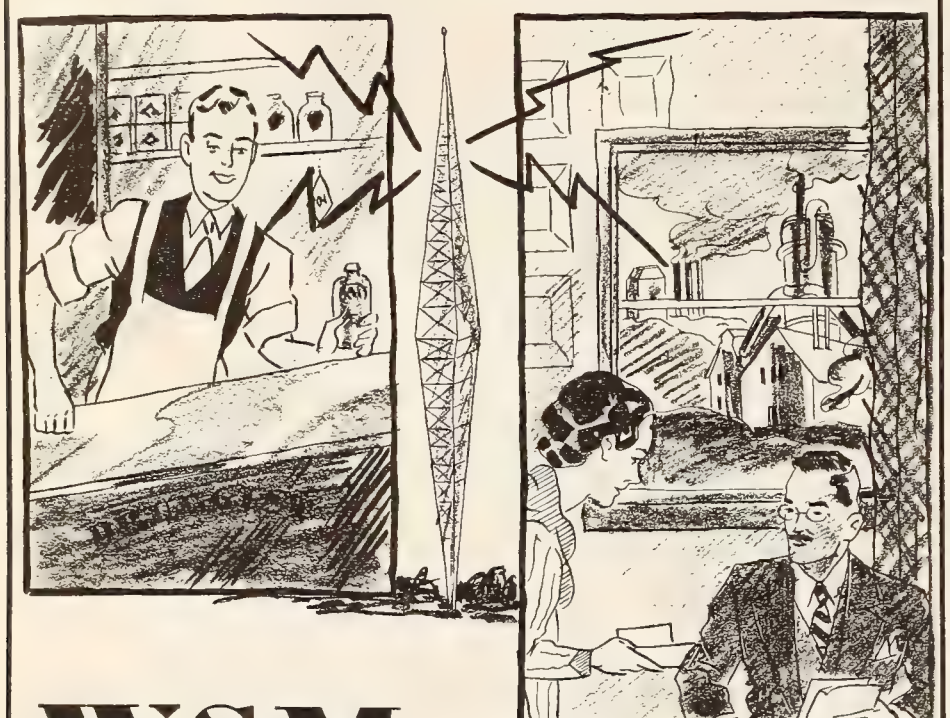
Los Angeles Office, 1076 West 7th Street — San Francisco Office, 1000 Van Ness Avenue

★ ★ ★ ★

From EVERY point of view, WLW is one of the Nation's outstanding broadcasting stations.

From EVERY point of view of WLW's 97 national advertisers, however, it is the key avenue to sustained and additional sales throughout the wide and wealthy **"LAND OF THE NATION'S STATION".**

THE CROSLEY RADIO CORPORATION • CINCINNATI



WSM

sells all things to all men in the South

● IT may seem a far cry from the country cross roads merchant to the executive in a sophisticated urban department store. Grocers, Druggists and Automobile dealers may seem faced with selling problems as widely diverse as the poles. An agent for Motor Oil and Gas would hardly parallel merchandising experiences with the president of a famous work garment factory. Their consumers differ as greatly as their products. *Yet they must all find a means of moving goods.*

And the fact that WSM has proved itself the most efficient and economical selling aid to so varied an array of industry lends itself to an unmistakable conclusion!

WSM SELLS ALL THINGS TO ALL MEN IN THE SOUTH

Wise advertisers will also take note of the fact that the South is the Nation's fastest growing section.

WSM **50,000 WATTS**

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
ncorporated
Nashville, Tennessee

Broadcast Income Decreased Slightly In Seasonal Trend

National Nonnetwork, Regional Network Records Increase

BROADCAST advertising in May totaled $8,545,594, showing a drop of 3.2% from April, the usual seasonal trend. Regional network and national non-network advertising rose, contrary to the usual season downswing, while local broadcast advertising declined instead of rising as usual.

Non-network advertising gained 2.3% in May, due to a national non-network increase of 5.1%. Local station volume showed the most pronounced gain, increasing 14%, while clear channel non-network volume declined slightly. Non-network advertising on the Pacific Coast showed the greatest gain over April while that in the South declined the most markedly.

The outstanding development of importance in the rendition field, was an increase of 21.4% in national live talent volume. Local non-network advertising by type of rendition remained practically unchanged from the preceding month.

Financial Sponsors

PRINCIPAL gains for May included: In the national network financial advertising; national non-network soap, radio, tobacco and food volume; regional network tobacco and beverage sponsorship; local gasoline and accessories, drugs, and beverages.

Broadcast advertising recorded a somewhat greater gain in May as compared to the corresponding month of 1935 than was the case in April. The May increase over the same month of last year was 13.2% as against 9.5% in April. Regional network and national non-network volume continued to register the most marked increases. National magazine advertising continued to gain more rapidly than radio, rising 19.0% above the previous May's level.

Non-network advertising as a whole rose 17.7%. The most marked gain occurred in the local station field, where non-network volume increased 53.5% over the preceding May. Non-network business in the South gained 41% as compared to last year, while New England-Middle Atlantic volume alone declined, dropping 3.8%.

A material increase was registered in the national field by both transcriptions and live talent business, the latter after several months of comparative sluggishness. In the local field, transcription volume continued to exceed last year's level to a material degree. Announcement volume decreased both locally and nationally.

Broadcast advertising by various sponsoring groups was generally strong when compared to last May, few declines of importance taking place. National network drug, food and housefurnishing volume, national non-network clothing, beverage and confectionery advertising and local drug and pharmaceutical advertising constituted the principal declines. On the other hand important gains were experienced in all phases of automotive advertising, in national network beverage, confectionery and tobacco business, regional network accessory and gasoline, food, beverage and soap advertising, national non-network gasoline, drug, food housefurnishing and tobacco volume and in local beverage and financial advertising.

Income for five months of 1936 follows:

	May	April	Cumulative Jan.-May
Nat. Net	$4,445,346	$4,830,251	$24,202,21
Reg. Net	124,648	113,647	538,61
Nat. Nonnet	2,035,680	1,937,800	9,644,03
Local	1,939,920	1,947,790	8,499,59
Total	$8,545,594	$8,829,488	$42,884,44

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

P. O. N. Spreads Over East In Extensive Campaign

CHRISTIAN FEIGENSPAN BREWING Co., Newark, (P. O. N. beer) in addition to using a six-weekly program on a three-station network (WMCA, WNEW, WAAT) and a nightly sports program on WOR is using programs on 15 other stations in New England, New Jersey and New York plus the Yankee network. The complete schedule follows:

WHOM, Jersey City has quarter-hour programs in Jewish, Polish, German, and Italian, a total of 12 programs each week, three in each tongue; WCAP, Asbury Park, N. J. has three announcements Mondays through Fridays, at various times; WBRB, Red Bank, N. J., two announcements daily, Mondays through Saturdays; WPG, Atlantic City, Transradio news Mondays through Saturdays, 12-12:15 noon, with special news flashes throughout the day; WCAM, Camden, Mondays through Fridays with 15-minute organ recitals; WTNJ, Trenton, four announcements a day, two daytime, two at night, five days a week. WICC, Bridgeport, *Town Topics*, 150 word announcements, twice a day, six days a week, and 100-word announcements before and after news reports seven days a week; WDRC, Hartford, three 15 minute transcriptions, Tuesdays, Thursday and Saturday mornings; WNAC, Boston, *Shopping Around the Town*, 150 word announcements, participation program, six days a week. Yankee network news broadcast, 100-word announcements, once daily, seven days a week; WORC, Worcester, one-minute announcements, Mondays through Saturdays, in the morning; WLBZ, Bangor, Me., 200 word announcements, five days a week; WCSH, Portland, Me., same schedule as WLBZ; WNBF, Binghamton, five minute broadcast featuring Letita Lyon every morning, five days a week; WSYR, Syracuse, news program, 7:30-7:40 a. m., Mondays through Saturdays; WEAN, Providence, 150-word announcements in *Around the Town* participation program, six days a week.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
Asheville's Biggest Summer Business in Years!
THOUSANDS here from everywhere. And the trade stimulus from this increased tourist population will be felt for many weeks to come. Rush your sales messages over WWNC — and "cash in"!

Straight for the Pin!



THAT'S where these great National Broadcasting Company outlets carry the sales drives for spot and local advertisers. Nine rich markets stretching out, and these stations are just the clubs you need to send your story "straight to the pin."

If you are an advertiser bent on cracking par over local sales courses, select your stations with care. These listed have topflight rankings—they are powered with all the prestige of the *world's largest radio organization.*

These are the stations . . . the pick of the pack:

NEW YORK
WEAF . . 50,000 watts
WJZ . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA
51,000 watts

NORTHERN OHIO
WTAM . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . 1000-500 watts
WMAL . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA . 50,000 watts

CHICAGO
WMAQ . 50,000 watts
WENR . 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA . . 50,000 watts

SAN FRANCISCO
KGO . . 7,500 watts
KPO . . 50,000 watts

Completely Programmed by NBC

☆ ***For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.***

GOLD STARS!

★ ★ ★ ★ ★ ★

Out of a clear sky comes this very much appreciated comment from a well known New York radio executive:

"I want to thank you and congratulate you for an hour of exceptionally good radio entertainment.
"I was driving through the Pennsylvania mountains on Memorial Day and heard your hour program, over my car radio, dedicated to the Fifth Anniversary of your joining the Columbia Network.
"It was a swell show, brilliantly conceived and performed. In fact, if a copy of the continuity is available, I would like very much to have it.
"Everybody who had a hand in the show deserves a couple of gold stars."

First of all, this letter indicates a most important coverage fact—that WWVA can be heard in the Pennsylvania mountains, a very difficult area to penetrate. Second, it emphasizes our program policy of original radio showmanship—a factor which has attracted an enormous WWVA following.
NOW is the time to select your choice times for that coming fall and winter radio campaign.

★ ★ ★ ★ ★ ★

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

BurkeBoyce,FrankChase Aid Federal Workshop


Mr. Chase

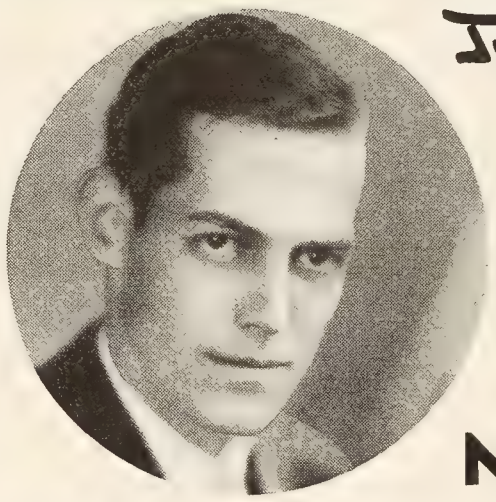
BURKE BOYCE, former continuity director of NBC, and Frank Chase, formerly program manager of the NBC transcription department, on July 6 joined the WPA Radio Workshop staff, now offering a special course in radio technique in cooperation with New York University. William Dow Boutwell, director of the educational radio project for which $75,000 in federal relief funds were allocated and which is now headquartering in New York, announced that Mr. Boyce will supervise script writing and Mr. Chase will supervise production and program building, each directing groups of students. The students are drawn from college, university or school employes already engaged in creating and producing educational radio programs.

WBBM Moves Studios

FOLLOWING an overnight move of the entire WBBM program offices, construction began July 7 on studio No. 9 and CBS Chicago executive offices, two units in the complete rebuilding of the Chicago-CBS studios. Plans call for the completion of the offices and two new studios before the fall radio season begins. Complete rebuilding of the present Wrigley building studios will follow. Work also has begun within a week on the new 400 seat WBBM Air Theater to be located on the first floor of the Wrigley building. Contracts have already been signed for several large local audience shows to make their debut in the theater before October 1.

ANDREW LOVE, NBC continuity editor in San Francisco, will give a course in radio continuity writing at the University of California Extension Division, that city, starting September 16. First of its kind to be included in the extension curriculum, the course will cover all phases of radio continuity writing.

WLS **News Reporter**



Julian T. Bentley

6th.

in

Nationwide Radio Guide Poll

Julian Bentley, WLS News Reporter, is 6th among all news commentators in Radio Guide's Annual Nationwide Listener Vote — 1st among single-station newscasters. Only Lowell Thomas, Boake Carter, Edwin C. Hill, Walter Winchell and Jimmy Fidler led him.

Bentley's only work is on WLS — his broadcasts daytime exclusively. His standing is a tribute to his own ability and to the loyalty of the WLS audience.

His commercial record rivals his popularity. One advertiser has used announcements in conjunction with WLS newscasts three years; another, four years. One period is available now. Ask about it.

WLS CHICAGO

THE PRAIRIE FARMER STATION
50,000 Watts 870 Kilocycles
Burridge D. Butler, *Pres.* Glenn Snyder, *Mgr.*
National Representatives: John Blair and Co.

PAYMENT OF BILLS
Credit Bureau Officials Find Radio Best Medium



Credit Experts Credit Radio

RADIO is the best medium for promotion of credit bureaus, according to two credit managers of Pittsburgh department stores, Col. Franklin Blackstone (left), of Frank & Seder, and Leon Michaels, of the Harris Stores.

In a joint talk delivered over WOW during the recent National Retail Credit Association Convention, Omaha, Col. Blackstone said "Mr. Michaels and I believe that broadcasts are not only helpful in selling, but impress upon individuals the value of paying bills promptly to create and maintain a good credit rating that will be helpful in time of necessity."

Mr. Michaels said: "I am convinced that radio is the best medium for publicizing our credit bureau. It does more to make customers realize the value and necessity of maintaining a good credit rating than any other means attempted."

Speaking of new business, Mr. Michaels stated: "An actual test conducted by Harris Stores proved its real value. Of a number of customers who came in and obtained new accounts, radio brought in 8% more customers than newspapers."

Studios in San Francisco Being Remodeled by NBC

MODERNIZATION of all technical equipment in the San Francisco headquarters of NBC is under way. New microphones, new amplifiers, a new mobile unit and other types of modern equipment are being installed. A. H. Saxton, western division engineer in that city, stated that within the next ten days the San Francisco studios will be fully equipped with the same type of equipment as that found at Radio City. All microphones not of the velocity or "ribbon" type will be replaced.

New 40C studio amplifiers will be installed in all studios and the automatic switching system is being outfitted with new relays and jacks — about a thousand separate items of equipment, which will make the panel in the control room standard with the type used in Radio City and Chicago. Mobile Unit No. 5, has been ordered and will be in operation shortly, and will be the last word in modernization.

Rep. Uses Films, Discs To Sell Station Market

A NEW type of station market presentation was shown at the NAB convention for the first time by John Blair & Co., station representatives. AFA slide films and RCA transcriptions are coordinated to present an audible and visual picture of a station's market. Prepared by Murray Grabhorn, chief of the New York office, presentations are 11 minutes long and feature the KIRO, Seattle, and KWHK, Shreveport, markets. It is believed that this new type of market study adapts itself to all except the few largest and best-known markets, and the presentations will be extended to include all Blair stations.

This visual and audible presentation is limited solely to such market information as population, number of communities, wealth of communities, types of industries. The regular run of station data, aside from market information, is reserved for separate presentation.

Loose-Wiles Campaign

LOOSE - WILES BISCUIT Co., Long Island City, N. Y., on July 6 began a series of one - minute live announcements on eight New England stations, placed mostly during evening hours. Contract runs to Jan. 1, 1937. Stations included in the campaign are: WICC, Bridgeport; WTIC, Hartford; WCSH, Portland; WEEI, Boston; WTAG, Worcester; WJAR, Providence; WMAS, Springfield; WAGM, Presque Isle, Me. Newell-Emmett Inc., New York, placed the account.

Kleenex Plans Fall Series

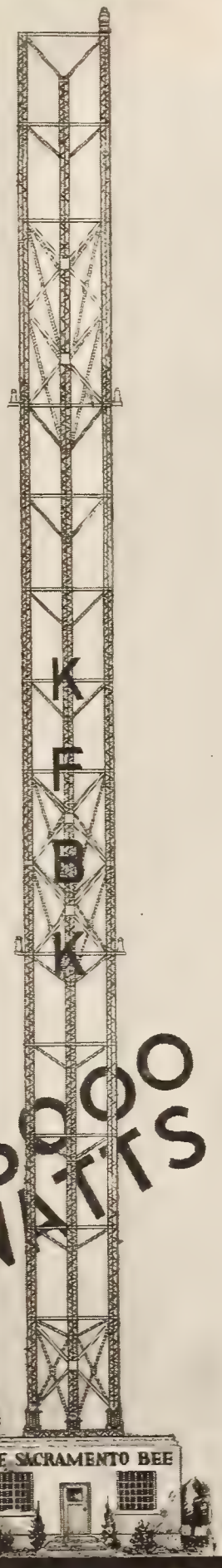
INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex), which recently discontinued the *Story of Mary Marlin* on CBS will sponsor a new program on a coast-to-coast NBC-Red network beginning Sept. 14, Mondays through Fridays, 12:15-12:30 p. m., for 52 weeks. The basic Red with the exception of WTAG and WCSH, plus Group B, KSTP, WAVE, and the Red Mountain and Pacific Coast groups make up the network.

Big Squibb Campaign

E. R. SQUIBB & SONS Inc., New York, on July 1 started a radio campaign for its new toothpowder. Stations carrying a daily announcement schedule include WJSV, WNAC, KMOX, WFBL, KFRC. On WJZ Squibb is broadcasting a quarter-hour program Tuesday mornings for six weeks. On Mutual Network the basic four stations are used for a thrice weekly morning quarter hour, although WLW uses only two programs weekly at present. Geyer, Cornell & Newell Inc., New York, is the agency.

KGGC, San Francisco, has remodeled its studios, business and executive offices installing modernistic furniture throughout and adding a new indirect lighting system.

200,000
Votes
Cast for Amateurs
in 13 Weeks
WLBC - Muncie



You Can Blanket This Rich Market!

KFBK is the only 5,000-watt broadcasting station operating in interior California!

You can blanket this vast area completely and effectively with the new and greater KFBK.

Here is an extraordinary market embracing incomes that are steady and substantial and which respond readily to radio advertising.

KFBK reaches 2,000,000 people. No other medium in this territory does that. You get complete coverage at low rate cost. Your sales costs go down and your inquiries go up.

The facts can easily be substantiated by a trial campaign on the new powerful KFBK. Ask one of our representatives for complete details of the rich Sacramento Valley market.

KFBK
More Powerful
SACRAMENTO
CALIFORNIA
1490 KC

The Capital Station of California

Joseph McGillvra
485 Madison Avenue
919 N. Michigan Avenue
Chicago, Ill.

Walter Biddick Company
568 Chamber of Commerce
1358 Russ Building
San Francisco, Calif.
1038 Exchange Bldg., Seattle

Public Utilities Discover Radio

(*Continued from page 19*)

was steadily growing both in size and in appreciation of the program. But two things do stand out. First, on the basis of cost laid against the homes actually reached, the performance was creditable. But the big achievement in my mind is that the ice is broken. A sizeable group of electric utilities have gotten together at last in a cooperative program aimed at a common objective.

Arthur P. Kelly
Public Relations Department, Rochester Gas & Electric Corp.

RADIO'S greatest value to the public utility right now lies in its opportunities for creating good will. Through the medium of radio you can tell your story just as you want to tell it. It is true that you can do the same thing with paid newspaper space and you should, but radio affords an opportunity to supplement this activity with added dramatic effectiveness.

Of course, you can't get anywhere by merely buying radio time and spouting institutional messages. Nobody would listen to them. In order to make your messages effective they must be an incidental part of a program that in itself has the elements of popular appeal and it is in the creation of such a program that the local utility faces its greatest problem.

Today chain programs dominate the air waves. The three major chains go into practically every community. A chain broadcaster will spend thousands of dollars on a single program where a local advertiser cannot afford more than a few hundred. It is, therefore, folly to attempt to compete locally with chain programs. By attempting to compete I mean presenting the same type of program that is featured on the chain broadcasts.

What then is the local radio advertiser to do? His best opportunity lies in the presentation of programs that have a distinct local appeal through a glorification of local pride.

Every utility company wants the good will of the community it serves. It wants to be considered an integral part of the life of the community and when it hitches its radio program on to some civic activity; when it devotes its radio efforts to promoting the interests of active groups in the community it has taken a step in the right direction.



VOX POPPED— E. H. McReynolds, new president of the Advertising Federation of America, vice president in charge of advertising and public relations of the Missouri Pacific Railroad, radio user, and former president of the Advertising Club of St. Louis, in front of the NBC and Inter-City network microphones as he was interviewed by Jerry Belcher (left) and Parks Johnson (right), the NBC-VOX POP radio interviewers, at the general sessions luncheon of the 32d annual AFA convention, Boston. The Vox Pop quiz team demonstrated their unique radio program at the convention by interviewing a group of officials and delegates.

All Types of Programs

WE HAVE sponsored all types of radio programs, from the vocalist with small orchestra to the large ensemble but the type we have found to be most successful is the program that is sufficiently different from chain offerings to remove opportunity for too unfavorable comparison on the basis of entertainment value.

One of the most successful of all our programs, and we have sponsored many, was a series of service stories, dramatized. These stories dealt with actual dramatic happenings in our own routine of service. We used the names of our own men and in those cases where they had any ability we let them play their own particular roles. Of course, we ran out of material for effective dramatic presentation but while the series lasted it found an interested and receptive audience.

Each one of these stories, of course, touched some particular event in the life of the community that brought it home to the listeners—a terrific storm, a bad flood, a cold wave that kept the gas men working long stretches to maintain supply and various happenings of which the public would never hear because our men through herculean effort were able to prevent a break in service. Each of these tales was a tale of service to the community and had a real community interest.

On the Air 21 Months

THE most popular series we have ever sponsored is our present *State Trooper* series over WHAM, Rochester. The dramas have now been on the air for 21 months and there is no apparent slackening of public interest.

With a following established through the human interest and popular appeal of our presentations we have at hand a friendly audience and one receptive to our messages. We get a hearing for our commercial announcements under the most favorable auspices. And we do not abuse the opportunity. We do not subject the listener to a series of commercial plugs. We include just one commercial and it takes about one minute and a half — never more than two minutes. The commentator is one of our own men, Fred W. Fisher, Director of Public Relations. Mr. Fisher has a deep, friendly voice that carries sincerity and conviction and we try to make our institutional announcements little stories of genuine interest.

Here are a few of the subjects just to give you an idea of the way we treat the big audience that has been built up by the popularity of our program.

1. A chat with the man of the house on the working hours and tools of the wife.
2. Service. How far should utility service go and how much should it encompass — President Russell's own definition.
3. Eyesight — man's most precious possession, yet subjected to most abuse.
4. Answering eight questions commonly asked.
5. The hazards of poorly lighted highways in connection with a demonstration installation of sodium lights.
6. A Christmas talk on the bless-

NEW

WROK - Rockford

Full Time Operation

240′ Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS
SOUTHERN WISCONSIN

"Take It Easy"

Don't worry and fret about keeping your sales up. Just get in touch with us, tell us what your problem is and leave the rest to us.

From then on you can sit back and take it easy and watch your sales go up.



KWK

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

N. A. B. CONVENTION VOTES

YEA——!

"IT IS TRUE what they say about Lang-Worth"

FOR DETAILS WRITE TO
LANG-WORTH FEATURE PROGRAMS, Inc.
420 Madison Avenue, New York City

ings of rural electrification and the joys of the first electric Christmas for many families.

7. How we handled the big sleet storm.

8. Call the R. G. & E. Inhalator Crew! Story of the community safety service rendered by our Inhalator Crews.

9. The story behind the gas range. Drama of gas production.

10. Meter readers. Accuracy. Tests and so forth.

Selling Service

IN THESE talks we do not try to sell appliances directly. We try to sell the company, its service, its place in the community. I am convinced, however, that with this audience we could get amazing results if we could offer say a small appliance from time to time at a special price. Because of our relations with the dealers, however, the company has turned thumbs down on this proposition and so long as they withhold that permission I can continue to claim that we would get an astonishing response without running the risk of having my predictions knocked as cold as Joe Louis was.

Recently we began sponsorship of another program of our own creation, which we call the *Rochester Spotlight* and which has a direct and close civic tieup. We call it the *Rochester Spotlight* on the theory that it throws the spotlight on Rochester groups, solo artists and personalities. There is nothing new nor original about this program but it does have the merit of enlisting the active cooperation of various influential community groups. We have signed up for 13 weeks with a local choral group featuring each program. These choral societies represent all the different racial groups—Germans, Irish, Italians, Poles, Ukrainians, Jews, as well as various fraternal organizations, such as the Masons, Knights of Columbus and others.

In introducing the various groups we tell something of their contributions to community life. In this way we are directly benefiting the singing groups — first by giving them an opportunity to demonstrate their talent to a large audience and second, in fostering development of choral music in the community and thereby making a real contribution to its cultural life.

The commercials on these programs are dramatized merchandising announcements, played by two able local actors, whom we call John and Mary Rochester. And again, we do not thread commercials throughout the program. We take one spot and let it go at that. This spot comes early in the program and there are no further company announcements except perhaps a closing tag line.

I do not want to be interpreted in anything that I have said as suggesting use of radio to the exclusion of newspaper advertising. That would be folly. The utilities need newspaper advertising, both merchandising and institutional, and they should do much more than they have done in both these fields. Where radio has an advantage is that you can say what you like about current happenings if you have a good program to carry your announcements. When you try to answer in the news columns, some misleading or unfair propaganda your copy naturally is subject to editorial blue pencil or to the editor's judgment of how much news value there may be in it.

On the air, so long as your statements are kept within reasonable bounds — and they should never deviate in the slightest degree from the truth—you can say what you like. You can answer unjust attacks upon your company or industry, you can explain your problems, you can stress your service and you can consistently and continuously drive home the low cost of gas and electricity when compared with other items in the family budget.

Radio has become a great national force for moulding public opinion. The public takes it for granted that progressive institutions will use it. Radio is a most potent tool in building better public relations. Telling their story of community service truthfully and sincerely—and interestingly—through radio—public utilities can and do much to reduce clamor for unwarranted rate reductions. Radio helps to keep employes better informed on company activities and policies. It enthuses them to render better service. Radio makes friends and it is axiomatic that a friendly customer is easier to sell than a hostile customer, and causes less trouble through unreasonable demands. And to sum it all up, our experience convinces us that the return from radio advertising, whether it be merchandising or institutional in character, is almost directly proportional to the intelligence, care, time and sincerity that are put into its production.

Will C. Grant
Advertising Director,
Lone Star Gas System, Dallas

THE CHIEF and possibly the only interest to be found in my few remarks about the use of radio is from a geographical standpoint. Our company, the Lone Star Gas System, supplies natural gas to 300 cities and towns in Texas and southern Oklahoma. These cities and towns are scattered over a territory of approximately 160,000 square miles, an area about twenty times the size of the State of Massachusetts. Several of our cities are separated from the main pipeline system, one of them being a distance of 650 miles away from the headquarters in Dallas.

Our towns range in size from 70,000 meters down to less than 100 meters, and in more than 200 of them we have no company office because the number of meters is too small to justify the maintenance of an office.

This geographical picture is giv-

WASHINGTON'S CHOICE!

WOL

ANNAPOLIS HOTEL
WASHINGTON, D. C.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.



Los Angeles
OWNED AND OPERATED BY
WARNER BROS.
MOTION PICTURE STUDIOS

Serving a $700,000,000 Market

KFWB's listening audience is not a matter of guess work. Year after year a study of listening habits in the $700,000,000 Los Angeles market reveals that KFWB is consistently a top station.

KFWB's cost per thousand listeners in Los Angeles alone is from 30% to 75% lower than any other major station . . . and it delivers in addition a wide bonus coverage outside the metropolitan area.

KFWB

FREE & SLEININGER • *Exclusive Representatives*

en in order to present a background for our problem and how we are attempting to solve it by means of the radio.

Covering a Wide Area

PERSONAL contact with our more than 300,000 customers scattered over this wide territory is vitally important to the company. The customers in these small towns have only occasional and remote contact with any company representative. They pay their monthly gas bills generally at the local bank and when they have service difficulties an appliance adjuster is sent out from the nearest district office. Before the introduction of our radio series, their opportunities for receiving up-to-date education and information about gas appliances and their gas service were limited. From the standpoint of time and money it was impossible to keep home service workers on the march constantly to go into our customers' homes. Just one 15-minute visit in only half the homes we serve (150,000) would be a full time job for a home service worker for 16 years.

Radio is answering our problem. Through its use we can visit in the homes of the majority of our customers at a time when we are expected and the housewife is prepared to welcome us.

Having found an entrance into our customers' homes, our next problem was to make our visits as effective as possible. To do this, our programs must answer three main purposes: (1) Establish consumer confidence in the company and its service, essentially a problem of creating friendly public relations and good will; (2) educate our customers in the value and benefit they personally can enjoy from the service we sell; (3) create a desire in the minds of our customers for improved types of home equipment which give the customer the most satisfactory and efficient use of our service.

We experimented with several types of programs before we evolved our present 15-minute program which seems to be accomplishing our aims in a gratifying manner.

Our first venture into radio was by means of participation in a cooperative cooking school, sponsored by the station and several food advertisers. The school was conducted in the auditorium of our headquarters office building before an actual audience, with half an hour being broadcast. While the program aroused interest over our territory, we found that it was hard to achieve an equitable pace between the actual demonstration before the audience and the broadcast. Interest in one could be maintained only at the expense of the other. Too, the demonstrator's mention of products made it impossible to include many of the points in which our company was particularly interested.

Our next experiment was with a series of 5-minute spots on a woman's program, which proved unsatisfactory principally because we felt the program had no unity of purpose or continuity of thought.

Profiting by the reactions we received from our various experimental programs, in February of 1935 we began our present series of broadcasts Tuesday mornings over WFAA, Dallas, which reaches practically every radio-equipped home on our territory. (See BROADCASTING, May 15.)

Good Results

WE CONSIDER our home service radio program an integral part of the company's general sales promotion and public relations plan.

Each program is carefully designed to offer housewives information which will smooth the difficulties of daily living and create a desire for a higher living standard and more comfortable homes. In addition we remind our customers of the advantages of the merchandise being featured by our affiliated companies during that particular period.

The result of this type of program has been particularly gratifying to us. A satisfactory stream of requests for recipes and bulletins flows in each week in direct response to that week's broadcast. In addition, there are requests from young brides for simple instructions on cooking in general, numerous questions as to what temperatures are best for specific oven dishes, how to make the best use of new ranges or refrigerators, how to remove stains, how much food it takes to feed varying numbers of people, why biscuits won't brown properly, what material is best for oven utensils, and a host of others, ranging from the simple to the complex. These requests come from every town on our system, and even from many others beyond the limits of our pipelines. The best indication we have of the success of our radio work is this constantly growing number of customers who have come to regard the Home Economics Department as an accommodating friend and a reliable authority on any phase of household activities.

Thus we have found that the radio is the only solution we have to the problem of reaching a large number of customers in scattered towns over a wide territory. The requests thus far achieved lead us to desire expansion of this activity as soon as the personnel and facilities can be provided.

Political Discs

DURING the close of the state nominations in Florida, Gilbert Freeman, president of WTAL, Tallahassee, used transcriptions around the state for J. M. Lee, running for state comptroller under Mr. Freeman's management. Local speakers "introduced" the candidate's transcribed addresses and followed with closing remarks. A series of four 10-minute discs was routed over six stations in the last six days of the campaign. Stations were WMBR, Jacksonville; WQAM, Miami; WDBO, Orlando; WDAE, Tampa; WFLA, Clearwater.

Henry Obermeyer

Consolidated Edison Co. of New York

MR. OBERMEYER, assistant to the executive vice president, stated "I sincerely believe radio is the best medium for reaching the customer in his home."

Consolidated Edison sponsors programs in seven languages on New York stations to establish intimate contact with all its consumers. The programs are designed to show consumers — the majority of whom believe Consolidated is a billion dollar corporation—that it is not and that it is confined to New York City.

A program titled *Echoes of New York Times*, on WEAF, broadcast 6:30-7:30 Sunday evenings, was cut to a half hour because of competition with Jack Benny, but the hour program is to be resumed in the near future, Mr. Obermeyer said.

Feeling that the sales messages on many programs are "thrown at the listener", Consolidated adopted dramatized commercials. Consolidated employes take part in programs, illustrating their particular jobs with the idea of helping the consumer to understand the utility's operations.

A survey by Consolidated's sales department, Mr. Obermeyer pointed out, showed that the program reached 250,000 persons. He concluded: "And so, gentlemen, from that reaction of the customer we have come to the conclusion that radio is the most effective advertising medium we have today."

ADVERTISERS
ON
WNOX
Know It's True
What They Say
About Dixie
★ ★ ★
WNOX
KNOXVILLE,
TENNESSEE

WFBR
Success Stories



The Story of the Generous Money-Lender

All small loan companies offer substantially the same rates and terms. Yet, in Baltimore, "Ayares Small Loan Co., Inc." has been making amazing progress. The reason: Since January 2, 1933 every day on WFBR (exclusively) Ayares has said, "You can obtain a cash loan of $50 to $300 on your automobile in five minutes". Repeating the same announcement on the same station 1278 times (3½ years) is some kind of a record!

In BALTIMORE they listen to
MARYLAND'S PIONEER BROADCAST STATION
WFBR
BASIC N.B.C. RED NETWORK
National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

STANDARD RADIO INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

Rich SPOTS for
SPOT


WGH
NEWPORT NEWS • NORFOLK
VIRGINIA
Affiliated with the
Virginia Broadcasting System

Television Won't Replace Broadcasting

(*Continued from page 19*)

phone stage of radio. As a commercial operation, television has not yet arrived. It is not around the corner, nor even around the block. But we have advanced sufficiently far to say that the technical obstacles are not insuperable. The Radio Corporation of America has invested millions of dollars and an incalculable sum of scientific genius in bringing television to the point where it can be moved from the seclusion of the laboratory to the freedom of experimental service in the field.

In fact, on this very day, we are writing a new page in the history of radio development. Today, we opened for field tests, our new television station on top of the Empire State Bldg. in New York City. The test period may be a long and costly one. Critical technical problems must still be solved."

Radio as a Medium

DISCUSSING the advantages of broadcasting as a medium, Mr. Sarnoff declared:

"Probably more than in any other medium, the success of radio advertising depends on its command of the subtle but decisive elements of public confidence and good-will, and the direct moral responsibility of the advertiser for his claims.

"Its relation to the individual listener is not a casual and accidental one, but a continuous, deepening process in which the public learns to look forward to its scheduled meeting in a favorite program and becomes familiar with a particular voice or a particular group of personalities. Radio cannot thus appeal with inert abstract facts. It must find its materials in life itself and establish a friendly and unbroken contact with living individuals.

"Already modern advertising has felt the impact of this radio technique. Broadcasting has encouraged a type of advertising which not only permits but requires a mass appeal, couched in the most individual terms. It speaks to members of a crowd not as a crowd on the street, but as to a friend in the seclusion of his home. The opportunity thus given to the advertiser is of the highest value in salesmanship, but it is also an opportunity whose abuse would be a particularly serious offense. For the advertiser must come to his radio listener as an individual and speak to him on the basis of a friendly mutual confidence which he dare not betray. The most convincing proof that industry and business have found these factors useful is provided by the extraordinary growth of radio advertising. In fifteen years it has reached an annual expenditure for broadcasting time of eighty seven million dollars.

"Another proof may be found in the fact that the largest majority of radio advertisers tend to become permanent users of this medium. Last year, for instance, less than 15% of radio's commercial sponsors were new to the networks. More than 85% had been on the air in 1934 and the vast majority of them had used radio in the preceding years as well.

"Nor has radio waxed fat at the expense of older forms of advertising. Occasionally superficial observers set up a false antagonism between radio and the newspapers and magazines. The facts do not support this assumption, for the regular users of the networks have maintained their newspaper and magazine advertising two and three times as well as have the advertisers who did not use radio.

"I am pleased to have an opportunity to say a word to you concerning the contribution which the advertising agencies have made toward the remarkable growth of radio. For their advertising clients they have contributed much of the quality and variety of the programs which have made American broadcasting supreme, and with the funds of these advertisers they have commanded, for American audiences, the finest orchestras, the greatest singers, the stars of stage and opera, and the services of outstanding personalities in every field of American endeavor."

WCCO and WTCN, rival Minneapolis stations, were hooked together to carry the play-by-play July 10 of the all-star American Association League baseball game, with Byrum Saam of WCCO and George Higgins of WTCN taking turns at the mike.

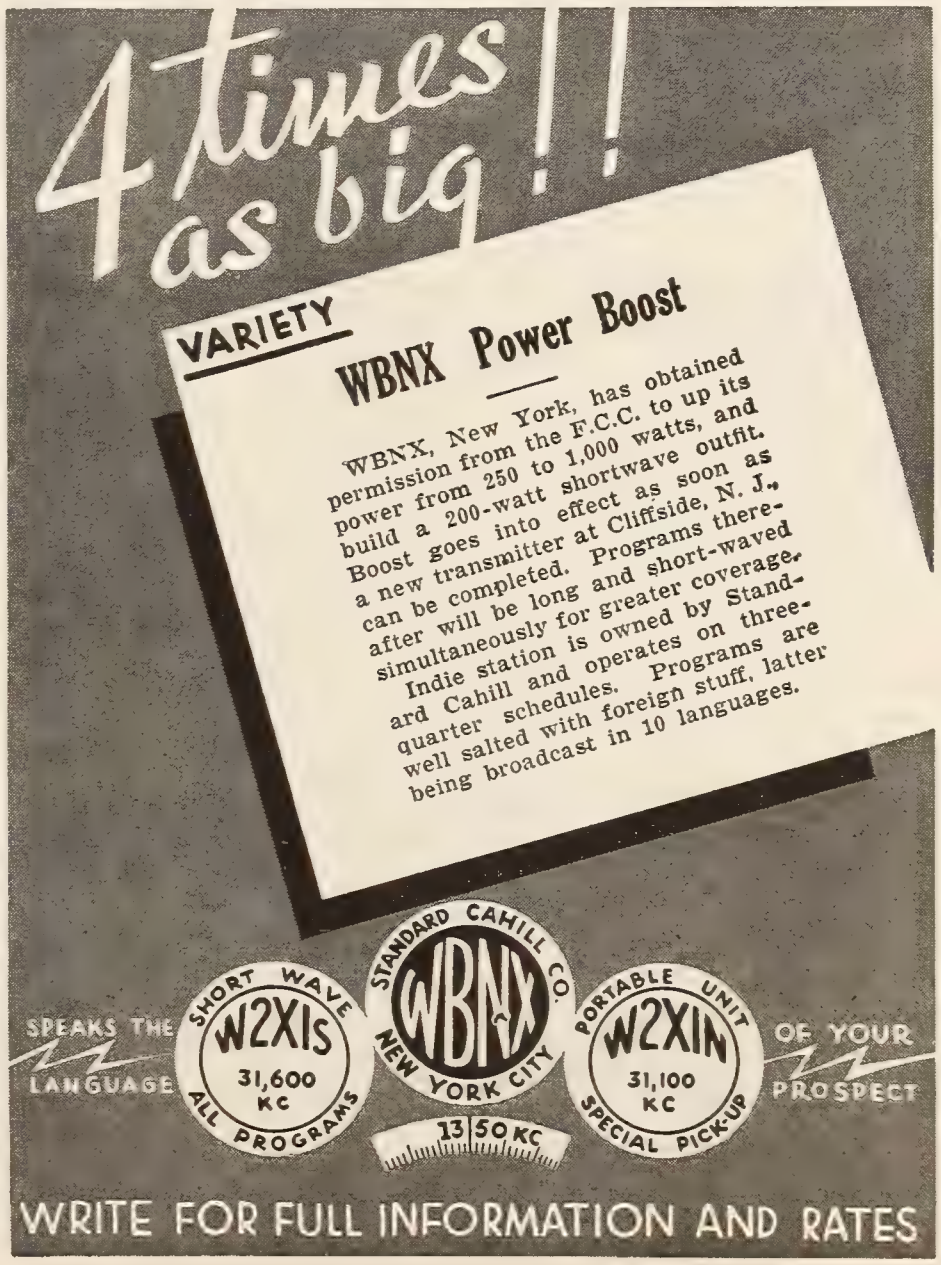
Performing Artists Sue

NATIONAL Association of Performing Artists, recently organized group created for the announced purpose of preventing "unauthorized use of phonograph records over stations," early this month sued three New York stations in the courts of that city alleging infringements. The suits were against WNEW, in Federal Court, by Paul Whiteman, and in the New York State Supreme Court against WEVD by Lawrence Tibbett and against WHN by Frank Crumit. Actions also were begun against Teleflash, wired radio service to restaurants and other public places by Walter O'Keefe and Louis James of the Revellers.

KGFW In New Hands

WITH the purchase of KGFW, Kearney, Neb., from local interests, including the publisher of the *Kearney Hub*, Clark Standiford, president and manager, announced July 3 that he would continue the management of the station, with Roy H. McConnell as chief engineer and M. E. Thelen as program director. Mr. Standiford's partner in the purchase, approved June 12 by the FCC. is Kate S. Fisher, wife of Ben S. Fisher, Washington radio attorney.

GENERAL BAKING Co., (Bond bread) New York, on July 1, signed Guy Lombardo and his orchestra to a 52-week contract, for a half-hour musical program each Sunday afternoon starting Sept. 6 on a nationwide CBS network, replacing *Tea Time Tunes*.



Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!



MUCH has happened since this writer (1918) helped youngsters learn "wireless code" at the Harvard University radio school (U. S. N.) and the same year heard the first tests of radio telephone between ships of the Atlantic Fleet. A monotone voice a few miles away repeating: "This is Pup Two Oboe calling Able Three Cat. Can you hear me?"

* * *

As a former newspaper publisher, our pet peeve: The Sunday newspapers that prostitute the children's comic sections with cigarette ads showing the heroes who win by smoking, ads promoting cure-alls for booze-hangovers and the success ads of women who wash their underthings!

* * *

Illinois WPA executives experienced difficulty in getting over their message to Chicago's foreign millions. An appeal to WGES, WSBC and WCBD—and the message was in the homes and ears of these millions in their own languages almost instantly after we learned of the emergency. A mighty nice letter from WPA was our unsolicited reward.

* * *

A Chicago daily newspaper's survey for the most popular Polish radio program (there are more than 600,000 Polish-Americans in Chicago) showed WGES the outstanding winner with a 7:00 a. m. show called the "Early Birds."

* * *



Is this a record? The commercial sales of WGES have increased every month (over corresponding month the year before) for a period of six years!

* * *

We're proud of Joe Rudolph, WCBD program director. Joe, formerly of the "Three Doctors" (Rudolph, Pratt and Sherman) of NBC and CBS is one of radio's program pioneers. His roster of call letters in his dozen years of radio would use up a couple of alphabets. He's one of America's best known radio pianists.

Gene T. Dyer

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJSV, Washington

Noxzema Chemical Co., Baltimore (cosmetics), weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
C. F. Mueller Co., Jersey City (macaroni, spaghetti), daily *sa*, thru E. W. Hellwig Co., N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J., weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.
Richardson & Robbins Inc., Dover, Del. (canned chicken), 5 daily *sa*, thru Charles W. Hoyt Co., N. Y.
Globe Brewing Co., Baltimore (Arrow beer), 7 daily *sa*, thru Joseph Katz Co., Baltimore.
Pennzoil Co., Oil City, Pa. (Pennzoil), 2 weekly *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Wildroot Co., Buffalo (shampoo), 3 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Gulf Refining Co., Pittsburgh (oil), weekly *sa*, thru Young & Rubicam Inc., N. Y.

WHK, Cleveland

Milan Brewing Corp., Milan, O., 3 weekly *t*, thru Richardson-Oswald Inc., Cleveland.
Maybelline Co., Chicago (cosmetics), 2 weekly *sa*, thru Cramer-Krasselt Co., Chicago.
Gardner Nurseries, Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Agency, Seattle.
M. & N. Cigar Mfrs. Inc., Cleveland (LaZella cigars), 2 weekly *sa*, thru Ohio Adv. Service, Cleveland.
McKesson & Robbins Inc., Bridgeport (Calox), 2 daily *sa*, thru N. W. Ayer & Son Inc., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 daily *sa*, thru Bermingham Castleman & Pierce Inc., N. Y.
Procter & Gamble Co., Cincinnati, 6 *sa*, direct.

WOR, Newark

Pure Oil Co., Chicago, weekly *t*, thru Freitag Adv. Agency, Chicago.
General Foods Corp., New York (Satina), 3 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Standard Brands Inc., New York (Royal baking powder), 2 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York (Royal gelatine), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Procter & Schwartz Electric Co., Philadelphia (electric irons), 2 weekly *sp*, thru John Falkner Arndt & Co., Philadelphia.
Skol Products Co. Inc., New York (sunburn lotion), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.

WOOD-WASH, Grand Rapids

Kalamazoo Stove Co., Kalamazoo, 3 weekly *sa*, direct.
Chamberlain Laboratories Inc., Des Moines (cosmetics), 151 *ta*, thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago (Monarch food), 156 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Alabastine Co., Grand Rapids (paint), *sa*, thru Stevens Inc., Grand Rapids.
Tegge-Jackman Cigar Co., Detroit, 52 *sa*, direct.
Hemphill Diesel Schools, Chicago, 6 weekly *sa*, thru Roy H. Alber Co., Los Angeles.

KRLD, Dallas

Webster-Eisenlohr Inc., New York (Tom Moore cigars), 6 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Dr. W. D. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Lucky Tiger Mfg. Co., Kansas City (scalp treatment), 3 weekly *sp*, thru Midland Adv. Agency, Kansas City.
Pilcher Mfg. Co., Louisville (wooden compacts), 26 *sa*, direct.
Falstaff Brewing Corp., St. Louis, 1 weekly *sa*, thru Gardner Adv. Co., St. Louis.
B. C. Remedy Co., Durham, N. C. (proprietary), 7 weekly *sp*, thru Harvey-Massengale Co., Atlanta.
Willard Tablet Co., Chicago (proprietary), 5 weekly *sp*, thru First United Broadcasters Inc., Chicago.
San Antonio Drug Co. (Heyer's heat powder), 18 weekly *ta*, thru Pitluck Adv. Co., San Antonio.

KNX, Los Angeles

Knox Co., Los Angeles (Cystex), weekly *t*, thru Allan C. Smith Adv. Agency, Kansas City.
Lever Bros. Co., Cambridge (Lifebuoy), 5-min. spot one year, thru Ruthrauff & Ryan Inc., N. Y.
Safeway Stores, Oakland, Cal. (retail chain), 20 *sa*, 10 *sa*, thru J. Walter Thompson Co., San Francisco.

WBZ-WBZA, Boston-Springfield

Procter & Gamble Co., Cincinnati (Ivory), 6 weekly *sp*, thru Blackman Adv. Inc., N. Y.
Kendall Mfg. Co., Cambridge (Soapine), 6 weekly *sp*, thru Dowd & Ostreicher, Boston.
Boston & Maine Railway, Boston, 6 weekly *t*, thru Doremus & Co. Inc., Boston.

WHIO, Dayton

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*; (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte, N. C.

American Oil Co., Baltimore (Amoco), 13 *ta*, thru Joseph Katz Co., Baltimore.
Dodge Bros. Corp., Detroit (autos), 16 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Pure Oil Co., Charlotte (Purol), weekly *t*, thru Freitag Adv. Agency, Atlanta.
Celo Co. of America, Tampa, Fla. (Celo), 6 weekly *sa*, direct.
Kay Jewelry Co., Charlotte (retailer), 6 weekly *sa*, thru Simons-Michelson Co., Detroit.
Morris Plan Bank, Charlotte (loans), 7 *sa*, direct.
E. R. Partridge Inc., Atlanta (overalls), 26 *sa*, direct.
Procter & Gamble Co., Charlotte (Crisco), 3 *sa*, direct.
Pure Oil Co., Charlotte (Yale tires), daily *sa*, thru Freitag Adv. Agency, Atlanta.

KYA, San Francisco

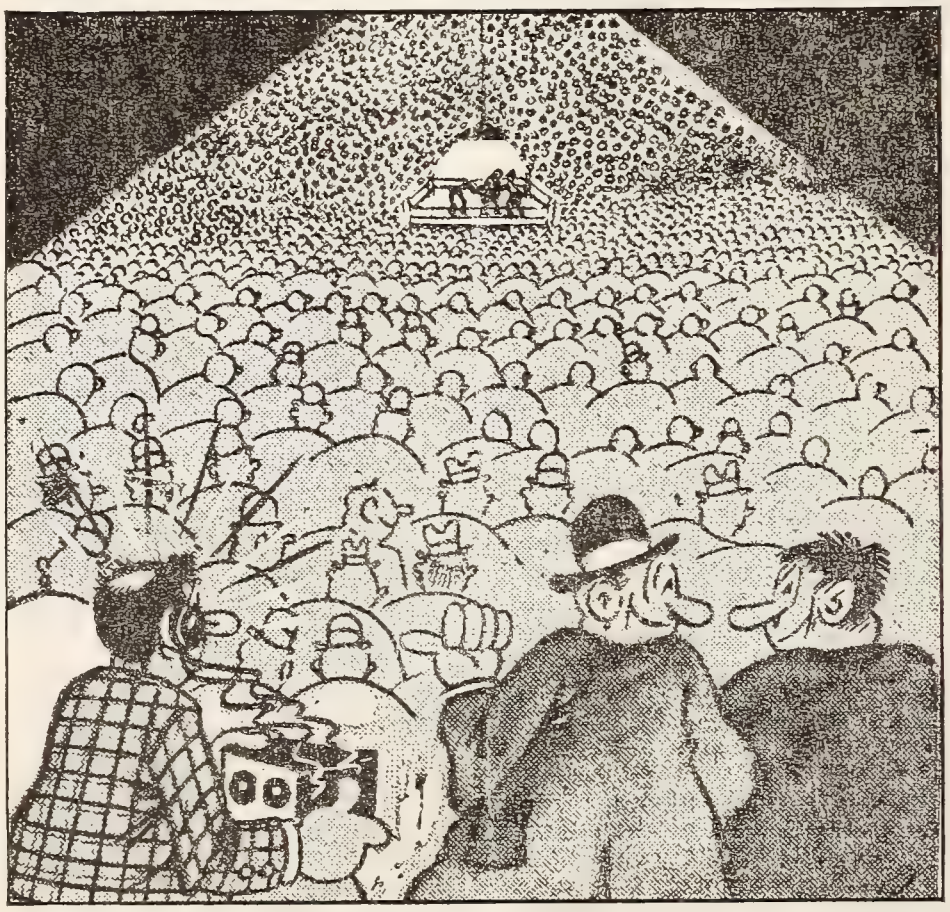
Chamberlain Laboratories Inc., Des Moines (hand lotion), 3 weekly *sp* and 3 weekly *sa*, thru Coolidge Adv. Co., Des Moines.
Therapy Ltd., Pasadena, Cal. (Theradiet), 5 weekly *sa*, thru Heintz, Pickering & Co. Ltd., Los Angeles.
Reay Laboratories, San Mateo, Cal. (Otox — poison oak remedy), 5 weekly *sa*, direct.

KDKA, Pittsburgh

Standard Oil Co. of N. J., New York, 624 *sp*, thru Marschalk & Pratt Inc., N. Y.
E. L. Knowles Inc., Springfield, Mass., 91 *sa*, thru Lawrence M. O'Connell, Springfield.

WIS, Columbia, S. C.

Gulf Refining Co., Pittsburgh (oil), 5 weekly *sp* (news), *thru* Young & Rubicam Inc., N. Y.



From Brooklyn Eagle

"Pretty lucky we got these seats near this fellow's radio. He says Louis just landed a stiff left to Schmeling's jaw."

WLS, Chicago

Gillette Rubber Co., Eau Claire, Wis. (tires), weekly *sa*, thru Cramer-Krasselt Co., Milwaukee.
G. E. Conkey Co., Cleveland (poultry feed), weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Chemical Control Eastern Division Inc., New York (Moth-Surance), 12 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
McKenzie Milling Co., Quincy, Mich. (pancake flour), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Ball Bros., Muncie, Ind. (jars), 26 *sp*, thru Applegate Adv. Agency, Muncie.
Griffin Mfg. Co., Brooklyn (shoe polish), 312 *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Altorfer Bros., Peoria, Ill. (ABC washers, ironers), 39 *sp*, thru Lamport-Fox & Co., South Bend, Ind.
Allis-Chalmers Mfg. Co., West Allis, Wis. (tractors, harvesters), 13 t, thru Bert S. Gittens Adv., Milwaukee.
Walker Remedy Co., Waterloo, Ia. (poultry tablets), 6 weekly *sa*, thru Weston-Barnett Inc., Waterloo.
Gardner Nursery Co., Osage, Ia., 6 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Willard Tablet Co., Chicago (proprietary), weekly *sp*, thru First United Broadcasters Inc., Chicago.
Union Pacific Railroad, Chicago, 2 daily *sa*, thru Caples Co., Chicago.
S. W. Hayes Hatcheries, Bloomington, Ill., 39 *sp*, thru Mace Adv. Agency, Peoria, Ill.
Keystone Steel & Wire Co., Peoria, weekly *sp*, thru Mace Adv. Agency, Peoria.
Morton Salt Co., Chicago, 13 *sp*, thru Wade Adv. Agency, Chicago.
Pinex Co., Fort Wayne, Ind. (cold remedy), 22 *sp* and 110 *sp*, thru Sellers Service Inc., Chicago.

WEAN, Providence

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 7 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Gulf Refining Co., Pittsburgh (oil, gasoline), weekly *sa*, thru Young & Rubicam Inc., N. Y.

WMCA, New York

Christian Feigenspan Brewing Co., Newark, 6 weekly *sp*, thru Sheck Adv. Agency, N. Y.
General Foods Corp., New York (Diamond salt), weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Dentists Supply Co. of N. Y., New York, 2 weekly *sp*, thru A-W Adv. Inc., N. Y.

WNAC, Boston

C. F. Mueller Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.
Dodge Bros. Corp., Detroit (autos), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Corp., Boston, 6 *ta*, 2 *t*, thru H. B. Humphrey Co., Boston.

KFRC, San Francisco

McKesson & Robbins Inc., Bridgeport, Conn. (Calox Tooth Powder), 6 weekly *ta*, thru N. W. Ayer & Son Inc., N. Y.
E. W. Bennett & Co., San Francisco (metal polish), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

KJBS, San Francisco

McCloskey Varnish Co., Los Angeles (varnish), 3 weekly *sa*, thru Bert Butterworth Agency, Los Angeles.
Golden State Co. Lt., San Francisco (ice cream) 6 weekly *ta*, thru N. W. Ayer & Son Inc., San Francisco.

WMEX, Boston

Eldredge Brewing Co., Portsmouth, N. H. (ale), 6 weekly *sp*, direct.

ETWORK ACCOUNTS

(l times EDST unless otherwise specified)

New Business

R. SQUIBB & Sons Inc., New rk (toothpowder) on July 3 start- *Calendar Melody* on 4 MBS sta- ns (WLW, WOR, WGN, CKLW), n., Wed., Fri., 10:30-10:45 a. m. ency: Geyer, Cornell & Newell Inc., Y.

CK CHEMICAL Co., New York ough remedies) on Sept. 27 starts *lson Eddy* on entire CBS network, ndays, 8-8:30 p. m. Agency: Morse ternational Inc., N. Y.

TTSBURGH PLATE GLASS Co., tsburgh (institutional) on Sept. 6 rts the *Pittsburgh Symphony Or- stra* on 45 CBS stations, Sundays, :45 p. m. Agency: Batten, Barton, rstine & Osborn Inc., N. Y.

LGATE-PALMOLIVE-PEET Co., rsey City (Palmolive soap) on July started *Come On, Let's Sing* on 67 S stations, Wednesdays, 9:30-10 m. Agency: Benton & Bowles Inc., Y.

EAT ATLANTIC & PACIFIC A Co., New York (coffee) on Oct. starts *Kate Smith's Variety Hour* 39 CBS stations, Thursdays, 8-9 m. Agency: Paris & Peart Inc., Y.

PUBLICAN STATE COMMIT- E, New York (political talks) on g. 3 starts guest speakers on spe- l NBC network (WEAF, WGY, BEN, WSYR, WHAM), Mondays, :30-10:45 p. m. Agency: Brooke, ith & French Inc., N. Y.

TERNATIONAL CELLUCOT- N PRODUCTS Co., Chicago leenex) on Sept. 14 starts unan- nced program on 29 NBC-Red sta- ns, Mon. thru Fri., 12:15-12:30 m.

AWSON'S BREWERY Inc., New dford, Mass., on June 22 started 52 rticipations in *Yankee Network ws Service*, thrice weekly, 6 p. m. ency: Dowd & Ostreicher, Boston.

NEFICIAL MANAGEMENT rp., Newark (personal loans) on t. 4 starts unannounced program 44 CBS stations, Sundays, 5-5:30 m. Agency: Albert Frank-Guenther w Inc., N. Y. with Neff-Rogow c., N. Y. serving as advertising nsel.

ORD MOTOR Co., Detroit (insti- tional) on Sept. 20 starts *Ford Sun- y Evening Hour* on 94 CBS stations, ndays, 9-10 p. m. Agency: N. W. er & Son Inc., N. Y.

AYLOR'S CHOCOLATES, INC., ameda, Cal., (candy), on June 30 rted for 13 weeks, *Sailing With ylors*, song and chatter, with Clar- ce Hayes and John Wolfe, on NBC- PO, Tuesdays and Thursdays, 7:45- 00 a. m. (PST). Agency: Doremus Co., San Francisco.

WASEY PRODUCTS Inc., New York (Barbasol) on Aug. 31 starts *Singing Sam* on 25 NBC-Blue network stations, Mondays, 10-10:15 p. m. Agency: Erwin, Wasey & Co., Inc., N. Y.

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery, lingerie) on Sept. 13 starts unannounced program on 19 NBC-Blue network stations, Sundays 9-9:30 p. m. Agency: Leo Burnett Inc., Chicago.

PACKARD MOTOR CAR Co., Detroit (motor cars) on Sept. 8 starts *Fred Astaire* on 62 NBC-Red network stations, Tuesdays, 10-11 p. m. Agency: Young & Rubicam Inc., N. Y.

J. W. MARROW Mfg. Co., Chicago (Mar-O-Oil shampoo) on Sept. 6 begins an unannounced program on NBC-Red network, Sundays, 3-3:30 p. m. Agency: Sellers Service Inc., Chicago.

KELLOGG Co., Battle Creek, Mich. (cereals) on July 13 started *Girl Alone* on 8 NBC-Red network stations, Mondays through Fridays, 12-12:15 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

GENERAL MOTORS Corp., New York (institutional) on Sept. 13 starts *General Motors Symphony Concerts* on 63 NBC-Red network stations, Sundays, 10-11 p. m. Agency: Campbell-Ewald Co. of N. Y.

GENERAL MILLS Inc., Minneapolis (Wheaties) on Aug. 31 starts *Jack Armstrong* on 15 NBC-Red network stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL FOODS Corp., New York (Sanka Coffee) on Sept. 28 starts *Helen Hayes* in an untitled series on NBC-Blue network, Mondays, 8-8:30 p. m. with rebroadcast at 12:30 a. m. Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp., New York (Log Cabin syrup) on Sept. 29, starts *Louise Massey* and *Westerners* on NBC-Blue network, Tuesdays, 8-8:30 p. m., with rebroadcast at 11:30. Agency: Benton & Bowles Inc., N. Y.

SPERRY FLOUR Co., San Francisco (cereal), on July 22 starts for six times only—July 22, 24, 31; Aug. 3, 7, 14—participation in *Feminine Fancies* on 12 CBS-Don Lee network stations, 3:20-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco (Drifted Snow flour), on July 20 starts for six times only—July 20, 24, 29, 31; Aug. 5 and 12—participation in *Woman's Magazine of the Air* on 5 NBC-KPO stations, 2:15-2:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

VAN CAMP SEA FOOD CO., Inc., Terminal Island, Cal., (Chicken of the Sea Brand Tuna Fish), on July 10 started for 13 weeks participation in *Woman's Magazine of the Air* on 7 NBC-KPO stations, Fridays, 2:45-3:00 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Aug. 1 renews *Lucky Strike Hit Parade* on 93 CBS stations, Saturdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

DR. MILES LABORATORIES Inc., Los Angeles (Alka Seltzer), on July 13 renewed 13 weeks in *Frank Watanabe*, on 8 NBC-KPO stations, Mondays thru Fridays, 8:15-8:30 p. m. (PST). On Fridays only KFSD and KTAR, 7:45-8 p. m. (PST). Agency: Associated Advertising Agency, Los Angeles.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, (Wesson salad oil & Snowdrift shortening), on July 27 renews for 52 weeks in *Hawthorne House* on 6 NBC-KPO stations, Mondays, 9-9:30 p. m. (PST). Starting September 28, Mondays, 7:30-8 p. m. (PST). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

DUART SALES Co. Ltd., San Francisco, (Creme of Milk Facial Cream & Permanent Waves), on July 26 renews for 52 weeks in *The Passing Parade*, with John Nesbitt, commentator, on 5 NBC-KPO stations, Sundays, 9-9:15 p. m. (PST). Agency: Howard E. Williams Advertising, San Francisco.

Network Change

RALSTON-PURINA Co. Inc., St. Louis (Ry-Krisp) on July 3 shifted *Marion Talley* to Fridays, 10-10:15 p. m., Fridays, on NBC-Red network. Agency: Gardner Adv. Co., St. Louis.

Our Sales are up **101.9%** over last June

BUSINESS GOES UP IN JUNE!

Here is Definitely a good Summer Market

WSOC
Charlotte, N. C.
NBC Affiliate

Selected by
CHEVROLET-FORD
and Other Nationals

This is that popular station with the big voice, large enough to cover the rich realm of East Texas. *Used by the big fellows!* If YOU want to harvest some of the wealth from East Texas, and cover this section, you can do so effectively and economically with KFRO. Investigate!

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEX.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

WE ASK VIGOROUS EXAMINATION!

Louisville isn't like some larger communities, which have a big urban population plus an almost equally rich and thickly-populated *sub*urban concentration. Here we have a good urban market—then miles and miles of open country.

Station WAVE can't give you the largest total coverage hereabouts . . . . But Station WAVE reaches more real, honest-to-goodness first airea listeners *per dollar* than any other station in Kentucky . . . . Want the facts?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO ADVERTISERS

W. F. McLAUGHLIN & Co., Chicago (White House coffee) is advertising through Earle Ludgin Inc., Chicago.

CHICAGO MAIL ORDER Co., Chicago, has named Gale & Pietsch Inc., Chicago, as its advertising counsel.

DE ROOS-STERNHEIM Co. Inc., Chicago (Normandie cosmetics) is advertising through Gundlach Adv. Agency, Chicago. Radio and other media are used.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast direct
from Police Court!

PARROTT & Co., San Francisco, has been appointed exclusive distributors by Malvitose Laboratories (manufacturers of Malvitose, powdered food concentrate), and the Sidney Garfinkel Advertising Agency, that city, will continue to handle the account. An intensive campaign is being planned and radio will again be used along with other media.

S. GUMPERT Co. Inc., Brooklyn (Gumpert's Butterscotch Cream Dessert) has appointed the Gardner Adv. Co., New York, to handle its account. Spot radio is a part of the fall plan now under consideration.

CYCLE TRADES OF AMERICA Inc., New York (institutional) has named Greenleef Co., Boston, as its advertising agents.

EASY WASHING MACHINE Corp., Syracuse, has named Batten, Barton, Durstine & Osborn Inc., New York, as its agency.

UNIVERSAL PHARMACEUTICALS, New York (B-9 mouth wash) is placing advertising, including radio, through Arthur H. Fulton Co. Inc., N. Y.

Larson In New Job

G. BENNETT LARSON, formerly radio director of J. Stirling Getchell Inc. New York, has joined the radio production staff of Ruthrauff & Ryan Inc., New York. Mr. Larson at one time was radio director of Joseph Katz Co., New York, and was also connected with NBC.

AGENCIES AND REPRESENTATIVES

R. W. SERVICE, formerly in insurance work, has been named sales promotion manager of H. K. Conover Co., new station representative firm in Chicago. The Conover company announces its appointment to represent XEPN and XELO, Mexican-licensed border stations at Piedras Negras, opposite Eagle Pass, Tex.

BURT McMURTRIE, of the radio department of Lennen & Mitchell Inc., New York, handling the Paul Whiteman *Musical Varieties* for John H. Woodbury Co. on NBC-Blue, is in Fort Worth supervising auditions for children who compete on the program.

ROBERT BURLEN, production manager of WEEI, Boston, for seven years, has joined the radio department of N. W. Ayer & Son Inc., New York, to be in charge of radio production on the *Atlantic Family* CBS program. He replaces Brewster Morgan who recently resigned. Mr. Burlen is a graduate of Dartmouth and at one time was connected with NBC Artists Service.

FRED W. REA ADV. AGENCY and the Dake Adv. Agency, both of San Francisco, have merged under the firm name of Dake Adv. Agency Inc., with offices established at 121 Second St., that city. L. W. Dake is president and Fred W. Rea, vice-president. Rea assisted by A. C. Painter, heads the radio department.

DON C. ROBBINS, for the last year San Francisco manager of the Walter Biddick Co., station representatives, has resigned effective July 31.

SCOTT HOWE BOWEN, recently associated as consultant with the Associated Network of New York, a regional chain, has resigned to join James Rand 3d, head of the newly formed Pan American Radio Sales Co., as one of its radio executives.

EDWARD PETRY, head of the representative firm bearing his name, and Mrs. Petry are parents of a daughter, born in Long Island College Hospital July 3.

GEORGE W. DIEFENDERFER, formerly of the San Francisco Examiner and Ziff Co., Chicago, has joined the Chicago sales staff of William G. Rambeau Co.

Chevrolet Disc Program Enter Into Sixth Quarte

WHEN Chevrolet Motor Co. em barked on its sixth 13-week WB transcription series on 381 sta tions, the sponsor already ha broadcast more than 71,500 pro grams. The campaign covers 32 markets in the United States, an includes Honolulu also.

Over a 65-week period Chevro let has staged more than 1,10 broadcasts a week and when th present 13-week series is conclude the total will exceed 86,000. Rub noff, Jan Peerce and Virginia Re Chevrolet talent, have been hear in more than 14,000 WBS tra scription programs, in addition t the NBC half-hour sponsored la winter by Chevrolet. Campbel Ewald Co. handles the Chevrol account.

WTAR
NORFOLK, VIRGINIA
NBC-National-Representatives—Edward Petry & Co.

The
TARHEEL
STATI

Why North Carolina is known as th *Tarheel State* remains a matter dispute . . . but there is no questio as to the standing of the Tarhe territory as a market place!

Among the southern states, Nor Carolina ranks FIRST in the min of manufacturers of a wide variety products who are familiar with t "above the average" buying desir and buying power of the Tarhe population.

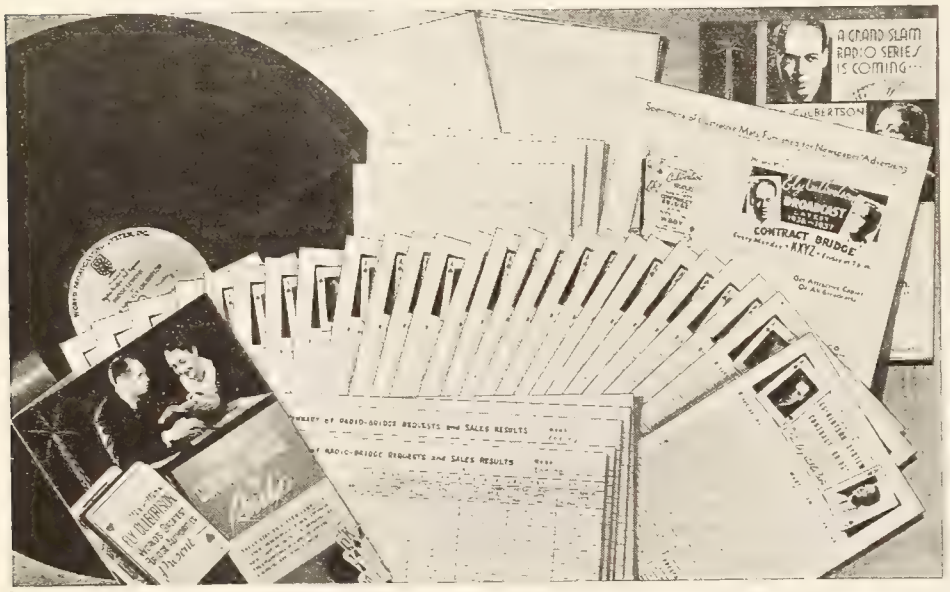
With "above the average" income d rived from well balanced agricultur commercial and industrial sources, t people of North Carolina are wor cultivating as customers.

As many sectional and national a vertisers have found, the most eff tive and economical way of reachi the Tarheel territory is over WPT the Capital City station, which ser over 180,000 North Carolina hom . . . and thousands more in adjace territories.

Write Free, Johns & Field, Inc., o direct for data and coverage ma

WPTF
RALEIGH NORTH CAROLI

WHAT A PARADE OF DOOR-OPENERS!



This Radio Bridge Folio Sent FREE

Managers or salesmen of Radio Stations, who want to sell 40 quarter hours in less time than it takes to tell, are invited to write for this complete sales folio — sent free.

Only OFFICIAL CULBERTSON Contract Bridge Radio Series

40 Radio Broadcasts transcribed by "World" giving latest developments in Contract Bridge by Mr. and Mrs. Ely Culbertson. The only radio presentation of the Culbertson System authorized and presented *personally* by these internationally recognized authorities. Copyrighted reproductions of all lessons for weekly distribution to listeners give definite tie-up between radio programs and direct sales for sponsor.

THIS new Culbertson Contract Bridge radio series, with the sensationally close tie-up that provides week-to-week welcome door-openers, is without question the easiest way to sell 40 quarter hours, — day or night time, — to laundries, dairies, etc.

The sales folio gives the radio station salesman a complete presentation that covers: 1. The transcribed programs. 2. The complete tie-up between broadcasts and definite sales. 3. The forms for testing results of campaign, etc.

Write for particulars immediately as this series is contracted on an exclusive basis.

RADIO BRIDGE AD SERVICE
1339 42nd Street Des Moines, Iowa

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

RANSCRIPTIONS

DDITIONAL transcription ac-
ints placed on various stations are
orted as follows by National Ad-
rtising Records, these being supple-
ntal to the lists carried in previous
ue of BROADCASTING:
nnsylvania Rubber Co., Jeannette,
Pa. (tires)
ast-to-Coast Radio Corp., New
York (auto accessories)
ff-Norton Mfg. Co. Inc., Pittsburgh
(jacks)
m. Cameron & Co. Inc., Waco,
Tex. (lumber)
G. Sullivan Inc., Manchester, N.
H. (cigar store products)
ebster-Eisenlohr Inc., New York
(Henrietta, Girard & Tom Moore
Cigars)
J. Fox Inc., New York (furs)
nton Pharmacal Co., Covington,
Ky. (Brownatone hair tonic)
et Inc., Chicago (depilatory)
tter Drug & Chemical Co., Malden,
Mass. (Cuticura prep.)
erless Dentists, Spokane, Wash.
(dental clinic)
erapy Ltd., Pasadena, Calif.
(health foods)
usehold Finance Corp., Chicago
(loans)
mson-United Corp., Rochester, N.
Y. (electric fans)
stitute of Applied Science, Chicago
(courses)
een Quality Shoe Co., St. Louis
ums Inc., Detroit (cleaner)

SERIES of 26 talks covering
erything from youth problems to
umbing, by Howard Vincent
Brien, commentator and author,
s been recorded by NBC for its
esaurus transcription service, and
s been programmed as part of the
nner Hour series or five-minute
ot programs. They are said to be
itable for sponsorship by book-
res, banks, building and loan so-
ties, etc.

TANDARD RADIO Inc., announces
at KTSM, El Paso; WNBC, New
itain; WSGN, Birmingham, and
BNO. New Orleans have subscribed
the Standard Program Library.

HREE June broadcasts com-
anded exceptional audiences, ac-
rding to the Cooperative Analy-
s of Broadcasting (Crossley re-
rts) operated by Association of
ational Advertisers. About 21%
set owners interviewed reported
aring the Republican convention
ynote speech, 23% the Demo-
atic. About 10% heard opening
epublican ceremonies, 5% the
emocratic. The Louis-Schmeling
ght, sponsored on NBC Red and
lue networks by Buick Motor Co.,
tracted 57% of set owners inter-
ewed and 88% of families who
sed their sets after 8 p. m.
EDST) reported listening to the
out.



FRIENDLY—Though competitors in the transcription library field are Jerry King, president of Standard Radio Inc. and manager of KFWB, left, photographed with Percy L. Deutsch, president of World Broadcasting System at the NAB convention.

Frank Presbrey Co. Will Sell Local Disc Service

FRANK PRESBREY Co., New York and Chicago advertising agency, has announced the formation of a radio transcription subsidiary, Frank Presbrey Syndicated Features, to handle a program and merchandising service for local stations. Leroy A. Kling, vice president in charge of the Chicago office, is in charge of the service.

Complete five-minute program series as well as merchandising and premium campaigns will be provided, with a dozen or more series designed for particular types of businesses. The Presbrey service will include a clearing house of success and experience stories which will be circulated among all clients. All details of premium and merchandising campaigns will be handled for stations. First programs were recorded by Titan Productions Inc., San Francisco.

RAYMOND L. SERVATIUS, of WESG, Elmira, N. Y., has started a course in radio dramatics in connection with the Mohawk Drama Festival on the Union College campus. He will also write and direct weekly broadcasts for the festival.

Panel Discussion

(*Continued from page 15*)

man for the particular participating program he conducts.

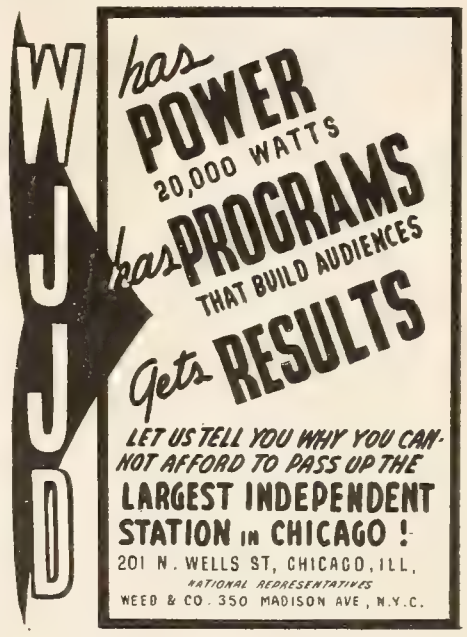
Dr. Herman S. Hettinger, of the Wharton School of Finance & Commerce, University of Pennsylvania, had the subject "The Market for a Station's Services as an Advertising Medium." He brought out that one-fourth of the total revenue of stations is from network business, one-fourth from national and regional spot, and about one-half local. It is significant, he added, that the most business comes from the station's own efforts.

Asked about the trend as to the relative growth of national and local business, he brought out that national has gone up about 45% during the last year and that local business is lagging. Products which are the most important in the national spot field, he declared, are drugs, representing about one-fourth, food products about one-fifth and automotive about one-eighth of the total. In 1934, he said, the latter group represented only 5%. In the local field, he declared that there are some 200 miscellaneous products which represent the bulk of the business. Clothing and food, and household goods each represent about 14%, and department stores only 7.6%. Local advertising follows the trends of retail trade, he declared.

The trend toward programs and away from announcements was hailed as significant by Hettinger.

Jack Van Volkenberg, assistant to H. Leslie Atlass, CBS Chicago vice president, wound up the panel with a discussion of preparing programs for sales. He said it was his view that preparation of programs should be a program department rather than a sales department responsibility. However, he added that the sales department's collaboration is an advantage. A good salesman, he declared, knows what to do in presentation. He advised consultation of the program, sales and other departments in devising a presentation to an account.

Mr. Van Volkenberg said he regarded as unsound the theory of the saleability of sustaining programs. Local advertisers, he declared, do not like anything old; they want something brand new. Moreover, he said, the lack of time available these days makes it uneconomical to build sustaining programs earmarked for commercial sponsorship.





Sell Tacoma-Seattle Economically

Mail in almost equal percentages from Tacoma, Seattle and towns and farms in the Puget Sound area, shows economy of using KVI—at ONE low cost. 1000 watts, 570 kc.

Pioneer CBS Station in Pacific Northwest

Pittsburgh Is Enjoying Its Most Active Trade In Fourteen Years. Pittsburghers Still Are Listening To WCAE More Than To Any Other Station. To Sell The Great Pittsburgh Trading Area Buy WCAE



In walking a wire, it's Balance!

In buying time it's

Balanced Coverage

...and the key to that

in Northern California is

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

WE could talk a lot more than we do about audience mail, because we've a lot to talk about. But here's the BIG point. From all over Northern California, mail comes in proportion to the distribution of radio homes. Let your John Blair man tell you about it!

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Agreement on Warner Return To ASCAP Is Believed Near

Reunion Seen Not Later Than Autumn; Mills Fostering Plan to Pass Copyright Fees to Advertisers

AGREEMENT upon terms under which Warner Brothers music publishing houses would return to the ASCAP fold may develop any day, it is indicated in music circles. The board of directors of ASCAP during the last fortnight had held what amounted to a continuing session to discuss plans under which Warner Brothers would be allowed to return to the ASCAP organization which it left at the end of last year on the grounds that it was not receiving a sufficiently large "cut" of royalties.

Reunion of ASCAP and Warner publishing houses can be expected by autumn, it is said. There is a strong possibility, however, that the agreement will be effected in advance of that time. Warner Brothers publishing houses have not fared well since the defection from ASCAP and the motion picture productions of the company have suffered because of the lack of performance of Warner numbers featured in those pictures. Herman Starr, vice president of Warner Brothers and head of its music activities, was in Chicago during the NAB Convention July 6-8. He did not discuss the music situation with NAB officials, however, so far as known.

The next regular meeting of the ASCAP Board will be held the last Thursday in September. E. C. Mills, ASCAP general manager, is empowered to call a special meeting prior to that time to handle any emergency business.

ASCAP spokesmen indicate that they are keeping the door "wide open" for Warner Brothers. It is entirely likely that an arrangement may be made whereby Warner will return to ASCAP in advance of September. As things stand now, it can happen almost any day because ASCAP is not throwing up any barriers to its reentry.

No basis has been made for Warner Brothers return. Royalties are divided among ASCAP members according to seniority of the publishing houses, which accounts for 20%; on the availability rating of the music, which accounts for 30% and on the popularity of the music based on radio program performances, which amounts to 50%. Normally, Warner Brothers has already lost its seniority by virtue of its withdrawal. However, it is expected that the ASCAP Board would be willing to reinstate the Warner houses on their old seniority ratings. Officially, they would retain their availability rating but would have to regain their popularity before sharing as advantageously as before on the matter of program performances.

Spotter Spotted

MEANWHILE, it was learned that late last month Federal Judge John P. Barnes of the Chicago Federal District Court dismissed, at the request of Warner Brothers attorneys, a suit filed against WENR alleging performance of *My Wild Irish Rose.* The reason for the dismissal, it was announced, grew out of the fact that WLS, and not WENR, performed the number. The Warner "spotter" thought he was listening to WENR, since the two stations share the same channel. WLS has a Warner license.

It is also reliably reported that six other suits against NBC stations on the same number have been dropped by Warner's because of misinformation in the complaint. A month ago Warner Brothers dropped a batch of 40 suits against CBS stations alleging performance of *That Old Fashioned Mother of Mine.* Thus far, there have been no final adjudication of any of the more than 200 suits brought by Warner houses seeking damages in the amount of nearly $4,000,000.

Mr. Mills is promoting vigorously his plan for revision of copyright fees from a flat percentage basis on gross income, to a method which would mean passing along the percentage cost (and a higher one) to advertisers through stations. This plan does not have the approval of the ASCAP board, so far as known.

At a conference in New York July 2, Mr. Mills outlined the plan to Louis Wasmer, KHQ, Spokane, president of the Washington State Broadcasters Association and Judge John C. Kendall, Portland attorney, representing several stations in Washington. The conference grew out of the dissolution of the ASCAP receivership in Washington last month. Evidently it was concluded that the best proposition procurable now is the five year contract at 5% of gross.

Blanket License

THE PLAN espoused to the delegation by Mr. Mills as the future solution of copyright was that ASCAP give stations a blanket contract license to all of its catalog on a strictly sustaining program basis; that 5% of the local station one-time rate be paid as the sustaining fee on sustaining programs; on commercial programs, all stations would become agencies of ASCAP and license any advertiser to use ASCAP music, at a fee of 10% of the rate of the station for the time. The license to advertisers would be on ASCAP forms and on the reverse side would be a statement showing the actual music used by the advertiser. The 10% charge would be on program time only, with no assessment on talent or line fees.

In the case of a network, under the plan, the originating station would be liable and issue the license to the advertiser. The affiliated stations would assume that the originating station has procured the license.

Mr. Mills favored a form by which a one-year contract, renewable for one-year periods, might be negotiated. The contract would become perpetual with each advertiser, subject only to cancellation on one-year's notice. On all points not agreed to by ASCAP and broadcasters, there would be set up a board of arbitration comprising one ASCAP member, one broadcaster member, and a third member to be selected by the other two. Under the proposal broadcasters would agree to refuse time to an advertiser which did not pay his ASCAP bills.

It is reported also that on July 3 the Washington State Court issued the final decree dissolving the ASCAP receivership. Last month the Court dissolved the ASCAP receivership and the routine procedure of actually transferring books, offices and other ASCAP properties to ASCAP was consummated on July 3 with the signing of the final decree.

Mutual June Billings

MUTUAL Broadcasting System receipts for June totaled $104,51 against $90,692 for June, 1935. The basic four-station network accounted for $86,368 of this June's billings with the supplementary stations responsible for $18,142. In June, 1935, the associated stations netted only $1,091.

You'll reach new prospects now in the Summer Playground of the Nation

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

The Garden City Station

The Missouri Triangle



AT ONE LOW RATE!!

These 3 stations are doing a real selling job for advertisers who buy **RESULTS**—that's why most of our present advertisers are running on renewed contracts.

We can do an outstanding job for your product too!

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • **KCMO** • **WTMV**

SPRINGFIELD, MO. KANSAS CITY, MO. E. ST. LOUIS

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moin

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WE

CLEARED-CHANNEL—50,000 WATTS—FULL-TI

JUNIOR OLYMPICS
WTMV Gets Region Excited
—Over Race Contests—

WTMV, East St. Louis, Ill., capitalizing on the track consciousness of the nation with the world Olympic games in Berlin this summer, has started its own "Junior Olympics". The track meet will be open to boys and girls between 10 and 19 in the St. Louis area. Local newspapers are supporting the idea. The *Globe Democrat* broke the story with an eight-column banner and a full column story, in addition to a four-column cut of banquet tendered the executive committee of the meet by WTMV. Other three local papers, as well as community papers throughout the area, have followed suit. The station has tied in special sports interviews featuring big names in local track circles three nights a week and promotes registration eight times daily.

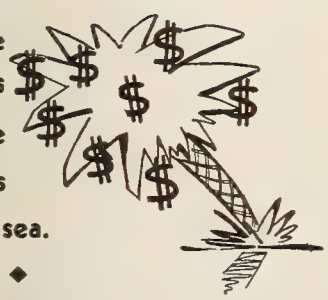
The Junior Olympics attracted widespread attention in the first week of its campaign, as requests for entrance came from Missouri and Illinois towns outside "Greater St. Louis" area set up by the rules committee. As a result boundary restrictions have been junked and the meet has been thrown open to all localities in Missouri and Illinois. Out-of-state entries will compete in nearest outlying districts.

Trophies will be presented by WTMV. A big 32-inch gold trophy will be awarded the team piling up most points in both boys' and girls' divisions. Trophies will also go to all winning relay teams and individual medals will be given the first four placers in every event. Remote broadcasts from each divisional meet as well as the finals will be carried by the station. Brad Simpson and Jack Brashear, of the WTMV staff, are handling the event.

Nine Sign for Scripts

STAR RADIO PROGRAMS, newly formed radio script syndicate at 250 Park Ave., New York, reports the signing of contracts for its service with nine stations—WJAY, Cleveland; WRAK, Williamsport, Pa.; WABY, Albany; WWNC, Asheville, N. C.; WRR, Dallas; KUMA, Yuma, Ariz.; WHAT, Philadelphia; CKCW, Moncton, B. C.; CKOC, Hamilton, Ont. Burke Boyce, former NBC continuity editor, is production manager of the service, with Charles S. Maxwell as sales manager.

Covers the islands like the waters over the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST



OFF FOR EUROPE — Apparently pleased at the unprecedented testimonial given him at the NAB convention, where he was nominated for president despite his absence, Edwin W. Craig, head of WSM, Nashville, and an NAB director, is fulfilling a promise made to Mrs. Craig 20 years ago — that their 20th anniversary would be celebrated by a trip to Europe. Mr. and Mrs. Craig are now enjoying a tour of the Continent and will be gone until mid-August. Mr. Craig's nomination was brought in by the official nominating committee of the convention but C. W. Myers, KOIN - KALE, Portland, Ore., was elevated from the first vice presidency on an independent ticket.

ITS OWN filming unit is being formed by the British Broadcasting Corp. for its forthcoming television service, this move being forced by the cinema exhibitors' ban on the use of film in television programs.

Radio Markets Inc. Signs 13 Stations in 2 Weeks

WITHIN two weeks after the first announcement of formation of Radio Markets Inc. as a subsidiary of World Broadcasting System Inc. to undertake exclusive representation for stations affiliated with the spot-transcription company, 13 stations had signed contracts, Stephen R. Rintoul, station relations manager of WBS, announced July 13. Many other stations, he said, are negotiating with WBS for Radio Markets Inc. representation and he said he was confident that when the organization began functioning this October, it would have an enrollment of 50 to 60 stations.

The organization, as announced by Percy L. Deutsch, WBS president, will be in no way competitive with existing representation organizations but instead is designed "to provide a much needed service for small stations in the small markets which heretofore have not been able to interest representatives in the sale of their facilities." [See July 1 issue of BROADCASTING.]

A TRAINING college for its staff may be instituted by the British Broadcasting Corp. in order to coach appointees in the intricacies of radio.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Have You Heard This One?

NEBRASKA Leads All Other States in Farm Income Increase *the First 3 Months of 1936!*

That's a story with a REAL point!

Nebraska's farm income for the first quarter of 1936 was $63,329,000 — with a greater gain than any other state!

This wealth has been reflected quickly in increased buying activity throughout the territory.

Spot Radio Advertising, NOW, will boost your volume in Nebraska.

For complete data on any or all of the live stations listed below, write the Association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.
KOIL Omaha, Nebr., and Co. Bluffs, Ia.
KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.
KGBZ York, Nebr.
KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.
KGNF North Platte, Nebr.

"Local Color" SELLS

★ You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.



CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.



CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.



CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

WJAY

Cleveland • 1610 Kilocycles

FOUND

an exclusive *selling recipe called*

PERSONALIZED SELLING

Typical result from two weeks of broadcasting on CHARM, where Personalized Selling is exemplified:

38 signers-on-the-dotted-line at $100 each in TWO WEEKS. $3800 for an outlay of *less than $200.*

More national advertisers are signing up with this outlet because WJAY GETS RESULTS!

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

PROGRAM NOTES

A NEW twist to the "Man on the Street" idea is *Gang Plank Gossipers* on WBBM, Chicago, three nights weekly. Douglas Hope interviews people coming down the gangplank of the steamship *Theodore Roosevelt* after returning from evening cruises on Lake Michigan.

IN PRESENTING the weekly broadcast by Rev. Wm. Downs and the Nazareth Choir, all lights in the adjoining studios, in the control room and in the visitors gallery of WIS, Columbia, S. C., are extinguished, so that the negro singers do not realize anyone is watching them. The result is that the "Amens" are more spontaneous, the singing more fervid, and a far more realistic effect is obtained.

DURING remodeling-week at WPTF, Raleigh, N. C., when members of the production department were transferred temporarily, equipment and all, to the station's big Studio A, typewriters were banging away and announcers had to quiet the assembly of workers for station breaks. Production Manager Graham Poyner, recognizing the possibility of an unusual broadcast, gave instructions to announcer Les Biebl to take the air with his program *News From Radio Row* directly from the studio where the production staff was busily engaged. While Biebl gave his description, typewriters clacked, continuity was turned out, conversations continued among staff members as if nothing out of the ordinary was transpiring, and real radio atmosphere was created.

WBAP, Fort Worth, arranged a 20-microphone pickup for the Fort Worth Frontier Centennial, which opened July 1. Programs are fed to NBC, including the *Paul Whiteman Musical Varieties* sponsored by John H. Woodbury Co.



BONUS—Here is Foster May, special events announcer of WOW, Omaha, interviewing Ray Sanks, that city, ten minutes after the mail man had delivered a bonus bond to the Sanks family. The local General Electric Supply corp. was sponsor.

USING KIRO as his rostrum Mayor Dore, of Seattle, has started a series of informal radio talks in which he brings to the people of Seattle a complete history of his administration, even as the events are taking place. Mayor Dore explains the official events of the week and tells in what way they will affect the people of the city.

POPULAR in the Southwest is *Helen's Home*, five-weekly morning serial on Texas Quality Network, keyed from WBAP, Fort Worth. It deals with everyday family problems and Mrs. Della West Decker is writer of the script with Dorothy Compere, of the WBAP staff, directing and taking the lead. A cast of 14 is used.

CKY, Winnipeg, Canada's most powerful station with 15,000 watts, is moving its studios to enlarged quarters on the third floor of the Manitoba Telephone Bldg. in the near future, according to announcement of Hon. W. J. Major, minister of telephones in the Manitoba government. CKY has been in the telephone exchange building for 10 years. The telephone system of the provincial government has a broadcasting monopoly in Manitoba.

KMTR, Hollywood, for ten days early in June, strung a remote control line to the county jail. Announcer Hal Styles nightly made a half-hour trip through the establishment. After inspecting a few departments each night and interviewing the jailers, the microphone was stopped before several cells for some of the prisoners to say a few words. None of them attempted to send any personal message or be funny. Most of them mumbled something about "crime doesn't pay".

A WEEKLY floor show featuring popular acts of WCCO, Minneapolis, is presented aboard the Mississippi riverboat *Capitol* each Monday during the moonlight excursion from St. Paul to Hastings, Minn. and return. In addition to the floor show, wandering entertainers play and sing on the upper decks of the boat for all passengers who are not dancing. Each Monday a different WCCO announcer acts as master-of-ceremonies.

IN AN EFFORT to bring its leadin participation program of this typ "out of the blind spot", WGAR, Clev land, followed the lead of many othe stations in establishing the name o the act (Ethel & Ben) in the pro gram listings and then identifying th hour as a "household hour open fo cosponsorship". This simple "dressin up" did much to lift the hour-and ten-minute program from the "partic pation" identification. It is recog nized that agencies and advertiser sometimes shy clear of the "participa tion" tag. The advertising is not col spot announcing, but in conversationa style. Their list of co-sponsors indi cates how well they have lifted the program "out of the blind spot". In cluded are Swift & Co., John Morre & Co., (Red Heart Dog Food), Tre Sweet Orange Juice, G Washingto Coffee, Selby Shoe Co., Norge Re frigerator, Cleveland Retail Grocer Association, United Food Stores, She win Williams, Snoflake Shoe Cleane and items and firms that are seasor able in nature.

NBC and CBS are aiding WNEW Newark, in providing material for th WNEW *Musical Biographies* progra which relates stories about radio star

WJBK, Detroit, will broadcast pro grams designed and produced by th Board of Education, with the statio acting in an advisory capacity. Th programs will supplement the regula school curriculum, according to Jame F. Hopkins, manager.

WBBZ, Ponca City, Okla., staged a amateur contest recently promoted b the American Business Club. Wit only three days buildup, the progra was sold to eight cosponsors. Fift contestants were auditioned, of whic 43 were used. Over 4,000 vote (mail) were cast, the eight winner appearing on the bill with a Majo Bowes Unit showing here on the fo lowing Saturday. Cash prizes wer awarded to the two winners at th stage appearance.

THE Junior Bar Conference, Los An geles, of the American Bar Associa tion, has launched a weekly afternoo quarter-hour series on KHJ, Los An geles, under the title *Scales of Jus tice.* The series will be in the form of personal narratives by prominen peace officers, attorneys and crimino logists.

GENERALLY acknowledged as on of Philadelphia's most popular pro grams, *The Melody Man,* WFIL' unique musical memories contest, thi week celebrated its first anniversary For a birthday present, the *Melod Man* counted 212,627 letters. At th helm of the series are Al Steven WFIL's chief announcer, and Wayn Cody, pianist, handle the program.

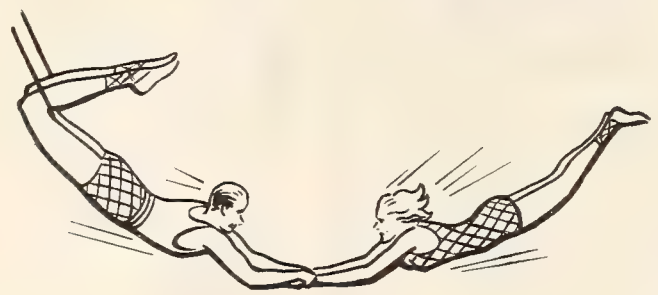
SAN ANTONIO business men 12 strong, gathered in the ball room o the Plaza Hotel there for a "Mid Season Pep Luncheon" for the San Antonio Missions' Baseball Team Jul 7. The affair was sponsored by KTSA Hearst Radio station in San Antonio with Charles Casper, sports broad caster of the station acting as maste of ceremony.

INDUSTRIES

are operating at capacity in Gadsden. Business is good in Gadsden, Ala.

WJBY

SHOWMANSHIP



If you have a "test" campaign in mind—put it up to KEX —for versatility and originality in Showmanship!

Famed for its outstanding, local shows nightly, KEX holds an enviable record for dramatic "hits" attained by few stations. A large staff of well-trained composers, musicians, artists and technicians are here to serve you.

KEX

5000 WATTS—1180 KC.
NBC Blue Network

The only station in Oregon operating on a clear channel.

The Radio Service of The *Morning Oregonian,* Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

SELL ALL SOUTH CAROLINA

5000 WATTS
G. RICHARD SHAFTO
MANAGER

WIS
COLUMBIA

560 KILOCYCLES
FREE, JOHNS & FIELD, INC.
NAT'L REPRESENTATIVES

KEHE PLANS NEW QUARTERS

Unusual Features to Be Included in Layout of Hearst Station's Studios and Transmitter

HE, Los Angeles, (formerly M), will spend $250,000 within next few weeks to remodel its hnical plant and studio equipnt, including the removal of h divisions to new and separate ations.

The reorganization will culmite late in September, or early tober, with an elaborate official dication which will be built up ong big names in radio, stage d screen, as well as guest anuncers.

The technical equipment will be mplete RCA high fidelity transssion, 5 kw., with a vertical diator. The proposed site will on a 10-acre plot in the West lams district of Los Angeles proximately in the center of the original Spanish land grant own as Rincon de los Bueyes, g a local landmark and historispot.

A Unique Ground

IE operating building will be a e-story modernistic structure ich will house the complete hnical equipment and apparas and also living quarters for o technicians. One of the out-the-ordinary features at Rincon los Bueyes will be the use of panese bunch grass for the dscaping, instead of the standd blue grass. The bunch grass quires no cutting or other atntion except water at infrequent ervals. Thus it will serve to ep the ground wet and prove acticable as a ground for the tenna. In addition, the Japanese ass will keep down the weeds ich ordinarily would be burned equently and thus, in many inances, burn the copper wire derground.

Another unusual feature at the chnical plant will be a reinforced ncrete trough for the concentric nsmission line. It will have a novable sectional top slab which n be opened after or during rthquake disturbances for inection purposes.

There will be two sources of wer for KEHE. One will be rect from Boulder Dam (furshed through the City of Los ngeles), while the second will be om a commercial company, the uthern California Edison Co. ey will provide a continuous cuit for regular usage and also a standby for all auxiliary purses.

The old KEHE Western Electric chnical equipment will then be tirely renovated, converted to gh-fidelity and housed at the ant for standby and auxiliary e.

The Studio Layout

HE new KEHE studios will be cated in metropolitan Los Anles and will be one of three lotions now under submission and aiting approval of the FCC. e building will be a story-and-half modernistic structure with ezzanine.

Technically there will be three mplete outgoing channels, a master control, five network type mixing consoles and associated equipment with service for 12 remote control lines. There will be provision for DC light and power for use when television arrives.

The city studios of KEHE will be landscaped with many unusual effects. There will be a miniature vertical radiator in front of the building, if the architectural design is such that it will blend in well with the surroundings. It will be decorated with a neon electric sign with the call letters affixed atop the radiator. The tower lights, both at the studios and the transmitter, will be operated by photo-electric cells.

There will be an auditorium with a basic seating capacity of 350 and entrances both from the street and the main studios. The equipment will include an electric counter which will click off the number of people who enter the hall both for a statistical record and also for the use of the sponsors and agencies.

KEHE will have five studios in its main building and with each there will be a clients' audition and conference room in which they can see and hear their own programs. In addition, there will be a separate agency production room where agency executives may test their own program creations in privacy.

Departmental Offices

AN ELECTRIC organ will be installed with a movable console. There will be special provision for a music library and transcription storeroom. Departmental and secretarial offices will be provided for every department, and will be so arranged that the production and administrative divisions will occupy separate quarters with individual hallways and entrances.

Other facilities will include an artists' lounge and public reception rooms. The entire studio building will be completely air conditioned and have special lighting and acoustical effects. Morgan, Walls & Clements, architects, designed the complete unit.

The present technical plant of KEHE is located in Santa Monica with the studios proper at 214 South Vermont Ave., Los Angeles.

Juneau Is Manager

C. B. JUNEAU, who has been associated with the station for the past 11 years is manager. He was originally the owner of the station when the call letters were KFVF and both studios and transmitter were located at Ocean Park-Santa Monica.

There is a technical staff of 11, six staff announcers and a sales and office force of 20, in addition to the usual complement of production men, writers and musicians.

The plans for the new KEHE were announced late in June during the visit of Ford Billings, manager of WCAE, Pittsburgh, who made a cross-country tour in the interests of Hearst Radio Inc., which will represent KEHE nationally.

MIKE CRASHER

Crushed at NBC San Francisco Studio by Ed Ludes

THEY'RE calling Ed Ludes, NBC announcer in San Francisco, "One Punch Ludes" these days. It was he who subdued a slightly demented, but happy groom-to-be who on July 4 invaded and attempted to wreck the network's studios in that city. All happened when one Clarence Kronquis was informed by Jane Burns, chief hostess, that he couldn't broadcast to the world details of his forthcoming marriage. The youth suddenly dashed into a nearby studio where a rehearsal was under way. Knocking music stands and instruments in all directions, he got to the microphone and began shouting.

When musicians attempted to subdue and put him out of the studio, the love-stricken Clarence drew a knife and began slashing, whereupon announcer Ludes stepped up, and felled him with a right. Ludes sat on the slightly muddled man until police arrived and took him to the detention hospital for observation. Ludes received numerous cuts and bruises on his face and hands. He's being hailed a hero by the hostesses and musicians.

Jack Nelson to MBS

JACK NELSON, of the NBC sales staff in Chicago, has resigned to join the Mutual Network sales organization in the Tribune Tower Bldg. in August, working with Ade Hult, MBS sales representative in Chicago since the network was started a year ago.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
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Broadcast Advertising

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Washington, D. C.



KFPY

COMMANDS in Spokane

—key city of western Washington and the vast Inland Empire

13% more

listeners than the first competing outlet.

2% more

listeners than all other Spokane radio stations combined.

Write Station KFPY

Spokane, Washington for listeners' survey.

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

Maine Court to Take Up ASCAP Monopoly Suit

WHETHER ASCAP will be adjudged an illegal monopoly in the state of Maine, in a procedure similar to that of last year in Washington State, shortly will be decided, according to telegraphic word received by James W. Baldwin, NAB managing director, from Clyde R. Chapman, attorney general of Maine. The Washington state receivership recently was dissolved under rather mysterious circumstances, according to broadcasters from that state attending the convention. Mr. Chapman's telegram follows:

"Bill in equity attorney general of Maine against ASCAP similar to state of Washington bill for hearing soon before Chief Justice State of Maine stop Your attendance and testimony in the substance of your NAB report of Feb. 18 vitally necessary stop On what date in August could you attend hearing State Capital Augusta stop Advise immediately".

Don Lee Names Morgan

DON LEE BROADCASTING SYSTEM has selected Raymond R. Morgan Co., Hollywood, as advertising and sales promotion managers. The appointment is effective at once and a campaign of national advertising will be featured. The Morgan company, current producers of *Strange As It Seems, Drums* and other network programs, represents the Folger Coffee Co., Gilmore Oil Co., and other radio advertisers.



SCORES OF SPONSORS — This is a display of past sponsors of "Un Don" Carney, exhibited atop the New Amsterdam Theater in New Yo where WOR's studio is located and where 700 children and their pare and some of the leading stars of radio helped "Uncle Don" celebr his 4,000th broadcast this month. The cheery "Uncle Don" has had children's programs sponsored by 38 firms during the last eight yea His present sponsors are Greenwich Savings Bank, McKesson & Robb for Calox tooth powder and The Borden Co. for Mel-O-Rol ice crea

Westinghouse Files Suit For Television Patents Issued to Dr. Zworykin

FIRST indications of what may develop into the bitterest patent fight in radio history, unless the various patent claimants get together beforehand and set up an industry pool, were apparent with the filing of an equitp action against RCA in U. S. District Court in Wilmington by Westinghouse E. & M. Co. Westinghouse asked Judge John P. Nields to direct the U. S. Commissioner of Patents to issue patents to it on the inventions of Dr. Vladimir K. Zworykin, former Westinghouse scientist now with RCA at Camden.

Claims for Patents

DR. ZWORYKIN is the inventor of the Iconoscope television camera and the Kinescope tube for the reproduction of broadcast television images, the mainstays of RCA's television system now undergoing secret field tests from atop the Empire State building in New York. When he joined RCA he took with him his developments, prior to the Department of Justice suit which led to the divorcement of General Electric and Westinghouse control over RCA.

The suit grows out of patents issued to Henry Joseph Round, in which RCA claims full interest, and which were decided by the Patent Commissioner in favor of Mr. Round. These patents apparently are somewhat in conflict with Dr. Zworykin's. In the highly involved litigation Westinghouse asserts it entered into agreements with Dr. Zworykin in 1925 and 1927 and 1932 which give it full control of his patent applications. Westinghouse's suit, it was announced, is to determine whether Dr. Zworykin or Mr. Round is the first inventor of certain television improvements, Dr. Zworykin having assigned his rights to Westinghouse and Mr. Round having assigned his rights to RCA.

Music Appreciation Hou Of NBC in Ninth Ye

THE *NBC Music Appreciati Hour*, conducted by Dr. Wal Damrosch, will start its ninth s son Oct. 2 on a new time sch ule using both Red and Blue n works, Fridays, 2-3 p. m. (ES

The progressive course, as in t past years, will consist of four s ies of concerts graded to meet t requirements of different age l els. The Instructor's Manual a the Student's Notebooks will available to schools and the gene public at the cost of production a distribution. The Manual, a g eral guide to teachers, prepared Dr. Damrosch and Lawrence A bott, will contain explanatory not thematic illustrations and h graphical information on all fo series of concerts.

WNAX in the Drough

WNAX, Yankton, S. D., wh raised thousands of dollars drought sufferers during the gr dry spell of several years a leaped into the breach again t month to carry reports of the c rent drought plague to the nati It not only handled local and ne by pickups but twice within a we keyed programs to CBS, with Ch Gurney, Republican candidate U. S. Senator, and Charles Gle chief announcer, doing the bro casts. Chan Gurney is former ma ager of WNAX, but several ye ago he sold out his interest to brother Charles.

Laundry Radioaids Made The Laundry Industry Radio Conscious From Miami to Spokane!

AS A direct result of this, there will be more laundry services sold this Fall by Radio than ever before.

We are proud to state that station purchases of Laundry Radioaids for August and September release, indicate very clearly that the overwhelming majority of Laundries and Laundry Associations are insisting that Laundry Radioaids, do their selling job.

For detailed information about Laundry, Bread, Furniture, Loan, Used Car and Ice Cream Radioaids,*

Wire or Write

RADIOAIDS INC.

1357 North Gordon Street Hollywood, Cal.

* *Jewelry Radioaids ready for release August First. Audition samples now available.*

½ million lbs. of copper a day means a large payroll in

BUTTE

Home of

KGIR

7 out of 10

Listeners to BUFFALO STATIONS tune in

WGR or WKBW

between 5 and 7 P. M.

says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by

FREE & SLEININGER

ol. Knox Asks Free Air t Dedication of WROK

ROK, Rockford, Ill., on July 12 edicated its new 240-foot radia- r and new studios, and at the me time celebrated its advance full time on the 1410 kc. chan- l, formerly shared with WHBL, heboygan, Wis. Col. Frank nox, GOP vice presidential nom- ee, and principal speaker, plead- for freedom of the air. Gov. enry Horne, of Illinois, also was esent. The event was broadcast Affiliated Broadcasting Co. Sta- ons.

Asserting he did not speak as e GOP vice presidential nomi- e, Col. Knox warned against us- g radio "to spread wrong ideas d encourage wrong policies". auding broadcasting as a device r breaking down barriers of me and distance, he predicted the y when it will remove sectional eling.

WROK is now controlled by the ockford newspapers published by rs. Ruth Hanna McCormick Sims, ith Lloyd C. Thomas, general anager, heading a group of min- ity stockholders.

hree Networks to Carry andon-Knox Ceremony

LL three networks—NBC, CBS d Mutual—will carry the notifi- tion ceremonies and acceptance eeches of Gov. Landon and Col. ank Knox, as Republican nomi- es for president and vice presi- nt. Gov. Landon will deliver his ceptance speech July 23 over e combined NBC-Blue and Red tworks at 10-11 p. m. CBS will rry the speech from 10-10:30 m. Mutual has not fixed its oadcast time as yet.

A week later, July 30, the three tworks will broadcast the ac- ptance speech of Col. Knox. The me broadcast schedule will be llowed but only the NBC-Blue ill carry the acceptance speech. he Landon talk will force the raft-Phenix *Bing Crosby* pro- am off the air for the third time ithin the past month. President oosevelt delivered his acceptance eech from Philadelphia on June .

Blair Keeps KNX-KSFO

ATIONAL representation of NX, Hollywood, and KSFO, San rancisco, by John Blair & Co., spite their CBS operation, will ntinue for the time being, ac- rding to present plans. Mr. lair reports that his company has contract with KNX that runs til next April and with KSFO at has nearly five years to go. ll other CBS owned and man- ed stations are represented in e national spot field by Radio ales Inc., CBS subsidiary. KNX d KSFO are linked together as e Western Network, and prob- ly will continue to be even after BS takes them over—KNX under purchase agreement awaiting CC approval and KSFO under ase.

GREATEST COVERAGE OF ANY STATION IN WESTERN WASHINGTON

KIRO

SEATTLE

1000 WATTS • 710 KC



Finer Points of Fancy Fencing

IF Harry Mortimer of the NBC office staff in San Francisco were Fred Allen, he probably would explain that he's taking Natalie Park, network actress, out for lunge. But what he's actually doing is showing her some of the fine points in the art in which this 19-year-old medal-holder contended with other fencing stars at the San Francisco Fencing Championship Competition held in the auditorium of the Emporium, department store, in June.

Mortimer, one of the youngest fencers on the San Francisco Olympic Club team, won first place in the novice foils section of the Pacific Coast Championship recently held in Los Angeles, and second and third place, respectively, in the junior foils and sabers.

Radio Safety Awards

AWARDS for best radio safety programs have been announced by CIT Safety Foundation, 1 Park Ave., New York City, cooperating with the American Automobile Association and affiliates. The Foundation has set aside $250,000 for safety promotion in the next five years. Awards include a $5,000 grand prize for the most notable safety achievement. Bronze plaques will be awarded broadcasters for best radio presentation of public responsibility in motor car accidents, whether it is a single broadcast, a series of sustaining programs, or part of a commercial program.

NORWAY'S broadcasting company is planning to defray part of the expenses of its newly inaugurated shortwave service by admitting radio advertising in short wave programs.

(U.P.)

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UNITED PRESS

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AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

NOTICE
TO RCA REVIEW SUBSCRIBERS

A notable new illustrated 452-page book on television, containing collected papers by RCA engineers on recent technical developments, and statements by David Sarnoff on the future of the new art, will be sent for a limited period without extra charge to all subscribers to the RCA REVIEW.

TELEVISION, now on the press, will be invaluable to radio engineers as a reference work. Additional copies may be had at $2 each.

The first issue of RCA REVIEW, out this month, will include original articles on electronics subjects by Dr. V. K. Zworykin, H. H. Beverage, L. M. Clement and E. W. Engstrom, R. M. Morris and others. The yearly (4 issues) subscription price is $1.50 (outside of U. S., $1.85), including a copy of TELEVISION.

RCA INSTITUTES TECHNICAL PRESS

A Department of RCA Institutes, Inc.
75 Varick Street New York

Baseball Clubs Charge Game Pirating By WMCA in Complaint Filed With FCC

A FORMAL complaint against WMCA, New York, alleging that it is "pirating" play-by-play baseball broadcasts of the New York, Boston and Philadelphia American League baseball clubs, has been filed with the FCC by these clubs and by the American League of Professional Baseball Clubs, it was learned July 11. The complaint received at FCC headquarters asks that, unless WMCA ceases the practices complained of, such as "pirating, appropriating, using or disseminating, to any person, news reports or information of all or any part of the baseball games conducted by the complainants, without their express consent and approval", the license of the station be "revoked and terminated."

On behalf of WMCA, John M. Littlepage, its Washington attorney, stated his opinion that the FCC has no jurisdiction in such matters. Moreover, he brought out that there is precedent to confirm that view, since the FCC some months ago disallowed a complaint alleging rebroadcasting of a World Series baseball game on the ground that it did not violate FCC regulations governing rebroadcasts.

Not a Rebroadcast

IT IS understood that WMCA does not actually rebroadcast the games. Moreover, it is indicated, the WMCA sponsor, General Mills Inc., also sponsors the broadcasts from the Boston and Philadelphia stadiums and is entirely satisfied with the WMCA procedure. The WMCA baseball announcers, it is contended, tell the listeners that they are broadcasting their "versions" of the games and do not state that the broadcasts are direct from the parks.

The FCC first will decide whether it has jurisdiction in this particular case. It is unlikely that there will be any action for several weeks. The FCC may decide to dismiss the case for want of jurisdiction in which event, it is thought, the baseball clubs may take recourse to the courts.

The complaint states that members of the League derive large revenue from the sale of the news of baseball games played by the teams, and that certain of the clubs have entered into contracts authorizing the dissemination and broadcast of the news of such games for specific purposes and under limited conditions. The Boston Red Sox, for example, it states, has a contract with the Yankee Network, and the Philadelphia Athletics with WCAU to broadcast their games in certain territories.

Nature of Charges

THE allegation is that WMCA, during the 1936 season and particularly since June 1 has broadcast a play-by-play description and the scores of the baseball games in Boston and Philadelphia "without the consent and authority of the complainants or the consent and authority of the Yankee Network Inc. or WCAU Broadcasting Co." It further alleges that the broadcasts are made from the WMCA studios in New York by "appropriating and pirating the information obtained from the broadcast of such baseball games by Station WICC located at Bridgeport, Conn., and Stations WCAU and WIP located at Philadelphia."

Specifically, the complaint concludes that the WMCA practice constitutes a "rebroadcast" in violation of the provision of the law which prohibits picking up of programs without the authority of the originating station. It asks that the FCC issue an order directing WMCA to disclose under oath full information concerning the broadcasts.

The complaint is signed by William Harridge, president of the American League; Thomas A. Yawkey, president of the Boston Club, and by the law firm of Baker Hostetler, Sidlo & Patterson, representing the New York and Philadelphia clubs.

Authentic Singing

WIS, Columbia, S. C., is presenting a quarter-hour program which features a group of 30 negro singers. The program originates in the plant of the Capitol City Laundry, sponsoring the series, and presents true negro spirituals with the background noises of modern laundry machinery. The effect is unique, and the program has caused so much favorable comment that plans are being made to increase the broadcasts to a two-a-week basis.

P. A. For Home

WALTER WIDLAR, merchandi manager of WJAY, Cleveland, w used to be a radio engineer, h solved the nurse problem at h home. He rigged up a mike the nursery with a loud speak in the laundry in the baseme When Mrs. Widlar is bossing t job of the Monday morning lau dry and the Tuesday ironing, s can hear every move the youn ster makes.

Broadening Drama

CBS on July 18 will start a ne series titled *Columbia Worksh* with Irving Reis, playwright a director, to be given a chance try unusual voice and sound effec The series will be heard 8:30 p. m. Saturdays. Reis will be giv a free hand and all the tools a talent he wants.

Church Leaves CBS

WELLES (Ted) CHURCH, ass tant manager of WJSV, Washin ton, and chief assistant to CB Vice President Harry C. Butche resigned July 11 after five yea with the network and station. H did not announce future plan Prior to joining CBS in 1931 was a correspondent on the Was ington staffs of the United Pre and the *New York Herald-Tribu*

FEDERAL TELEGRAPH CO.
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LONG LIFE • UNIFORM CHARACTERISTICS
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Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

"A" CUT CRYSTALS

For immediate delivery: broadcast band crystals with temperature coefficient less than three parts per million per degree C. Mounted in variable air gap Isolantite holder ---------- $50.00

Also:

A complete line of heater or oven type mountings with bi-metallic or mercury column thermostats, with or without thermometers.

HOLLISTER CRYSTAL COMPANY (H) MERRIAM, KANSAS

IN THE CONTROL ROOM

ONALD KASSNER, WMT, Cedar pids - Waterloo, transmission engineer, was married in June to Miss ary Knowles of Oak Park, Ill. Mr. d Mrs. Kassner will live in Marion, location of the WMT transmitter.

TEPHEN GARCIS, formerly of HBY, Green Bay, Wis., and John acnak, of Gary, have joined the chnical staff of WKBZ, Muskegon, ich.

ILLIAM KOTERA, chief engineer WOW, Omaha was confined in ne in St. Joseph's Hospital, Omaha, th a severe attack of arthritis.

RT McPHILLIPS, engineer of JR, Detroit, and a student at ayne University, has been awarded fellowship at the University of Chigo.

M. WOODFORD, operator of BAP, Fort Worth, has obtained ve of absence to serve as engineer the Fort Worth Frontier Centenal.

OWARD E. CAMPBELL, chief engeer of WHAS, Louisville, and Mrs. ampbell are the parents of a son, rn July 8.

ED BINDNER, technician at ROW, Oakland, Cal., for approxiately two years, has been made chief gineer for the station, succeeding hauncey E. "Bud" Downey, who regned in June to become broadcast search engineer for the Techna rp., San Francisco equipment manfacturers. Downey is now in New ork City establishing sales offices for s organization. KROW has added obart P. Davis and James Blanchet the technical staff. Davis was rmerly an operator aboard the *orthhaven*, Pan-American Airlines pply ship which served in establishg airway bases at Midway, Gaum d Wake islands. Blanchet, formeran operator for KSFO, in San rancisco, is stationed at KROW's ansmitter.

ILLIAM A. CRABBE, announcerperator at KQW, San Jose, Cal., regned July 1 because of ill health. efore joining KQW he was associatd with KDON, Del Monte, Cal., in similar capacity.

RNEST E. JEFFERSON, formerly BC studio engineer in San Francisco, has been appointed to the operaor's staff of KJBS, that city.

W. BAKER, control operations upervisor, P. A. Sugg and G. W. ndresen, studio engineers, attached NBC's San Francisco engineering taff, were winners in the photographic ontest recently conducted by the *A. E. Journal* (official publication of he Association of Technical Employes f NBC).

HARLES WHITE, for the last year ssistant engineer at KJBS, San rancisco, resigned July 1 to join the echna Corp., broadcasting and sound quipment manufacturers in that city, s manager of the designing and experimental departments.

DR. LEE DEFOREST, inventor, who ow has his own laboratory in Los ngeles, has been granted Patent No. ,045,570 by the U. S. Patent Office, overing "apparauts for receiving and rojecting televised images in synchroism with sound." He has assigned he patent to American Television Laoratories Inc., a Delaware corporaion.

LIEUT. E. K. JETT, FCC assistant chief engineer, on July 20 will begin a series of lectures on "Police Radio Administration" before the police training school of the Department of Justice's Federal Bureau of Investigation. Representatives of municipal, state and county police attend the courses offered by the G-Men.

E. H. GAGER, technical supervisor of KYW, won the KYW-WCAU golf tournament staged at Ashbourne Country Club, Philadelphia. He scored a 74, with Mannio Sacks second and H. Bart McHugh Jr. third.

EQUIPMENT

WKBZ, Muskegon, Mich., has moved into new offices and studios, built following the fire which destroyed the former quarters in March. The new control room, located between the new studios, has new RCA 70-A transcription tables and equipment installed and built by George Krivitzky, WKBZ chief engineer. Brush microphones are used in studios and for remotes. A nine-acre site has been purchased for erection of a new transmitter, vertical antenna and ground system, the site having been approved by the FCC.

CONVENIENCE and accuracy of operation on an improved basis are claimed for the new General Radio 605-A standard signal generator. AC operation has been incorporated but the generator may also be operated on batteries. The frequency range extends from 9.5 to 30,000 kilocycles, covering carrier, supersonic and high audio frequencies as well as most of the radio frequency spectrum.

KGER, Long Beach, Cal., moved into its new studios quarters on the eleventh floor of the Clark Hotel, Los Angeles, on July 1. KGER, is a Long Beach station with main studios in Los Angeles but transmitter and auxiliary studio at the beach city. The Los Angeles studios were burned several months ago when they were located in Arnold's Dept. Store. Temporarily the station has been using the facilities of KRKD. The Clark Hotel location will provide administrative space, studios and rehearsal hall, audition room and remote control booths.

JOHN LONG, Jr., chief engineer of WHAM, Rochester, has announced that W8XAI, the Stromberg-Carlson 100-watt experimental "apex" station, is to change its frequency from 31.6 megacycles to 41 mc. about the middle of August to place the shortwave programs on a frequency less bothered by ignition interference from airplanes and automobiles.

WAAF, Chicago, has completed its new vertical radiator on the roof of the Exchange Building in the Union Stock Yards. The new tower is 231 feet high and approximately 330 feet above the ground. WAAF is the only Chicago station with a vertical radiator antenna within the city limits. It will be used in conjunction with an increase in power from 500 to 1000 watts.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Mr. Schuette Abandons Shortwave Radio Group



Mr. Schuette

SHORTWAVE Institute of America, organized last year by Oswald F. Schuette, formerly active in radio patent and copyright matters, was terminated early this month with Mr. Schuette's resignation as its president. The organization was formed to encourage shortwave listening and was financed by several radio set manufacturers and distributors.

Mr. Schuette announced that he will retain his offices in the National Press Bldg., Washington, as counselor in radio and public relations. In this capacity, he stated, he will advise RCA "on the opportunities for developing new fields and new markets for radio in the public interest and in the research and patent developments of the art and its relations to the radio industry."

Prof. Quiz Promoted

AFTER a nine-week tryout of *Prof. Quiz*, question and answer program on WJSV, Washington, G. Washington Coffee Refining Co., Morris Plains, N. J., has extended the tests to WABC, New York. Response in the WJSV area was said to have been favorable. Cecil, Warwick & Cecil Inc., New York, has the account. WJSV continues to produce and broadcast the program.

FCC Names Technician

DR. LYNDE P. WHEELER, one of the outstanding physicists of the country, has been appointed to take charge of the newly established Technical Information Section of the FCC, which is to keep the Commission advised of scientific and technical progress in radio. Dr. Wheeler was a member of the Yale faculty from 1894 to 1926, then became head of the consulting and radio sections of the Naval Research Laboratory and recently has been a private consultant in communications engineering. He has lectured before the Bureau of Standards on radio wave propagation and has been a leading member of the Institute of Radio Engineers and other scientific organizations as well as author of a score of technical articles.

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Richmond, Ind.

KSD 550 KCS. BOTH ENDS OF THE DIAL! W9XBY 1530 KCS.

THANK YOU — MR. COE — MR. TAYLOR — Chief Engineer of KSD, Chief Engineer of W9XBY

We're mighty proud to serve two such outstanding stations at each end of the dial with WEEKLY FREQUENCY MEASUREMENTS.

And THANKS ALSO to the more than 125 other Chief Engineers who subscribe to our weekly and monthly service and whose stations occupy more than half of the remaining channels in the broadcast band.

Single Measurements $1.75 each
Weekly Measurements ... 5.00 per month

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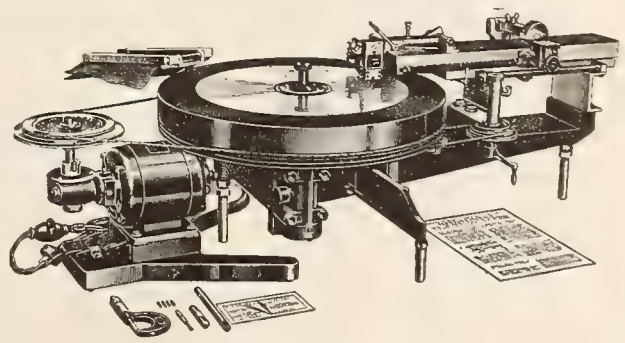
To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JULY 1 TO JULY 13, INCLUSIVE

Decisions . . .

JULY 2

APPLICATIONS GRANTED:

NEW, Exponent Co., Clarksburg, W. Va.—CP 1370 kc 100 w D.

WCNW, Brooklyn—CP move trans. locally, vertical radiator.

KCRJ, Jerome, Alaska—CP new trans., antenna, change spec. hours to D.

WGNY, Chester Twp., N. Y.—CP change equip., new antenna, move trans. to Newburg.

KRGV, Weslaco, Tex.—Install automatic freq. control.

KFEL, Denver—Modif. CP move trans. to 1900 Sheridan Blvd.

KVCV, Redding, Cal. — Modif. CP approval trans. and studio sites, change equip., approval vertical radiator.

WWSW, Pittsburgh—License for CP 1500 kc 100 w N 250 w D unltd.

WJAR, Providence, R. C.—License for CP 890 kc 1 kw unltd. directional.

WCHV, Charlottesville, Va. — Renewal license to 1-1-37.

KALB, Alexandria, La.—Same.

WSGN, Birmingham—Renewal license to 12-1-36.

KSLM, Salem, Ore.—CP new equip.

WJBK, Detroit—Modif. CP new equip., delete auth. vertical radiator.

KFNF, Shenandoah, Ia.—Auth. antenna input measurement.

KGBX, Springfield, Mo.—License for CP 1230 kc 500 w N directional, 500 w D non-directional unltd.

KGFG, Oklahoma City—Renewal 90 days.

WATL, Atlanta—Same.

WMBH, Joplin, Mo.—Transfer control to Joplin Globe Pub. Co.

KXL, Portland, Ore.—Auth. automatic freq. control.

WNEK, San Juan, P. R.—Extend completion, modif. CP.

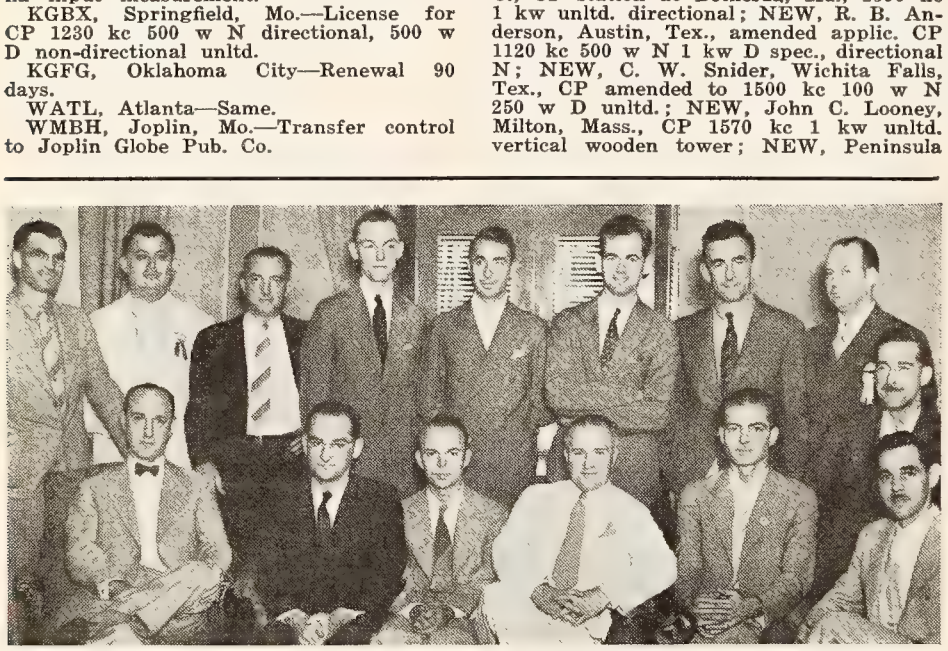
KGIR, Butte, Mont.—CP move studio, trans., vertical radiator, new equip.

WGRC, New Albany, Ind.—Modif. CP trans. site, studio vertical radiator.

WSAY, Rochester—CP to reinstate CP, extend completion.

WFLA-WSUN, St. Petersburg—Modif. license re field intensity, directional.

SET FOR HEARING—NEW, Bayou Brdcstg. Co., Houston, amended applic. CP 1210 kc 100 w D; WGPC, Albany, Ga., renewal license and move trans., studio, new equip.; WMBH, Joplin, Mo., CP change equip, change 1420 to 1380 kc, increase 100 w 250 w D to 500 w; KVL, Seattle, CP amended to 1070 kc, delete N, increase D to 250 w; NEW, Courier-Post Pub. Co., Hannibal, Mo., CP 1310 kc 100 w unltd.; NEW, Skagit Brdcstg. Assn., Whitney, Wash., 1420 kc 100 w unltd.; WDAE, Tampa, Fla., change 1220 to 550 kc; WCAP, Asbury Park, N. J., modif. license 500 w to 1 kw; NEW, Pottsville Brdcstg. Co., Pottsville, Pa., CP 580 kc 250 w D; NEW, C. F. Gaarenstroom, Fairmont, Minn., CP 1420 kc 100 w 250 w D unltd.; NEW, W. Hanes Lancaster & J. W. Birdwell, Johnson City, Tenn., CP 1200 kc 100 w N 250 w D unltd.; NEW, Clarence C. Dill, Washington, D. C., CP station at Bethesda, Md., 1390 kc 1 kw unltd. directional; NEW, R. B. Anderson, Austin, Tex., amended applic. CP 1120 kc 500 w N 1 kw D spec., directional N; NEW, C. W. Snider, Wichita Falls, Tex., CP amended to 1500 kc 100 w N 250 w D unltd.; NEW, John C. Looney, Milton, Mass., CP 1570 kc 1 kw unltd. vertical wooden tower; NEW, Peninsula



RCA-NAB GROUP—Seated left to right: S. W. Goulden, Ben Adler, W. L. Garnett, P. V. Lutz, W. M. Witty, H. J. Schrader, A. R. Hopkins. Standing left to right: W. L. Lyndon, I. R. Baker, Al Josephson, Ted Smith, R. A. Wilson, L. J. Anderson, R. P. May, Harold C. Vance.

KMMJ, Clay Center—Transfer control to KMMJ Inc.

WNBR, Memphis—Transfer control to Memphis Commercial Appeal Inc.

WRDW, Augusta, Ga.—Transfer control to Arthur Lucas, W. K. Jenkins, F. J. Miller.

WEBR, Buffalo—Vol. assign. license to WEBR Inc.

KIUJ, Santa Fe, N. M.—Vol. assign. license to J. Laurence Martin.

NEW, O. Lee Stone, Florence, S. C.—CP 1200 kc 100 w D.

KWG, Stockton, Cal.—Vol. assign. license to McClatchy Brdcstg. Co.

KERN, Bakersfield, Cal., consent vol. assign. license to McClatchy Brdcstg. Co.

KFBK, Sacramento—Vol. assign. license to McClatchy Brdcstg. Co.

KMJ, Fresno, Cal.—Granted consent vol. assign. license to McClatchy Brdcstg. Co.

WDSU, New Orleans—CP change equip.

WCMI, Ashland, Ky.—Amend CP to: Change equip., install vertical rad., increase to 250 w D 1310 kc 100 w N.

WTAG, Worcester, Mass.—CP increase to 1 kw directional, move locally.

WEEI, Boston—CP new equip., directional, increase 1 to 5 kw D.

KOIL, Council Bluffs — CP change equip.

WKBV, Richmond, Ind.—Modif. CP extend completion.

WMCA, New York—Modif. license increase 500 w to 1 kw directional.

WIS, Columbia, S. C.—License for CP 560 kc 1 kw N 5 kw D unltd. directional N.

Newspapers Inc., Palo Alto, Cal., amended CP 1160 kc 500 w D; NEW, Valley Brdcstg. Co., Cleveland, CP 890 kc 1 kw unltd.; WDAS, Philadelphia, CP new equip., directional, change 1370 to 1390 kc, increase 100 w 250 w D to 500 w 1 kw D; NEW, A. Frank Katzentine, Miami Beach, Fla., CP 1500 kc 100 w unltd.; New, News Press Pub. Co., Santa Barbara, Cal., amended applic. 1220 kc 500 w unltd.; NEW, Frank F. Airey, Twisp, Wash., CP 1220 kc 250 w D; NEW, H. A. Hamilton, Asheville, N. C., CP 1200 kc 100 w unltd.; NEW, Southwestern Brdcstg. Co., La Junta, Col., CP 1370 kc 100 w unltd.; KINY, Juneau, Alaska, CP change 1310 kc to 1430 kc, increase 100 to 250 w; NEW, Valley Brdcstg. Co., Youngstown, O.

APPLICATION DENIED—NEW, Mrs. E. M. Watkins, Eagle Pass., Tex., denied auth. transmit Texas Centennial programs to XEPN, Piedras Negras, Mexico.

SPECIAL AUTHORIZATION—KFNF, Shenandoah, Ia., temp. auth. use time KUSD does not use to 9-1-36.

RATIFICATIONS:

NEW, A. W. Mills, Gallup, N. M.—Amend applic. 1310 to 1500 kc.

KCMO, Kansas City—Granted reconsideration action designating CP applic. for hearing and granted without hearing subject to antenna approval.

WMFJ, Daytona Beach, Fla.—Extension temp. auth. use present trans. pending repairs.

WFIL, Philadelphia — Extension temp. auth. 560 kc 1 kw N for July.

WOW, Omaha—Extension temp. auth. 5 kw N July.

KCMO, Kansas City—Extension temp. auth. 100 w trans.

KGKB, Tyler, Tex.—Temp. auth. spec. hours July.

WJEJ, Hagerstown, Md. — Extension temp. auth. 50 w spec.

WADC, Akron — Modif. CP change equip.

WHAT, Philadelphia—Granted petition intervene applic. Eastern States Brdcstg. Co., Bridgeton, N. J., denied answer in opposition to latter's petition.

KVOS, Bellingham, Wash. — Granted auth. participate hearing applic. Gomer Thomas for CP at Bellingham, denied request it be heard with pending KVOS applic. for renewal and applic. Skagit Brdcstg. Assn.

WCBD Ind.—Denied petition to correct FCC records and dismiss its applic. transfer control.

ACTION ON EXAMINERS' REPORTS:

NEW, Golden Empire Brdcstg. Co., Sacramento, Cal.—Denied CP 1310 kc 100 w unltd., sustaining Examiner Arnold.

NEW, Royal Miller, Sacramento — Granted CP 1310 kc 100 w D sustaining Chief Examiner Arnold.

NEW, F. W. Atkinson, Watsonville, Cal.—CP 1310 kc 250 w D, reversing Examiner Bramhall.

NEW, Mason City Brdcstg. Co., Mason City, Ia.; NEW, Northern Iowa Brdcstg. Co. Inc., Mason City; NEW, Mason City Globe Gazette Co., Mason City — Mason City Brdcstg. Co. & Northern Iowa Brdcstg. Co. Inc., denied CP's 1420 kc 100 w unltd., Mason City Globe Gazette Co. granted CP 1210 kc 100 w unltd., all sustaining Examiner Dalberg.

NEW, Central Brdcstg. Co., Eau Claire, Wis.—Denied CP 1050 kc 250 w D, reversing Examiner Dalberg.

WDBO, Orlando, Fla.—Granted modif. license increase 250 w to 1 kw 580 kc unltd., sustaining Examiner Walker.

WIRE, Indianapolis — Granted CP change equip., increase 500 w N 1 kw D to 1 kw N 5 kw D 1400 kc unltd., sustaining Examiner Hyde.

NEW, Farmers & Bankers Life Ins. Co., Wichita—Denied as in default CP 1210 kc 100 w unltd., sustaining Examiner Hyde.

NEW, Joplin Brdcstg. Co., Pittsburg, Kan.; NEW, Pittsburg Pub. Co., Pittsburg; NEW, Harold F. Foraker & Ray D. Luzadder, Wichita—Joplin Brdcstg. Co. denied CP 1200 kc 100 w D unltd., sustaining Examiner Dalberg; Pittsburg Pub. Co. denied CP 1500 kc 100 w unltd., reversing Examiner Dalberg; Harold F. Foraker & Ray D. Luzadder denied CP 1500 kc 100 w unltd., sustaining Examiner Dalberg.

NEW, Roberts MacNab Co., Jamestown, N. D.—Denied CP 1310 kc 100 w unltd., reversing Examiner Dalberg.

WEAN, Providence, R. I.—Granted CP new equip., move trans. locally, increase 500 w to 1 kw 780 kc unltd. directional, reversing Examiner Bramhall.

KVSO, Ardmore, Okla. — Granted C change equip. 100 w N & D, reversing E: aminer Hyde.

WFBR, Baltimore — Granted modif. l cense increase 1 kw D 500 w N 1270 l unltd., sustaining Examiner Dalberg.

WOOD-WASH, Grand Rapids — Grante CP change equip., move trans., increa to 1 kw D 500 w N 1270 kc, sustainin Examiner Dalberg.

NEW, Ralph Perez Perry, Santurc P. R.—Denied CP 1340 kc 250 w unltd sustaining Examiner Walker.

KGCX, Wolf Point, Mont.—Granted C move trans., change equip., change 131 to 1450 kc, increase 100 w to 250 w L hours from spec. to unltd., sustaining E: aminer Bramhall.

NEW, Bell Brdcstg. Co., Temple, Tex.- CP 1370 kc 100 w D, sustaining Examine Dalberg.

NEW, Chicago Brdcstg. Assn. Ltd., Ch cago — Denied CP 1500 kc 100 w unltd sustaining Examiner Walker.

NEW, Adv. Pub. Co. Ltd., Honolulu- Denied CP relay station, sustaining E: aminer Walker.

NEW, Christina M. Jacobson, San Lu Obispo, Cal.—Granted CP 1200 kc 250 D, sustaining Examiner Hill.

NEW, Merced Star Pub. Co., Merce Cal.—Granted CP 1040 kc 250 w D, su taining Examiner Bramhall.

KFJM, Grand Forks, N. D.—Granted C change equip., change 1370 to 1410 kc, i crease 100 w to 1 kw D 500 w N subje rule 131, 132, 139 unltd., reversing E: aminer Walker.

NEW, V. H. Lake, H. E. Stanford, A lanta—Denied CP 1210 kc 100 w D, su taining Examiner Hyde.

WTFI, Atlanta—Granted CP move trans studio, sustaining Examiner Walker.

WCAO, Baltimore—Denied modif. licen increase 500 w 1 kw LS to 1 kw 600 l unltd., sustaining Examiner Dalberg.

WICC, Bridgeport, Conn.—Denied modi license increase 500 w 1 kw LS to 1 k 600 kc spec., sustaining Examiner Dalber

WIP, Philadelphia — Granted modif. l cense increase 500 w to 1 kw D 500 N 610 kc, reversing Examiner Dalberg to daytime power.

KFRO, Longview, Tex. — Denied C change equip., increase 100 w D to 250 D 100 w N, change from D to unltd., 13 to 1210 kc, sustaining Examiner Hill.

NEW, Oil Capital Brdcstg. Assn., Ki gore, Tex.—Granted CP 1210 kc 100 unltd., sustaining Examiner Hill.

KWEA, Shreveport, La. — Denied r newal license 1210 kc 100 w unltd., su taining Examiner Hill.

NEW, Black Hills Brdcstg. Co., Rap City, S. D.—Granted CP 1370 kc 100 unltd., sustaining Examiner Bramhall.

NEW, J. C. & E. W. Lee, Riversid Cal.—Denied CP 820 kc 250 w D, rever ing Examiner Walker.

NEW, Robert K. Herbst, Fargo, N. l —Denied CP 1310 kc 100 w unltd., su taining Examiner Seward.

NEW, F. N. Pierce, Taylor, Tex.—D nied CP 1310 kc 100 w D, sustaining E: aminer Walker.



WESTERN-GRAYBAR-BELL—Biggest of all NAB delegations was th 30-man crew at Western Electric's exhibition, representing the thre affiliated companies, most of them shown here. Front row left to right F. Saffer, E. W. Thurston, D. B. McKay, L. F. Bockover, H. N. Willet W. E. Doherty, R. E. Poole, W. L. Black. Standing left to right: R. G McCurdy, H. Rossbacher, C. I. Baker, L. E. Walker, K. S. Deichma O. E. Richardson, E. L. Nelson, H. C. Atkinson, W. C. Jones, B. R. Col W. Whitmore, J. A. Costello, C. S. Powell, H. E. Young, A. J. Eaves.

NEW, Eugene DeBogory, Temple, Tex. Denied CP 1310 kc 100 w D, reversing Examiner Walker.

NEW, E. E. Long Piano Co., San Luis Obispo, Cal.—Denied CP 1200 kc 100 w ltd., sustaining Examiner Hill.

HEARING CONTINUED — Hearing of applications for 500 kw, heretofore set for 4-36, continued until after engineering hearing of 10-5-36.

RULES DELETED AND MODIFIED—Deleted Rules No. 6, 109 as amended, 110 as amended, 111 as amended, 112 and 114. Modified 116 to read: The following frequencies are designated as clear channels and are allocated for use by clear channel stations: 640, 650, 660, 670, 680, 700, 710, 730, 740, 750, 760, 770, 790, 800, 810, 820, 840, 850, 860, 870, 970, 980, 1000, 1020, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1200. Modified 119 to read: The following frequencies are designated as high power regional frequencies and allocated for use by high power regional stations, permitted to operate simultaneously with a power of not less than 5 kilowatts: 1460, 1470, 1480, 1490 kc.

ENGINEERING HEARING — Informal engineering hearing set for 10-5-36 to determine what changes if any or improvements if any are desirable in engineering principles of allocations from 550 to 1600 kc.

MISCELLANEOUS — WOWO, WGL, Ft Wayne, Ind., control granted to Westinghouse Elec. & Mfg. Co., reconsidering action of May 21; Suspended the date CP new station for Lincoln Memorial U., Harrogate, Tenn.; WKRC, Cincinnati, reconsidered and granted applic. increase to 5 kw D instead of 2½ kw, directional antenna; WSB, Atlanta, granted permission intervene KMMJ hearing; WACO, Waco, Tex., granted permission intervene hearing on applic. John S. Braun for CP 1500 kc 100 w D; WTAR, Norfolk, Va., approved directional antenna; WWJ, Detroit, granted petition intervene hearing new station at Dearborn; WROK, Rockford, Ill., granted modif. license in conformity with action of 1-10-36 when station was granted change hours to unltd.; WEI, Boston, dismissed request CP 590 kc 5 kw unltd. at applic. request; 9-24-36 set as date for oral argument re Ex. Rep. I-247, based on applic. E. F. Peffer, Stockton, Cal. (KGDM) change from D to ltd.

Examiners' Reports . . .

NEW, Continental Radio Co., Columbus Examiner Irwin recommended (I-240) applic. CP 1310 kc 100 w unltd. be denied.

NEW, Continental Radio Co., Toledo—Examiner Seward recommended (I-241) applic. CP 1200 kc 100 w D be denied.

KDYL, Salt Lake City—Examiner Seward recommended (I-242) that Commission affirm action of 2-13-36 granting applic. KDYL for CP 1290 kc 1 kw 5 kw LS unltd.

NEW, Nathan N. Bauer, Miami, Fla.—Examiner Seward recommended (I-243) applic. CP 1420 kc 100 w unltd. be denied.

WTJS, Jackson, Tenn.—Examiner Walker recommended (I-244) that applic. CP change from 1310 kc 100 w 250 w LS unltd. to 920 kc 250 w 500 w LS unltd. be denied.

NEW, Southwest Brdcstg Co., Prescott, Ark.; W. P. Stuart, Prescott—Examiner Seward recommended (I-245) that applic. Southwest Brdcstg. Co. for CP 1500 kc 100 w 250 w LS unltd. be granted; that applic. W. P Stuart for CP 1500 kc 100 w unltd be denied.

KWIL, St. Louis—Examiner Hyde recommended (I-246) that applic. change from 1500 kc 100 w 250 w LS unltd. to 1250 kc 100 w 250 w 1 kw unltd. be denied.

KPOL, Washington — Examiner Dalberg recommended (I-247) that applic. change from 1230 kc 100 w unltd. to 1230 kc 1 kw unltd. be denied.

WPRO, Providence, R. I.—Examiner Seward recommended (I-248) that applic. change from 630 kc 250 w unltd. to 500 kc 1 kw LS be granted.

KTFI, Twin Falls, Id.—Examiner Hill recommended (I-249) that applic. change from 1240 kc 500 w 1 kw LS unltd. to 1240 kc 500 w 1 kw LS unltd. be granted, subject to renewal license.

KSEI, Pocatella, Id.—Examiner Hill recommended (Ex. Rep. I-250) that applic. be granted license be granted.

NEW, Voice of Marshall Association, Marshall, Tex.—Examiner Hill recommended (I-251) that applic. CP 1500 kc 100 w D be denied.

NEW, Chattanooga Brdcstg. Co., Chattanooga, Tenn., Examiner Walker recommended (I-252) that applic. CP 590 kc 1 kw unltd. be denied.

WALR, Zanesville — Examiner Walker recommended (I-253) re applic. move to Toledo: That Commission either revoke order of Sept. 25, 1934, granting applic. modify said order to permit operation of WALR at Toledo daylight hours only; (I-254) he recommended: That in event applic. WALR and Continental Radio Co. Toledo are denied, that applic. Community Brdcstg. Co. for CP 1200 kc 100 w for Toledo be granted, subject Rule 131.

Applications . . .

JUNE 30

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w D amended to omit request applic. be contingent on WKBZ applic. for 1200 kc.

NEW, Lenawee Brdcstg. Co., Adrian, Mich.—CP 1440 kc 250 w D.

KDKA, Pittsburgh—CP new equip., new antenna, increase 50 to 500 kw.

KTHS, Hot Springs, Ark. — Extension exp. auth. change 1040 to 1060 kc, hours from SH.-KRLD to Simul.-WBAL spec. hours.

KFH, Wichita—License for CP change equip., increase power.

NEW, Charles Porter & Edward T. Eversole, Festus, Mo.—CP 1420 kc 100 w ltd. amended to unltd.

NEW, Howard A. Miller, Galesburg, Ill. —CP 1500 kc 100 w D, some N, amended to spec.

KERN, Bakersfield, Cal.—License for CP new equip.

NEW, Jesse G. Bourus, Everett, Wash. —CP 1500 kc 100 w 250 w D unltd., amended to 100 w.

KFI, Los Angeles—CP new trans., directional antenna, increase 50 to 500 kw.

JULY 2

WATR, Waterbury, Conn. — CP change trans., install directional, change 1190 to 1290 kc, increase 100 w to 250 w, hours from ltd. to unltd.

WSMK, Dayton — Modif. license Simul. D-KQV spec. N to unltd., increase from 200 to 250 w.

WHIO, Dayton — License for CP new equip., increase power.

WAPO, Chattanooga — Modif. CP new station re equip.

WJBW, New Orleans — CP new trans., change SH.-WBNO to unltd., increase from 100 w to 100 w 250 w D, move studio locally, asks facilities WBNO.

WSM, Nashville—CP new trans., increase 50 to 500 kw.

APPLICATIONS RETURNED—WTBO, Cumberland; WJNO, West Palm Beach, Fla.

JULY 3

WOV, New York—CP new trans., vertical antenna.

KRRV, Sherman, Tex. — Modif. CP change equip., trans. site.

KWTO, Springfield, Mo. — Modif. CP as modif. new antenna, move trans. locally.

KSCJ, Sioux City, Ia.—License for CP aux. equip.

W6XKK, Don Lee Brdcstg. System, San Francisco—License CP gen exp.

APPLICATIONS RETURNED—WJBW, New Orleans, modif. license increase power etc.; KVOA, Tucson, Ariz., modif. CP re equip.

JULY 6

WNBC, New Britain, Conn.—CP applic. amended from William J. Sanders to State Brdcstg. Corp.

W3XEX, Norfolk, Va. — Modif. CP change trans. site; license for same.

WHBL, Sheboygan, Wis. — License for CP new equip., move trans.

WILL, Urbana, Ill.—CP directional antenna, move trans.

NEW, Northwestern Pub. Co., Danville, Ill.—CP 1500 kc 250 w D.

NEW, C. W. Corkhill, Sioux City, Ia.—CP 1200 kc 100 w unltd.

NEW, News Press Pub. Co., Santa Barbara, Cal. — CP 1280 kc 500 w unltd., amended to 1220 kc.

APPLICATIONS RETURNED—WHDH, Boston; NEW, Most Rev. Anthony J. Schular, El Paso; KFVD, Los Angeles; KLPM, Minot, N. D.

JULY 7

WPRP, Ponce, P. R.—Modif. license additional hours.

WHLB, Virginia, Minn. — Modif. CP change equip., vertical antenna, for approval trans. site.

APPLICATIONS RETURNED — NEW, Southern Farmer Station, Moultrie, Ga.; KFVD, Los Angeles; KGDM, Stockton, Cal.

JULY 8

WAVE, Louisville—CP new trans.

NEW, Crosley Radio Corp., Cincinnati, 2 CPs 100 w high frequency.

W3XES, Baltimore—License for CP gen. exp.

NEW, name changed to William Jerome & Thomas Hoyt Wimpy, d/b Southern Farmer Station, Moultrie, Ga.

NEW, Okmulgee Brdcstg. Co., Okmulgee, Okla.—CP 1210 kc 100 w D.

KMA, Shenandoah, Ia.—Modif. CP move trans., change equip., hours etc.

NEW, Curtis P. Ritchie, Trinidad, Col. —CP 1310 kc 100 w unltd.

APPLICATIONS RETURNED—WLBL, Stevens Point, Wis.; NEW, Benavides Independent School District, Benavides, Tex.; NEW, James H. Hardy & L. D. Marr, Pasadena, Cal.

JULY 9

WHDH, Boston—Exp. auth. spec. hours directional.

WATL, Atlanta—CP new trans, antenna, increase 100 w to 100 w 250 w D, move studio, trans, locally.

NEW, Carolina Adv. Corp., Columbia, S. C.—CP 1370 kc 100 w 250 w D unltd.

NEW, Carolina Adv. Corp., Florence, S. C.—CP 1200 kc 100 w unltd.

WJNO, West Palm Beach, Fla.—License for CP as modif. new station.

NEW, Pee Dee Brdcstg. Co., Florence, S. C.—CP 950 kc 1 kw D.

WMIN, Edward Hoffman, St. Paul—CP increase 100 w to 100 w 250 w D.

NEW, Walter H. McGenty, Rice Lake, Wis.—CP 1200 kc 100 w 250 w D unltd.

KMED, Medford, Ore.—CP change trans., new antenna, move trans.

KMO, Tacoma, Wash.—CP change equip., install vertical antenna, increase 250 w to 1 kw, change trans. site.

NEW, Earle C. Anthony Inc., Mt. Wilson, Cal.—CP experimental station 100 w.

NEW, Earle C. Anthony Inc., Los Angeles—CP experimental 10 kw.

U. S. Names Harding

LOWELL S. HARDING, airline inspector, has been appointed engineer of the Bureau of Air Commerce in direct charge of approval of antenna sites. He succeeds H. J. Sessums, who has resigned to join the San Antonio Highway Department in a civil engineering capacity. The Bureau of Air Commerce, while it has no direct authority over transmitter site locations, collaborates with the FCC which conditions its approval upon advice from the aeronautical agency that the installation will not become an obstruction to aviation and will be properly lighted and painted.

MOON GLOW COSMETIC Co. Ltd., Hollywood, on July 6 started two weekly quarter-hour periods on eight Don Lee stations in California for its Moon Glow nail polish. Paul Keast, baritone, is talent. Emil Brisacher & Staff, Los Angeles, has the account.

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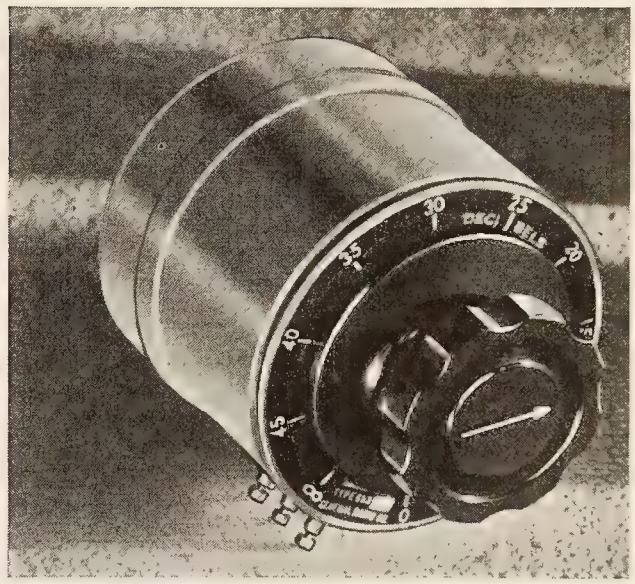
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FCC Is Now in Recess But Will Act on Routine

THE FCC Broadcast Division held its final formal meeting preparatory to its summer recess on July 2, deciding a large number of pending docket cases. While the Commission will be in recess insofar as regular hearings are concerned, routine matters will be passed upon by the respective divisions. The divisions also will be subject to the call of their chairman in the event of the piling up of cases. The pressure of work indicates that special meetings may be called. Regular meetings of the three divisions, under the plan, will be resumed during the first week in September.

FCC'S EARS ARE SHARPENED

Latest in Scientific Equipment Is Acquired for Its Task of Policing the Air Waves

APPROXIMATELY $45,000 is being spent by the FCC Engineering Department for additional equipment and devices for its 21 field offices to enable the engineers more effectively to police the ether.

Among the equipment purchased in recent weeks are new secondary standards for the frequency monitoring stations to check the deviations of all types of stations from their assigned frequencies; photographic equipment to be used in each of the 22 field offices to gather evidence and settle controversies regarding equipment; a mobile unit or "Black Maria" with modern equipment to check wave shapes, noise levels and interference created by diathermy machines, cathode ray oscillographs and frequency measuring equipment.

The new secondary standards will replace the crystals which have been in use since 1928. They will be installed in seven monitoring stations. The primary frequency standard is housed at the "super" monitoring station at Grand Island, Neb. Replacement was deemed desirable because old standards are obsolete. The new crystals will be accurate to half part in a million and are more flexible and more reliable. They are being purchased at a cost of approximately $14,000.

Twenty-three precision cameras were purchased by the FCC several weeks ago, at a cost of $1,320, from Eastman Kodak Co.

The new mobile unit will be the last word in preambulating monitoring stations. Checking of diathermy machines is one of the most important phases of the a signment for this car. Hundre of high-frequency "fever machine have been installed by physicia and medical institutions throug out the country and have be causing serious interference wi reception, particularly in the sho waves. Among other things, t mobile unit will be equipped wi a direction finding apparatus assist in locating the interferenc

Diathermy machines, using sho waves, cause interference, accor ing to studies, from about 10 50 megacycles. International broa casting has been most seriously a fected along with fixed services. is estimated there are 20,000 su machines in use. Charles E. Elle of the FCC Engineering Depa ment, has been placed in char of the new mobile unit, which expected to cruise about the enti country as conditions demand.

The direction finding equipme is similar to that used aboa ocean-going ships. The meth used is that of taking bearings the signal strength of the inte ference at a particular point a moving along with the intensi of the signal until the bearin cross. Invariably it leads pr cisely to the source of the troub Cathode ray tubes show the fo of station waves.

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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Manufacturer of exclusive line of microphones and other devices, well known in the industry, invites inquiries from sales representatives working out of Pittsburgh, Pa.; Philadelphia, Pa.; Washington, D. C.; Birmingham, Ala.; New Orleans, La.; and Dallas, Texas. Reply to Box 522, BROADCASTING.

Wanted — 3 salesmen, experienced in minor market selling; to later develop into major market selling. Give full details in first letter. Box 519, BROADCASTING.

Program director-announcer for local station. Box 520, BROADCASTING.

Situations Wanted

A capable, thoroughly trained sales and station director seeks new connection. 8 years of successful regional and local station operation as background. Will call for interview at convenience of interested party. Address Box 518, BROADCASTING.

Program, production and musical director; now employed and producing weekly programs major network; desires connection with network or progressive independent station. Competent executive, capable of taking complete charge of programs and production. Ten years experience, four years present position. Would consider investing in growing independent station. Best references and press notices. Box 517, BROADCASTING.

Salesman — 12 years experience. I am adequately prepared to fill position of sales manager—but am ready to look into any interesting, permanent connection. Now earning $500 monthly. Married. Background of both newspaper and radio advertising, with excellent record of applied showmanship in building and selling commercials and station promotions. Box 524, BROADCASTING.

Program Executive. Experienced in every channel of Programming Department. Will guarantee results in the summer programs. 8 years radio experience. College graduate —letters. Box 515, BROADCASTING.

Manager with excellent record both as Sales Manager and General Manager open for change under right conditions. What have you to offer? Box 523, BROADCASTING.

Situations Wanted (Con'td)

Experienced transmitter - control press operator. Single. Available n Box 516, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-7 field strength measuring unit (ne direct reading; Astiline Angus Autom Recorder for fading on distant statio GR radio frequency bridge; radio osc tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Str New York City.

For Sale—Equipment

Western Electric 304-A, one kilov transmitter, complete with one set of t and partial set of spare tubes; also s 700-A oscillator. Fully AC operated. G anteed in first class mechanical and e trical condition. Equipment removed f service because of increased power. Cra ready for immediate delivery. Original $18,000. Offered at $7,000 f.o.b., Colum S. C.

FCC memo 243 lists the 304-A equipn "as satisfying the requirements of g engineering practice" promulgated in cordance with Rule 132.

G. Richard Shafto, Station WIS, Col bia, S. C.

Western Electric 1 Kw 106-B Transmitter

This equipment is in excellent opera condition, having been taken out of s ice only because of an increase in po Supplied complete, with two sets of t spare parts and duplicate sets of m generators and pumps. Designed for o ation from 220 Volt DC supply, but be easily modified for AC operation.

The transmitter is available immed ly and can be inspected at any time. respondence is invited from anyone i ested in securing this equipment at unusually attractive price. Box BROADCASTING.

Wanted to Buy

Will purchase or lease local sta Write full particulars. Box 509, BR CASTING.

Will buy controlling interest in b casting station or will purchase out for cash. Box 521, BROADCASTING.

A *new service* REACHES AGENCIES and RADIO ADVERTISERS *through*

BROADCASTING
Broadcast Advertising

BROADCASTING
Joseph Ness, President

ADVERTISING FEATURES, INC.

Chrysler Building
New York
MUrray Hill 6-4047

May 6th, 1936.

Mr. F. G. Taylor, Adv. Mgr.,
Broadcasting,
National Press Bldg.,
Washington, D. C.

Dear Mr. Taylor:

We thought you would be interested in knowing that our one time insertion in your issue of April 15th more than fulfilled its purpose.

It seems that we reached practically everybody in Radio. Sponsors and Advertising Agencies handling Radio are talking about BROADCASTMENTS more than ever. By positive check-we attribute this, first, of course to the fact that BROADCASTMENTS are logically and technically "right" as tie-in advertising to make our millions of readers the Sponsor's millions of listeners, and second, to "Broadcasting" which put our story across to the most important people in Radio Advertising.

We are more than convinced that Broadcasting reaches the market with which we deal and you will be among the first we will consider whenever we want to get a message across to the Radio Broadcasting field.

Cordially yours,
ADVERTISING FEATURES, Inc.

Joseph Ness
President

JN:MG

this single insertion did it!...

Accent on the Commercial

BROADCASTMENTS

This new Radio tie-in on Radio pages of the Nation's Leading Dailies under the heading MIKE MOMENTS, a 42 line unit of copy reads featuring the Sponsor, Product, Talent, Local Station and Time; is cartoon strip technique for Network, Regional and Spot programs.

BROADCASTMENTS cover all markets, the entire list, a group, or single towns may be used. Art and production are surprising at cost. BROADCASTMENTS, Radio Representation Insurance, is an entertaining display for entertainment advertising. Wire or write for full particulars and list of newspapers. (Contents copyright 1936 by A. F. Inc.)

Advertising Features, Inc., Chrysler Building, N. Y. C. Murray Hill 6-4047

MIKE MOMENTS — Copyright 1936 By Advertising Features, Inc., N. Y. — BROADCASTMENT Trade Mark



MAKES OUR MILLIONS OF READERS YOUR MILLIONS OF LISTENERS

WHBL

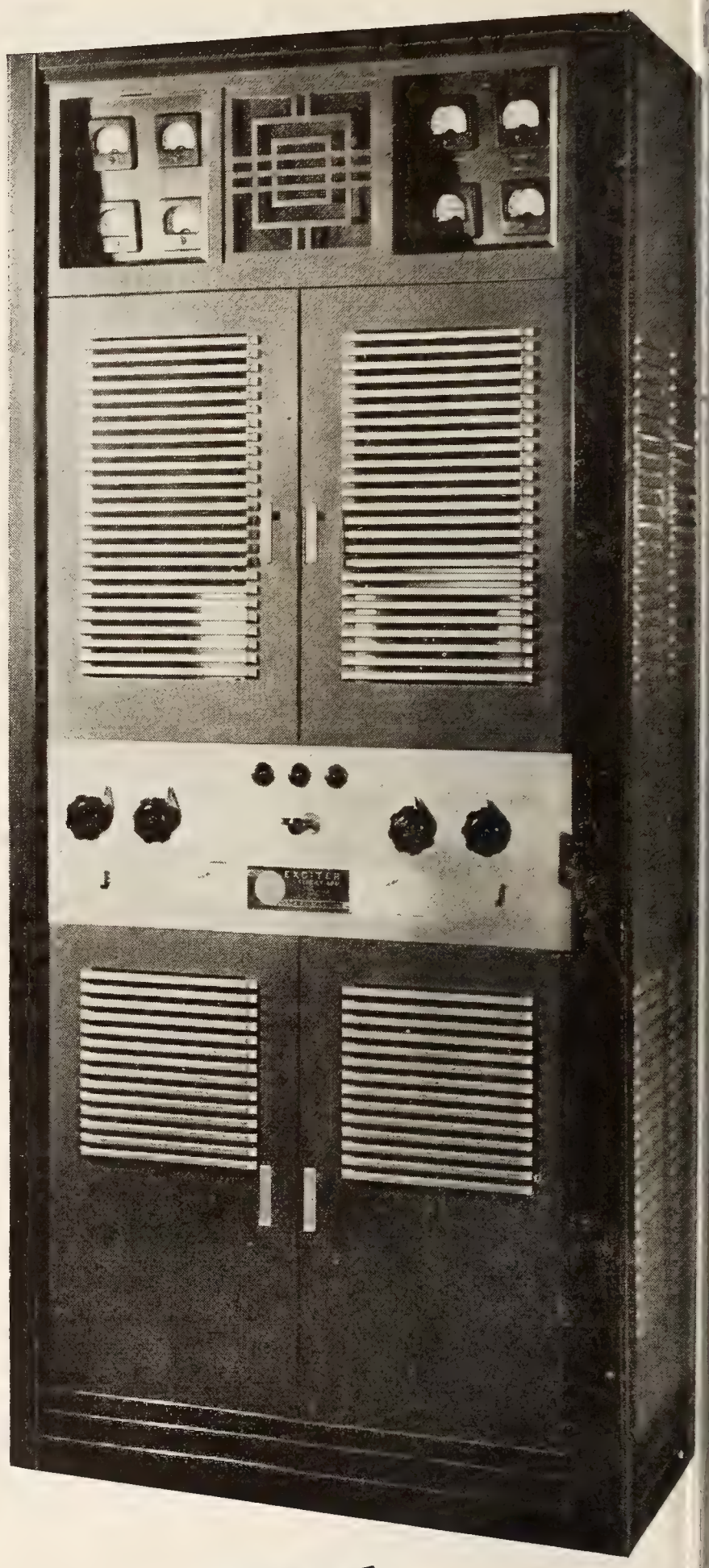
uses

RCA HIGH FIDELITY TRANSMITTER

RCA Broadcast Transmitter Type ET-4250 offers listeners to WHBL, Sheboygan, Wis., a true high fidelity signal. To any 100/250 watt station, such a signal means increased audience appreciation, more listeners, and consequent greater appeal to local advertisers.

However, that is not all, by any means. When the time comes to increase power, it is not necessary to scrap or sacrifice this transmitter. For instance, when you go to 1 KW, the ET-4250 is retained as the exciter unit for the RCA 1-D transmitter. This is the economical result of the RCA plan of coordination.

Other features include new simplicity of construction and operation, increased reliability, finer performance, and new economy.



TECHNICAL DATA

The AUDIO CHARACTERISTIC has less than 2 db. variation from 30 to 10,000 cycles. The *hum level* is 60 db. below the modulation level (unweighted).

The *audio harmonics* are exceptionally low. All this means *high fidelity,* and *vastly increased listener interest* and *substantially larger audiences.*

The *improved crystal control* circuit employing the new *"V" cut crystals* does not require critical temperature control and insures less than 10 cycles variation plus or minus. At 250 watts output, this modern transmitter, operating on either 110 volts or 220 volts 60 cycles, *draws* only 1.7 KW—which means new economy in power consumption. Write for Bulletin No. 47 on this remarkable 100/250 watt transmitter.

RCA *Transmitters*

Address TRANSMITTER SECTION

RCA MANUFACTURING COMPANY, INC., Camden, New Jersey • *A Service of the Radio Corporation of Ameri*

New York, 1270 Sixth Ave. • Dallas, 2211 Commerce St. • Chicago, 111 No. Canal St. • San Francisco, 170 Ninth St. • Atlanta, 492 Peachtree St., N.

BROADCASTING

Broadcast Advertising

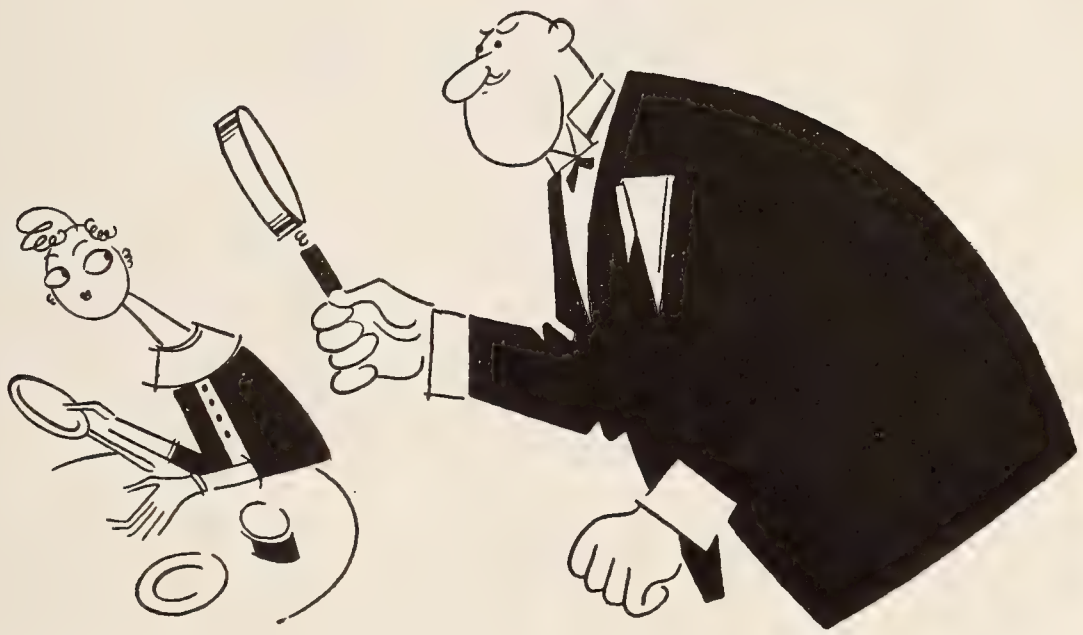
Vol. 11 • No. 3

WASHINGTON, D. C.
AUGUST 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



There's a Woman in the Case!

For weeks our Let's-See-What-They're-Buying Department has been studying women. *Professionally, of course.* It notes that women are peculiarly susceptible to WOR's 19-hour-a-day quota of high-fidelity sound and demonstrate this in a variety of ways. Recently 28,790 of them sat down and wrote letters to this station in response to nine brief announcements offering a free sample of water-softener. Another advertiser sent 13,442 women scurrying into the stores of dealers as the result of one announcement. A dramatic record: to be explained only by those unique services which WOR has to render. WOR offers the advertiser much more than the exposure of his product to an audience of superlative buying power. Advertising over WOR takes on the traits of WOR itself. From WOR's own vividness and timeliness, from WOR's own tone and flavor, advertising messages gain a new measure of responsiveness. More than one hundred and seventy 1936 WOR advertisers have a very clear idea of this very hard to describe advantage.

WOR



NBC THESAURUS

GOES HILLBILLY!

With "Home Folks Frolic" Program featuring Fields & Hall Mountaineers

• Folks!—meet the latest addition to the ever growing list of outstanding THESAURUS artists—Fields & Hall Mountaineers.

• This outstanding group of hillbilly artists, known to radio audiences all over the country for their work on network programs, is the first to appear in this new THESAURUS program series which will run fifteen minutes daily, six days a week. Other outstanding hillbilly artists and novelties will be added to the program from time to time.

• THESAURUS subscribers obtain this new feature *without extra cost.* We will be glad to send you complete details of THESAURUS on request.

For full information write

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO

Growing Pains

resulting from one year of aggressive management . . . and KLZ inaugurates a most important expansion in physical equipment!

● A FULL STRIDE in the affairs of KLZ which is now a matter of record*—a growth in listeners and audience response—and now as KLZ swings into its second step it firmly implants that step on a most important expansion of station facilities.

● ON AUGUST 1ST KLZ dedicates its new 5000-watt transmitter station with its 444-foot vertical radiator — the very last word in radio transmitter design and construction, and the first and only one of its kind in use in the country today.

● BY VIRTUE OF THIS modern equipment, higher daytime power (5000 watts) and KLZ's most favorable dial location (560 kilocycles), the station's reception is materially improved — the new equipment delivering a high fidelity performance far in excess of the rigid standards of the Federal Communications Commission.

● NOW, MORE THAN EVER, KLZ furnishes in the wealthiest section of the Rockies a radio service that is complete, productive and economical.

*THE TWELVE-MONTH RECORD. . . . Local program production expenditures up 382% . . . number full-time station employees up 116% . . . audience mail response (to station only) up 117% . . . local sales up (increase entirely programs) 31%.

KLZ

"The Pioneer Station of the West"

DENVER

Representatives E. KATZ *Special Agency*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



COLUMBIA BROADCASTING SYSTEM *ADMINISTRATIVE OFFICES:* 485 Madison Ave., N. Y. • Chicag

6 months report

The Columbia Broadcasting System carried a greater dollar-volume of advertising, in the first six months of 1936, than any network carried in any other six month period of radio history.

In this one sentence we sum up a "Six Month" report on our basic research, our facilities, our service and the CBS audience. Details on any one of these are available, to be sure, to help you with any specific problem of how and when and where you should use radio.



"But will that network cover, dearest?"

NO matter how good your network is, it may still lack certain coverage that you need.

In some markets, for example, you may need *two* stations, while in others you might be throwing your money away to use *any* station.

At your request we will gladly survey your *network coverage in relation to your sales opportunities* — check to see whether or not you're getting a *balanced coverage*, for your particular sales problems.

Maybe our work will result in getting a schedule for some of our stations. Maybe it will merely prove to you that we do our jobs with speed, thoroughness and sincerity of purpose. Either way, we'll count the time well spent. Give us a ring!

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Loui
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angele
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portlan
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattl

Supplement to

AUGUST 1, 1936 ISSUE

BROADCASTING

and

Broadcast Advertising

Vol. 11 No. 3 WASHINGTON, D. C., AUGUST 1, 1936 SUPPLEMENT

Warner Returning to ASCAP Fold

Formal Accord in a Few Days Expected, Ending All Suits and Giving Radio Full Catalog at No Added Cost

FIRST FORMAL steps toward the return of Warner Brothers to the American Society of Composers, Authors & Publishers were taken in the offices of E. C. Mills, general manager of ASCAP, during conferences held July 31 — conferences which will resume Monday, Aug. 3, with "good prospect" for an accord by the following day.

The preliminary discussions were guarded with careful secrecy, and no statement could be secured from the participants who included, in addition to Mr. Mills, the counsel for Warner Brothers, Joseph H. Hazen, and the late Nathan Burkan's successor as counsel for ASCAP, Charles Schwartz.

From thoroughly reliable sources, however, BROADCASTING learned the afternoon of July 31 [after this Aug. 1 issue had already come off the press, thus necessitating this insert] that an accord is near which will eliminate all demands of Warner Brothers for licenses to utilize its catalog and which will automatically lead to the withdrawal of all of Warner Brothers' great mass of infringement suits, totaling more than 200 cases in which nearly $4,000,000 in damages are sought from radio stations and networks.

It is planned that Warners' return to the ASCAP fold shall be retroactively dated as of July 1, 1936, thus making its official realliance with ASCAP effective exactly one-half year after it withdrew its catalog of approximately one-third of ASCAP-licensed music in order to get licenses of its own from radio.

Although no official list of Warner licensees has ever been divulged by that company, it is understood that approximately 180 stations have signed Warner contracts, over and above their ASCAP contracts, and under the Warner licenses are paying up to four times their highest hourly commercial rates for the right to perform Warner music.

The July 31 negotiations were marked by the absence of Herman Starr, Warner executive, who conducted the original negotiations with ASCAP leading to the Warner-ASCAP break and who later conducted the negotiations with NAB which led to the signing of its contracts by many stations. Mr. Starr, it was learned, has been withdrawn by the Warners from the copyright negotiations entirely and does not figure in the present deliberations in any way.

None of the Warner brothers was present at the July 31 conference, which was called, it is understood, at the behest of Warner in an effort to make peace with radio via the ASCAP route. The July 31 conference was very close to final agreement, but had to be deferred over the week-end to await the return of various parties needed for the final settlement, including one unnamed person scheduled to arrive in New York Aug. 3 on the *SS Normandie*. Gene Buck, ASCAP president, was not present, being away in San Francisco. It is expected the ASCAP board will meet Aug. 3 or 4 to ratify an agreement with Warner.

Warner, as had been previously indicated, will secure no concessions from ASCAP looking toward an increased "take" to it from the ASCAP copyright pool. Nor will ASCAP's income from radio be increased under its present licenses beyond the normal increases coming from the larger commercial business done by the stations. Warner withdrew from the ASCAP pool last Jan. 1 because it objected to its share of the ASCAP split and suggested that the networks as such shall be required to take out copyright licenses—a proposal which the networks countered by barring the use of all Warner music on their owned and managed stations as well as on the networks, with devastating effects upon the popularity of Warner songs and with no discernible ill effects to either network or station program popularity.

With the Warner musical supply back in ASCAP, stations now holding ASCAP licenses will have available the same supply of old and current songs and arrangements they had before Warners withdrew — and at no additional cost during the life of their present ASCAP contracts. Nearly all stations have ASCAP licenses, and practically all are dated to expire Dec. 31, 1940, having been signed as of last Dec. 31 for five-year renewals under ASCAP's arbitrary "sustaining fee" plus 5% of commercial revenues (except for a few special contracts such as the newspaper group and WCAU hold).

It was not indicated whether Warner would rebate to the stations it has licensed the royalties collected during the first six months of 1936, but it is possible that individual negotiations will secure such rebates direct from Warner. ASCAP, it is believed, will not consent to be party to any Warner rebate deals, and is inclined to treat Warner, as will the radio industry, just as if no schism had occurred. The Aug. 3 board meeting of ASCAP will probably decide whether Warner regains its old priority within the ASCAP organization.

The collapse of the Warner Brothers' own music pool-license scheme is due, it is said, to the relatively inconsequential revenues the big motion picture concern has been able to realize from those stations signing its proffered contracts; to the enormous expense of collecting, checking and suing; to the fear that many of its infringement suits might not hold up in court despite the $250 minimum damages in the antiquated copyright law levied even for innocent infringements; to the determination of many stations not holding Warner licenses to fight these suits, fortified by ASCAP's contractual obligation to insure substantially the same catalog of music they had as of Dec. 31, 1935, plus the implied obligation of ASCAP to join in defending these suits; and, more particularly, to the loss in prestige and box-office pull of Warner musical pictures due to their failure to secure "plugs" for their new songs over the networks and the non-licensed stations.

What the effect of the reintegration of ASCAP will have on the government's anti-trust suit against it, which still pends, it is too early even to conjecture. On the part of the broadcasting industry, the new situation somewhat clears the clouded atmosphere of the last six months created by the constant duress of Warner infringement suits—and, what is more important, it means a fuller catalog of music from a central source of supply *at no increased rates over existing ASCAP contracts.*

Whether the ASCAP-Warner agreement contemplates increased rates for ASCAP licenses after Dec. 31, 1940, is anyone's guess at this juncture. It is a reasonable guess that, whether Warner stipulated it or not, ASCAP will then or earlier attempt to get more revenues out of the broadcasting industry by one device or another. In the meantime, however, many things can happen — possibly some developments to the advantage of radio, depending upon the guidance and support acorded an organized industry. [For other advance details of the ASCAP-Warner potential accord, see Page 18 of this issue of BROADCASTING; also Page 60 of the 7th BROADCASTING.]

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 3 WASHINGTON, D. C., AUGUST 1, 1936 $3.00 A YEAR — 15c A COPY

Radio Bears Brunt of Political Campaigns

Major Parties Buy Network Time, Some Through Agencies; Spot Plans Pend; Avoiding Disruption of Schedules

WITH radio definitely scheduled to carry the brunt of the 1936 political campaign, the major parties were busy during the last fortnight perfecting their organizations, buying network time and laying plans for the most extensive commercial use of broadcasting stations and networks in the history of American radio.

While party leaders for policy reasons were disposed to scoff publicly at the idea that they will spend as much as $1,000,000 each for radio time, the pace already being set indicates that this figure, which compares with approximately $500,000 each spent by the Democratic and Republican national committees in the 1932 campaign, more than likely errs on the side of conservatism when national, state and local time-buying plans already under way are taken into consideration.

The radio campaign rivalry of the Democrats and Republicans, so far as paid time is concerned, actually dates from July 23 when the combined networks carried the Landon notification ceremonies from Topeka—the last "time-give-away" (except for the Knox notification on July 30) scheduled for politics. Thenceforth all political time went on a pay basis by mutual agreement, and with even the party leaders raising no objections. Stations generally, according to the reports reaching BROADCASTING, were going along with the networks in charging regular commercial rates for political time, being under the legal injunction only that they must provide equal opportunity to the rival candidates and their spokesmen to use their facilities.

There were a few exceptions to this rule, but very few, and even WGN, the *Chicago Tribune* station, which in previous campaigns would not sell time but donated it to the parties within certain program limits, has informed the party radio directors that its time will be sold at card rates this year, though only if paid for in advance and sponsored by the national committees of the major parties. In a few instances, largely to discourage the disruption of regular program schedules, stations have announced their intention of charging premium rates to the politicians just as newspapers charge higher rates for political advertising.

As the situation sized up Aug. 1:

PARTY RADIO CHIEFS



Mr. Dolph



Mr. Blackett

Party Radio Headquarters

DEMOCRATIC radio headquarters were established in Democratic National Committee offices on the fourth floor of the Biltmore Hotel, New York, with Bob Berger in charge, while William B. Dolph, Democratic director of radio, operated from Washington where he is manager of WOL. With Burke Boyce, formerly continuity editor of NBC and now working on the WPA Federal Radio Workshop Project, engaged to help in program building, and with Stanley High, former NBC talks director who joined the Democratic committee as a general utility man last winter, assisting in program plans, the Democratic radio organization was more or less complete. There may be a few staff additions but there are no plans to open Chicago or West Coast offices, which means that all time will be bought out of New York.

Republican radio headquarters were established last month at 80 Jackson Blvd., Chicago, with Hill Blackett, president of the Blackett-Sample-Hummert agency, as "public relations director" in charge of radio, billboards, magazines and other paid advertising media. In Chicago Mr. Blackett's aides are Tom Sabin, formerly an NBC salesman in Boston, who was Republican National Committee radio director until Mr. Blackett's appointment, and John W. Elwood, former NBC vice president. Sabin and Elwood were transferred from New York, where radio offices at 1 E. 57th St. have been closed down, while Ted Allen, another former NBC employe, was kept in New York as contact man there with offices in committee headquarters in the Liggett Bldg. at 41 E. 42d St. Mr. Allen will work with Joseph Martin, G.O.P. Eastern division campaign chief. Mr. Blackett also announced the appointment of Fred Kerman, of San Francisco, formerly publicity director of the Bank of America and later publicity chief of the Republican Western division, to work on his staff. More personnel is planned but organization was still under way as BROADCASTING went to press.

Both the American Liberty League, with headquarters in Washington, and the Union Party, with headquarters in Chicago, were contemplating radio time purchases but their plans are still nebulous. It was also anticipated that the Socialists and Communists would also ask for time clearances according to their ability to buy, but up to a late hour they had not asked or secured any definite commitments.

Agency Placements

EAGER to save the 15% commissions ordinarily going to agencies handling radio accounts, the Republicans broached the subject of commission rebates on direct placements to both NBC and CBS at an informal hotel meeting in New York in mid-July attended by Mr. Blackett; Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice president; Bruce Barton, chairman of Batten, Barton, Durstine & Osborn Inc., who is working with the Republican National Committee; William B. Benton, chairman of Benton & Bowles Inc.; Paul L. Cornell, president of Geyer-Cornell Inc.; Frederick C. Gamble, executive secretary of the AAAA, and others.

Despite the fact that the 15% rebates were given both parties by the networks in the 1932 campaign, the proposal was met with a flat rejection by the network executives, who insisted upon agency placements if commissions are to be paid, leaving only the alternative that the political accounts would be placed direct. It was intimated that the Republicans might seek to place their time through various agencies, or even through big industrial concerns that regularly sponsor programs on the radio, and secure from them a "kick-back" of the commissions, but this was regarded as rather unlikely.

The first regular radio account placed by the Republicans, William Hard's *Republican Reporter* broadcasts five days weekly on the NBC-Blue Network, was placed direct but Republican Chairman John D. M. Hamilton's half-hour talk over the Yankee Network July 17, ending his New England tour, was placed through Dowd & Ostreicher, Boston.

Agency Policy Undetermined

MR. BLACKETT'S office told the Chicago correspondent of BROADCASTING that agency policy had not yet been determined and it was made clear by Mr. Blackett himself in an official statement that Blackett-Sample-Hummert would in no wise participate in any political business.

On the Democratic side, most of the time thus far purchased has been placed through agencies, with U. S. Advertising Corp., William H. Rankin Co. and Metropolitan Advertising Co., all of New York, getting the business. The agencies have been informed by the networks that they must guarantee payments, but the Democratic radio division has declined either to give the agencies any guarantees or to put up any cash with them. Thus the general attitude of most agencies was to shy clear of political accounts in view of the risks involved, especially recalling that it took nearly four years for both the Republicans and the Democrats to clear up their radio debts carried over from the 1932 campaign.

Campaign Budgets

DEMOCRATIC radio headquarters, already committed to the purchase of around $70,000 worth of network time, not counting plans still in the formative stages for the use of transcriptions and local time for national speakers, estimated that its radio budget will run at least $750,000, and probably more. Republican headquarters declined to make any estimate, asserting it was impossible to calculate the division of appropriations as among

networks, transcriptions and local stations. Extensive "merchandising" tieins with Republican broadcasts, already started by Sabin and Elwood during the full year they have been working with the Republican National Committee in New York and Washington, are contemplated.

General Policies

FOR the most part both the Democrats and Republicans are buying open time on the networks and intend to do the same on the stations, taking regular series on 13 week contracts just as any other sponsor might. Their purpose is to avoid cluttering the air with politics on the theory that this arouses resentment among listeners which may react unfavorably to their candidates. Networks and stations, naturally, are hailing this attitude with delight and are inclined to attribute it to the fact that practical radio men are running the radio show for the big parties this year.

On the other hand, situations will arise where time clearances of programs already booked may be required for "single shot" political speeches and both parties expect to be forced to ask for them. However, they are going to avoid this so far as possible for this means they must pay for talent under contract for programs that have to be pushed aside. In this respect also, the political parties are being treated like any other commercial concern — and even President Roosevelt, as a candate for office as distinguished from his position as President, will not be any exception to this rule. Nor are the radio directors asking for any exceptions, recognizing among other factors that the recent conventions and notification speeches forced so much commercial time off the air that the NBC, CBS and Mutual networks stood a dead loss aggregating $400,000 on these "public service" broadcasts.

For NBC all political arrangements are being handled by Alfred H. Morton, manager of the program department, with Walter E. Myers of the sales department handling time sales. For CBS Lawrence W. Lowman, operations vice president, is handling policy while James McVicker of the sales department is handling time purchases. Fred Weber, Mutual general manager, is handling all MBS time clearances.

The policy of both Democratic and Republican National Committee radio divisions will also be to function entirely apart from the state committees, most of which will set up radio divisions of their own and buy regional network and local time as they see fit and under their own budgets. First Republican state committee to buy a schedule was New York's. Harold Lynn Nussbaum has been named radio director, and his office on Aug. 3 begins an eight-week sponsored series on a special state hookup of NBC comprising WEAF, WGY, WBEN, WSYR, and WHAM. Programs will feature state Republican notables in addresses to be heard Mondays, 10:30 - 10:45 p. m. (EDST) placed through Brooke, Smith & French Inc., New York.

It is expected that most of the state committee radio placements will be through agencies. The New York Republican State Committee is also headquartered in the Liggett Bldg., New York.

Democratic Time Placements

THE Democratic radio division bought its first time for Gov. McNutt of Indiana on 37 NBC-Red network stations the night of July 21 for a half-hour. The billing was $9,100 and the account was placed through Willian H. Rankin Co. The second Democratic time buy was also a one-time period for Senator O'Mahoney of Wyoming, speaking for a half-hour from San Francisco the night of July 23 over seven CBS-Don Lee stations plus KLZ, Denver, and KDYL, Salt Lake City. This billing ran $1,250 and also was placed through the Rankin agency.

For the most part the Democrats are concentrating on the industrial and farming areas and probably will continue to do so throughout the campaign, and when on July 28 they engaged a nation-wide network of 59 NBC-Red stations for the *Governor's Round Table* broadcast of one hour (billing $14,000) they omitted the South Central, Southeastern and Southwestern NBC supplements. The pickups were Gov. Brann of Maine from WCSH; Gov. Earle of Pennsylvania from KYW; Gov. Horner of Illinois from WMAQ; Gov. Martin of Oregon from KGW; Gov. Herring of Iowa from WHO and Gov. Cochran of Nebraska from WOW. In several cases the Democrats had to bear the reverse line charges.

On July 24 the Democratic radio division had Secretary of the Interior Ickes scheduled to speak for a half-hour over CBS but this period was suddenly cancelled, causing considerable inconvenience and some losses to stations which had cleared the time. Mr. Ickes is now scheduled for Aug. 3, 10:45-11 p. m. (EDST) over 37 CBS stations, the billing to be $5,708.

MBS Gets Dem's First

THE FIRST Democratic scheduled series went to Mutual Network, which secured a 13-week account that will run $36,000, starting Aug. 4, Tuesdays, 10:45-11 p. m. (EDST). Twenty-three stations will be embraced in this hookup, including the four basic MBS stations plus the Yankee Network; WCAE, Pittsburgh; WFIL, Philadelphia; WGR, Buffalo; WGAR, Cleveland; WOL, Washington (for pickups of the speakers); KSTP, St. Paul; WDAY, Fargo, and KFYR, Bismarck, together with several other stations yet to be lined up. U. S. Advertising Corp. is handling this account.

While other series are planned, the only other radio time bought by the Democrats up to the time BROADCASTING went to press was a Mutual hookup for Chairman James Farley's speech at Detroit, Aug. 19, 8:30 - 9 p. m. (EST). Keyed from CKLW, this broadcast will be carried by WOR, Newark; WGN, Chicago; WOL, Washington; WSAI, Cincinnati; WIRE, Indianapolis; WGR, Buffalo; WFIL, Philadelphia; WAAB, Boston; WGAR, Cleveland, and other stations on which time can be cleared. The budget for this program is $2,500, and it will be placed by Metropolitan Adv. Co.

Republican Time Placements

LIKE the Democrats, the Republicans are selecting their networks carefully with the object of preventing "waste circulation", presumably meaning the omission of hide-bound Democratic states in the South where they know they have small chance.

To date the national radio division has purchased one series, which started July 27 and which is being heard five nights weekly on split NBC-Blue networks. William Hard, the commentator, booked as the *Republican Reporter*, discusses national affairs Mondays through Fridays from 7:15-7:30 p. m. (EDST) over the following NBC-Blue hookup: WJZ, New York; WBZ, Boston; WBZA Springfield; WFIL, Philadelphia; WBAL, Baltimore; WMAL, Washington; WHAM, Rochester; WSYR Syracuse; KDKA, Pittsburgh WEBR, Buffalo, and the Southeastern group. On Mondays Thursdays and Fridays, 10:15-10:30 p. m. (EDST) Mr. Hard repeats his talks to WGAR, Cleveland WXYZ, Detroit; WMAQ or WENR Chicago; KWK, St. Louis; WMT Cedar Rapids; KSO, Des Moines KOIL, Omaha; WREN, Lawrence Kan.; KLO, Ogden; KTAR, Phoenix, and the Group B supplements The Wednesday spot is 9:45-10 p. m. (EDST), for this group.

Again on Mondays and Fridays Mr. Hard repeats to the Northwest group, 10:15-10:30 p. m. (EDST with the same Tuesday period to be added Aug. 4. KVOO, Tulsa and WKY, Oklahoma City, get the Hard show only Mondays, Tuesdays and Fridays, 10:15-10:30 p. m. (EDST). Mr. Hard will speak from various cities during political observation tours, and his schedule is for 14 weeks up to Nov. 2, the eve of the election. Republican headquarters in a formal announcement stated that Mr. Hard "will make such use of the period as he sees fit, without any instructions from Republican campaign managers" and that he is donating his own services free.

That the Republicans will book more regular periods on other net

(*Continued on page 53*)

How the Political Cartoonists Size Up the Radio Campaign



Brooklyn Citizen

Choice of Weapons



Nashville Tennessean

Champion Caster



Portland (Ore.) Journal

Cultivating Fireside Tone



Baltimore S

Four Long Months

Radio Is Movies' Best Friend--Aylesworth

Proposes Working Arrangement Between Two Industries To Promote Movies and Prepare for Television

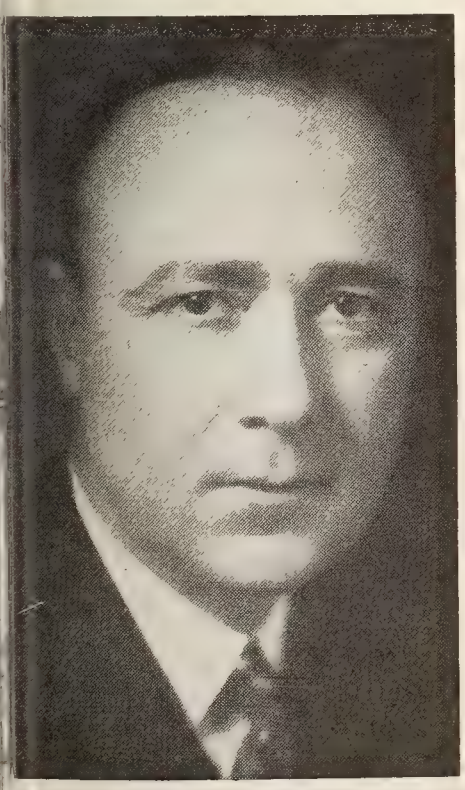
FROM his vantage point as a sort of liaison between RCA and its subsidiary holdings in RKO and NBC, and from his great experience as NBC's first president, "Deac" Aylesworth knows whereof he speaks better than anyone else on the subject of radio-screen understanding. In this interview with James P. Cunningham, reprinted with permission from the 'Motion Picture Herald', he asserts that radio is RKO's "greatest exploitation asset" and he tells how moviedom generally can profit by using and cooperating with radio, particularly in view of television's inevitable coming.

A WORKING arrangement between radio and the motion picture to enhance the business of both is proposed by Merlin Hall Aylesworth. After studying both mediums for some four years in the dual capacity of executive of NBC and of Radio-Keith-Orpheum Corp., Mr. Aylesworth has concluded that radio is the motion picture's "best friend," and that the motion picture interests at once should recognize radio's potentialities for exploiting their films over the air to America's 125,000,000 inhabitants. That realization is dawning, he observed.

Mr. Aylesworth envisioned the following benefits for both industries by such an understanding:

"Radio would gain a more friendly entry to the motion picture's great source of talent and would gain the aid and advice of the motion picture's greater technical experience, which would be invaluable in rounding that corner to commercial television.

"The motion picture would be given a medium for publicizing its motion pictures far greater than any existing exploitation channel."



MR. AYLESWORTH

Mr. Aylesworth called on Will H. Hays and the Motion Picture Producers and Distributors of America, and on representatives of the organized exhibition industry, to sit in friendly round table discussion with the broadcasters to effect a tangible plan for bringing together America's two leading entertainment instruments.

Cooperation Urged

SERVING the RCA for 10 years as an executive and policy-moulder of NBC, and for four years, first as president and now as board chairman, of Radio-Keith-Orpheum motion picture companies, in which RCA has an important interest, Mr. Aylesworth has been preaching all the while the advisability of a communion of spirit of these arts. He declared frankly and with a vigor foreign to his usual placidness that he now was willing to stake his reputation on both the practicability and the advisability of creating a working arrangement between the two.

Mr. Aylesworth urged too, that the motion picture cooperate now with television broadcasters and experimenters, lending talent and technical resources, so that when commercial television arrives, the motion picture's relation to the new medium will enable it so to guide and shape television's policies and destinies that eventually television will work for the screen, and not in competition to it.

He fancied a great television art covering the whole country with trailers advertising forthcoming motion pictures, if the motion picture has the "in."

"Television cannot be stopped," Mr. Aylesworth said, "no more than we can stop progress. The motion picture stands today in regard to television in much the same position as the ice manufacturers who fought automatic refrigeration and the railroads who opposed interstate bus invasion. Both would now be in enviable positions if they had had the foresight to aid and encourage and cooperate with the new developments in their fields.

"Television, however, is not for sale. The motion picture can neither buy television nor control it corporately. But they can cooperate."

"The radio today is definitely not competition to the motion picture," Mr. Aylesworth declared flatly, "but rather is helping to build box office grosses even now."

Radio's invasion of the Hollywood talent field is, in Mr. Aylesworth's opinion, a natural development.

Films, he charged, have taken radio's important talent, so radio has been forced to move to Hollywood to be adjacent to the supply. "That is why the National Broadcasting Company recently constructed the modern broadcasting building at Hollywood," said Mr. Aylesworth. "The motion picture because of this has a moral obligation to cooperate," he added. Then, too, advertising sponsors are insisting on picking up the great names of the screen for their commercial broadcasts, for the entertainment values which they offer.

For the most part, the appearance of film stars on the air aids their own personal merchandising possibilities, and almost always is a direct "plug" for the box office through the mention by those stars of their current screen appearances or forthcoming film work. Mr. Aylesworth conceded that a few of Hollywood's players are hurt by the air, in the cases of those who lack "personality."

"Hollywood's stars should remember that they must have 'personality' for radio work," he said, "and that radio cannot carry them unless they do." This has worried the Hollywood producers and on numerous occasions has caused the studios to effect general bans on broadcasting by their players.

However, the producers now are beginning to realize the importance of the radio connection and are about ready to admit that they cannot control the air appearances, it was pointed out. Aside from any values that the radio performances may have, for either star or for the box office, Mr. Aylesworth said that the stars themselves are eager for the new opportunity. "It appeals to their reputation, if not to their pocket books. They are jealous of each other's radio calls."

Boon to Studios

ONE important handicap blamed by Mr. Aylesworth on radio broadcasting by film celebrities is the amount of time taken from regular motion picture work by the preparations made by the stars for their radio appearances. He told of one of the biggest stars in Hollywood refusing to go near her studio for a week because she was rehearsing her part and writing the script for her radio debut.

"Radio today is paying film stars huge sums for their broadcasting

(*Continued on page 60*)

Mr. Aylesworth Says:

THE MOTION picture is grossly mistaken when it says that radio keeps people in their homes, thereby cutting off potential theater patronage. Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good radio programs broadcast on those evenings than any other night.

* * *

RADIO'S invasion of the Hollywood talent field is a natural development. Films have taken radio's important talent so radio has been forced to move to Hollywood to be adjacent to the supply. For the most part, the appearance of film stars on the air aids their own personal merchandising possibilities, and almost always is a direct "plug" for the box office.

* * *

RADIO can make people want to go to the motion pictures. Their relationship can work to such a point that "attend the movies twice a week" will be commonly broadcast in the manner of *Amos 'n' Andy's* "see your dentist twice a year" and "brush your teeth twice a day."

* * *

TELEVISION cannot be stopped, no more than we can stop progress. The motion picture stands today in regard to television in much the same position as the ice manufacturers who fought automatic refrigeration and the railroads who opposed interstate bus invasion. Both would now be in enviable positions if they had had the foresight to aid and encourage and cooperate with the new developments in their fields.

* * *

TELEVISION will never be a competitor to the regular screen. They will not televise feature pictures produced expressly for the purpose of a single television broadcast because of the enormous sums required for production. Imagine any advertiser spending $500,000 to broadcast a production of *Little Women!*

Brisk Autumn Promised in Disc Field

Transcription Firms Busy Cutting Large Number of Series, Paralleling Recent Gains in Network Business

WITH national transcription business for the first half of the year running well ahead of volume a year ago, signing of contracts for late summer and autumn placement is proceeding at a pace that points to a total well ahead of that in 1935.

Preliminary reports gathered by BROADCASTING from transcription producers and agencies show that consistent disc users are continuing with this form of rendition and that a number of new advertisers are turning to transcriptions.

Largest of all disc accounts, of course, is the 380-station WBS *Musical Moments* series of Chevrolet Motor Co., recently renewed until mid-October through Campbell-Ewald Co., Detroit. Second largest transcription user is Ford Motor Co., employing WBS transcriptions for dealer series covering some 150 stations. Ford is now planning another disc series and is negotiating with WBS and RCA-Victor for transcriptions. N. W. Ayer & Son Inc. and McCann-Erickson Inc., New York, place the Ford campaigns.

The usual late-summer rush of advertisers to book autumn network hours is more brisk than usual. (For list of network contracts see "Network Accounts" listing on page 54.)

Montgomery Ward Discs

MONTGOMERY WARD & Co., Chicago mail order house, has placed a series of quarter-hour WBS transcriptions on 14 stations West of the Mississippi, to be broadcast daily except Sunday. Ferry-Hanley Co., Kansas City, is agency. Stations are WJAG, WAAW, KWTO, KVOA, KMMJ, KMA, KFEQ, KFRO, KVOO, WKY, KFH, WIBW, KFBI, KGGF.

Kroger Grocery & Baking Co., Cincinnati, has renewed its WBS series on 10 Midwest stations on behalf of its dated coffee. Programs are twice weekly dramatic and the series is placed through Ralph H. Jones Co., Cincinnati.

Delaware & Lackawanna Coal Co., New York (Blue coal) is placing a transcription series to go on the air about Oct. 1 on a number of Eastern stations. Ruthrauff & Ryan Inc., New York, is the agency.

Jean V. Grombach Inc., New York, is recording quarter-hour discs titled *College Times* for Schwob Co., Columbus, Ga. (Schwobuilt clothes) to be placed on 26 Southern stations about Sept. 1. James A. Greene & Co., Atlanta, is agency.

Westinghouse Electric & Mfg. Co., Pittsburgh (radios) will place five-minute Grombach discs on about 50 stations during the autumn through local dealers. Account is handled direct.

Continental Oil Co., Denver, will resume its half-hour Grombach transcriptions on an unannounced list of stations, starting in September for 26 weeks. Tracy-Locke-Dawson Inc., New York, places the business. Grombach has other pressings on contract but is not divulging them at present.

Langlois & Wentworth Inc., New York, has a number of autumn accounts under contract with agencies but was not prepared to release information at this time.

Among fall prospects in the transcription field is Richfield Oil Co., New York, which is considering return of the *Jimmie Allen* transcriptions in the East. Last spring Richfield used 20 stations. Fletcher & Ellis Inc., New York, is agency.

Tidewater Oil Co., New York, recently added WGY, Schenectady, to its *Tydol Club of the Air* series. Lennen & Mitchell Inc., New York, has the account.

Wyeth Chemical Co., New York (Jad Salts) is contemplating spot campaigns and test programs but plans are indefinite except for network business. Blackett-Sample-Hummert Inc., New York, places the account.

Democratic and Republican campaign headquarters are working on plans for spot placements during the presidential race (see political story on page 7).

All of these accounts are placed out of New York. Activity in Chicago transcription offices is exceptional for midsummer. Columbia Phonograph Co. is producing a series of five weekly quarter-hour musical and dramatic programs for morning placement during summer and autumn by Indo-Vin Inc., Cincinnati (tonic) through Cramer-Krasselt Co., Milwaukee. Other current Columbia productions are for: Murine Co., Chicago (eye wash), daily announcements through Neisser-Meyerhoff Inc., Chicago; Maybelline Co., Chicago (eye beautifier), 26 quarter-hour programs using morning hours through Cramer-Krasselt Co., Milwaukee; Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 5 weekly quarter-hour discs through the summer, going on a nationwide basis in the autumn, with Cramer-Krasselt Co. as agency.

Standard Radio Inc., Chicago, is cutting one-minute announcements for Auto Club of Southern California, now placed on 17 stations but to be nationwide at a later date; announcements for Dodge Dealers placed on KSD, St. Louis; Chrysler Dealers, Chicago, hour variety program on WBBM, Chicago, which started July 22; quarter-hour *Sons of the Pioneers* discs placed on list of Texas stations by a steel sponsor.

The Chicago office of WBS has the following current accounts:

Procter & Gamble Co., five-weekly *Oxydol's Own Ma Perkins* (in addition to network series by same title) on about 50 stations through Blackett-Sample-Hummert Inc., Chicago.

Procter & Gamble Co., five-weekly drama for Dreft on 10 stations through Blackett-Sample-Hummert Inc.

Procter & Gamble Co., weekly evening musical quarter-hour for Drene on 18 stations through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Wilson & Co., five-minute dramas for Tender-Made hams on five stations three times a week.

Announcement campaigns cut in the Chicago WBS office include:

Orbit Gum Co., Chicago, station-break announcements 14 and 21 times weekly on 30 stations, through Sellers Service Inc. Chicago.

Armand Co., Des Moines (cosmetics), 6 weekly on about 8 stations through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Procter & Gamble Co., 14 weekly announcements for Drene on about 18 stations, through H. W. Kastor & Sons Adv. Co. Inc.

Varaday of Vienna Co., Chicago (cosmetics), three-minute announcements on about 8 stations, through Sellers Service Inc., Chicago.

Walker Remedy Co., Waterloo, Ia. (poultry remedy), seven weekly on one station through Weston-Barnett Inc., Waterloo.

White Rouge Sales Co., Chicago, 14 weekly on one station.

Zenith Radio Corp., Chicago, campaign to start in mid-August covering 40 to 60 stations, through H. W. Kastor & Sons Adv. Co.

West Coast Campaigns

IN SAN FRANCISCO, Beaumont & Hohman, agency for Pacific Greyhound Lines Inc. is planning an extensive autumn campaign using five-minute travel transcriptions on several western stations. The list has not yet been made up. It will supplement the disc series now on KMJ, Fresno, and live talent on KFRC and KGO, San Francisco.

Titan Productions Inc., San Francisco, is cutting 39 quarter-hour episodes of *Ace Williams* for for H. E. Long Co., Chicago bakery; transcribed announcements for Grove Laboratories Inc., St. Louis (proprietary) to be placed through Export Adv. Agency, Chicago. A number of special accounts are being cut by Titan.

Gerth-Knollin Adv. Agency, San Francisco has placed the *Mystery Chef* transcriptions for Southern Oregon Gas Corp., San Francisco, on KMED, Medford, and KRNR, Roseburg, Ore.

H. S. Bassford Co., San Francisco, distributing Kelvinator refrigerators in Northern California, on July 16 started a ten-week WBS series on KFRC, KYA, KJBS and KSFO, San Francisco, and KLX, Oakland, through M. E. Harlan Adv. Agency, San Francisco.

LEVER BROS., Cambridge, Mass. (Rinso) has signed four weekly quarter-hour periods, daytime, on 56 CBS stations. Time and starting date have not been determined.

Gain of More Than Two Million Dollars Shown by Major Networks for Half Year

AGGREGATE receipts of NBC, CBS and Mutual networks for the first six months of 1936 amounted to $28,157,046, an increase of $2,177,356 over the $25,979,690 registered for the first half of 1935.

Largest increase for the six months was registered by CBS, which advanced from $9,222,536 last year to $11,186,233 for the current half year. NBC-Red showed a gain from $9,933,049 to $10,282,722 for the period while NBC-Blue showed a loss, dropping from $6,177,721 last year to $5,793,733 in the first half of 1936. Mutual rose from $546,384 last year to $894,358 in 1936.

NBC-RED network rose to first place in billings for June with $1,505,520. CBS had $1,502,768 and NBC-Blue $840,323. It was the first time since September 1935 that NBC-Red billings were greater than CBS. A comparison of receipts with June 1935 finds the NBC-Red network down .2%; CBS up 40.9%, its highest percentage increase this year; NBC-Blue down 3.6%. In the percentage column CBS shows a steady progressive increase since the first of the year and despite the fact that the NBC-Red network topped the CBS monthly figure it showed a small loss, the first in over a year, as compared with June 1935.

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
			NBC-WEAF (Red)		
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935
April	1,762,201	6.3	1,656,283	1,355,587	809,508
May	1,654,246	2.4	1,614,969	1,441,900	816,665
June	1,505,520	— .2	1,508,942	1,272,480	824,155
			CBS		
January	$1,901,023	7	$1,768,949	$1,405,948	$941,460
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
May	1,749,517	35.9	1,287,455	1,255,887	624,256
June	1,502,768	40.9	1,066,729	925,939	553,056
			NBC-WJZ (Blue)		
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572
April	977,175	+.1	975,970	924,623	783,898
May	911,674	— 9.5	1,007,931	926,880	761,231
June	840,323	— 3.6	871,903	821,607	609,830
			MBS		
January	$166,266	155.6	$65,024	.....	.....
February	162,358	142.5	66,946	.....	.....
March	191,483	113.8	94,180	.....	.....
April	139,834	18.5	118,045	.....	.....
May	129,907	16.5	111,497	.....	.....
June	104,510	15.1	90,692	.....	.....

Whys - Hows of Reallocation Hearing

"Evolutionary Changes" to Follow the Oct. 5 Sessions; Clear Channel Cut and Super-Power Main Issues

THE MOST thorough analysis of technical broadcasting ever instituted is planned by the FCC Broadcast Division in connection with its reallocation studies, it was disclosed July 21 in the formal notice calling the informal hearings to begin Oct. 5 in Washington.

Every phase of station operation, from the engineering standpoint, is encompassed in the four-page hearing notice, and information is solicited from all those interested not only as to the results of operation under existing allocations, but also as to theories and ideas on future allocations. Following the hearings the Broadcast Division will decide whether a realignment of the broadcast spectrum is desirable.

The notice, prepared under the direction of T. A. M. Craven, FCC chief engineer, covers practically every view ever advanced by responsible groups on proposed changes in the broadcast structure as a means of improving service. Super-power, reduction of clear channels, horizontal increases in regional and local groups, changes in mileage separations between stations, quota regulations to govern assignments, synchronization, East-West Coast duplication of high-power stations, methods of ascertaining coverage and defining interference, and, in fact, every mooted question of technical operation is embraced.

General Principles

THE NOTICE makes clear that the Oct. 5 hearings, expected to last two weeks, will not be open to consideration of individual applications, assignments or requests for facilities. It sets out that the hearings are called "for the purpose of determining what principles should guide the Commission in matters relating to or affecting the allocation of frequencies and the prevention of interference in the band 550-1600 kc., and in particular what changes, if any, should be made in the Commission's existing regulations or in the standards heretofore applied by it and its Engineering Department, in order to give effect to those principles."

When it announced reallocation hearings July 2, the Broadcast Division had simultaneously postponed indefinitely the hearings it had scheduled on the ten applications of clear channel stations to use super-power of 500,000 watts. These hearings had been set for September. Presumably it is not the intention of the FCC to designate these hearings until it decides upon future policy on super-power, following the Oct. 5 general sessions. Super-power, and clear channel reduction are specifically set forth on the Oct. 5 hearing agenda.

Meanwhile, various groups of stations are making plans to present their views. The so-called clear channel group of a dozen stations, exclusive of network-owned and operated clear channel outlets, has been organized for more than a year in anticipation of a reallocation. It has gone on record in favor of a revision of existing regulations so that the present maximum power of 50,000 watts would be made the minimum power on clear channels, with no "lid" on top power.

To present their technical case at the hearings, the clear channel group has retained the consulting engineering firm of McNary & Chambers. Mr. Chambers, former chief engineer of WLW, Cincinnati, installed the 500,000 watt transmitter of that station two years ago and has pioneered in super-power.

In addition, the newly formed group of regional stations, which is expected to constitute, numerically, the largest entity to appear at the hearings, held a meeting in Chicago July 28, to complete organization plans. The most important matter confronting the regional group, which was organized in the rough during the NAB convention in Chicago last month, is that of impending reallocation changes. It is expected the group will hire an engineer and an attorney to present its views at the hearings.

The third large group—representing local stations — probably will appear before the FCC through National Independent Broadcasters, Inc., an organization created a year ago by some 100 local stations. It also probably will appear through counsel and an engineer.

That the FCC does not have in mind any "radical reallocation" but rather will pursue its established course of "evolutionary changes" following the hearings, was emphasized by Chief Engineer Craven in an interview with BROADCASTING. The FCC, he said, already has adopted the policy of proceeding in an "evolutionary way" and does not want to effect changes that would prove unduly costly or tend to disrupt the status quo. The whole plan in connection with the general hearings, he said, is one of cooperating with the industry by permitting it to advance its views before any changes are made.

At present the plan, after the hearings, is to draft regulations which will invoke any new standards thought desirable, and tend to bring the regulations in line with actual allocations and with projected changes. The existing regulations, for example, are not compatible with actual allocations, and would have to be revised in any event. The most glaring discrepancies are seen in the clear channel group, since under the 1928 allocations 40 such channels were set aside, whereas today there are actually only 29, by virtue of duplications on them under the guise of experimental grants and the like.

Any new regulations probably will be in the nature of reclassifications of stations in particular groups. Presumably only the channels will be enumerated. Stations desiring changes in assignments, or protesting the regulations as revised, will have opportunity to be heard. Thus, if the FCC should set up a new classification of high-power regionals and assignments on those channels should be available, applications then can be filed for them and taken under consideration in the usual way by the FCC. Under the rules, protests may be filed against changes in regulations, which automatically will throw them to hearing.

The FCC has wiped the slate clean for the hearings, and there are now no pending proposals for new allocations. The plan submitted last winter by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, for a realignment of regional channels and a horizontal increase on certain of them, has been removed from consideration whereas previously it was simply being held in abeyance. There had been protests against it from certain stations and groups, particularly CBS.

Economic factors will be taken into account in any plan devised, it is strongly indicated. This alone, it is pointed out, tends to bear out the thought that there will be no upheaval, since that would entail tremendously expensive changes. For the first time, also, the FCC intends to take into account characteristics of broadcast receivers as they relate to allocations and mileage and frequency separation requirements in order to avoid interference.

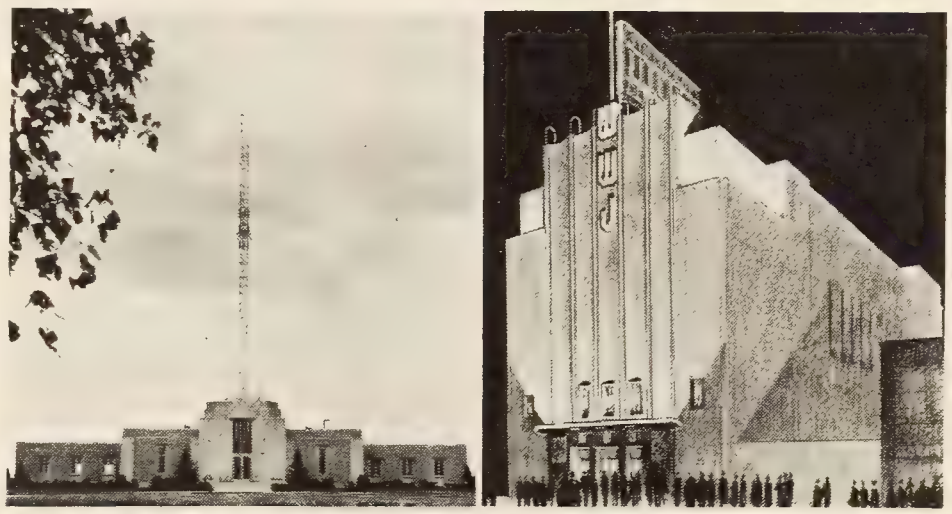
FCC Explains Plans

TO ALLAY fears of any sweeping reallocation, the FCC on July 28 made public a formal statement responding to the "many inquiries" made concerning "the proper and ultimate consequences" of the hearing. It emphasized that the Commission has approved procedure on the basis of "evolution, experimentation and voluntary action" rather than any radical and enforced costly changes. FCC departments, it was added, will be directed to prepare modification of existing regulations covering broadcasting "in such a manner that they are sufficiently flexible to permit the adaptation for new technical developments and allocation principles which, upon proper showing at hearings, indicate that a needed improvement in service will result."

"As is well known in the industry," continued the statement, "the existing practical allocations depart somewhat from the empirical standards which became the basis of the regulations in 1928 and which have not been changed since that date. It is believed that at least one of the outcomes of the Oct. 5 hearing will be to modify the regulations so that they will conform to the actual practice of today.

"As is also well known to the industry, there are many proponents for high-power stations as well as many who oppose such increases in power. There are also many who desire horizontal power increases for regional stations, and there are certain uneconomic situations which exist such as those experienced by stations sharing time. In addition, the repeal of the Davis Amendment has removed certain limitations upon the engi-

(*Continued on page 58*)



New Transmitter House and Studios of WWJ

CELEBRATING its 16th birthday, WWJ, Detroit will formally open its new million dollar broadcasting plant Aug. 20. With this formal action, WWJ will put into operation the second unit of its new equipment. On April 16 it opened its new transmitting station at 8-Mile and Meyer Roads.

The transmitting station is equipped with Western Electric speech input equipment. The architect was Clarence E. Day. The Blaw-Knox vertical radiator is 400 feet high. In the new transmitting station is a Scripps Motor Generator, which, in the event electric power should fail, can generate enough power in 40 seconds to keep WWJ on the air without interruption. In the lobby of transmitter hall, behind glass, is WWJ's original transmitter, with which it started broadcasting Aug. 20, 1920.

The new studio building was designed by Albert Kahn, noted architect, and is most modernistic in style and balance. The lobby opens into an auditorium to seat better than 300 in theater chairs. It is equipped with complete sound and movie apparatus. The Aeolian Skinner organ is located in Studio B, on the second floor and can be played either from the auditorium or in Studio B.

Four large studios may be viewed from observation rooms similar to those at Radio City. The other small studios are to be used for dramatics, and, therefore, do not have observation rooms for the public. All studios are equipped with Chrysler airtempe refrigerating. The lighting was installed by the Major Equipment Co. of Chicago, and the decorations and furnishings were supervised by Mrs. W. J. Scripps.

Permanent Hookup Starts Operation In New York State

Six Stations Keyed From WINS With Two More to Be Added



Mr. Squire

STARTING with three commercial accounts and with sustainings fed steadily out of WINS, New York, the reorganized New York State Broadcasting System formally got under way July 27 as a permanent hookup of six stations under the direction of Burt Squire as general manager. Previously the New York network was known as Associated Broadcasters of New York and was a cooperative entity joined only occasionally for special sponsored programs.

The hookup comprises WINS, New York, of which Mr. Squire is manager; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. It is planned to add WESG, Elmira, and WNBF, Binghamton, as soon as lines are available. WABY on July 20 also joined the NBC-Blue network.

Sponsored Programs

ALREADY hooked into the special network of 51 stations carrying the Remington Rand *News Comes to Life* program Sundays, 6:30-7 p. m. (EST), the New York State Broadcasting System's first account was another Remington Rand show titled *Inquiring Microphone* and carried Tuesdays, 11:30-12 noon, which renewed as of July 21. Both Remington Rand accounts are placed through Lee-ford Advertising Agency, New York. The International Magazine Co. talent show, which immediately precedes *Inquiring Reporter* for a half hour, has expired but it is expected to renew shortly on behalf of Hearst's *Cosmopolitan, Pictorial Review, Good Housekeeping* and *Harper's Bazaar*.

The other account contracted for is the *Women's Homemaking Hour*, a participating program with Betty D. Supplee handling commercial sales and acting as commentator. It has been signed for five half-hours weekly, daily except Saturdays and Sundays, 10-10:30 a. m., and is placed through L. H. Hartmann & Co., New York.

The NYSBS first rate card has been issued to go into effect Aug. 1. It quotes rates of $905 per hour, $500 per half-hour, $344 per quarter-hour and $185 for five-minute periods between 6 p. m. and sign-off time for the six basic stations. Daytime rates, 7 a. m. to 6 p. m., are $623, $323, $218 and $116, respectively.

Various other sponsors are in prospect, it was learned, including extensive use of the network for political broadcasts, especially by the New York state committees of the major parties who will conduct intensive campaigns in that state until the November elections.

KHUB has been assigned to F. W. Atkinson for a new station at Watsonville, Cal., operating on 1310 kc. daytime with 250 watts.

NBC's Red and Blue

"THIS IS the Blue [or Red] Network of the National Broadcasting Co." may become the regular station break announcement by NBC over its respective chains. In line with its recently established policy of identifying the two networks separately with the objective of building up the latter, NBC has been experimenting with the separate station-break identification, instead of the customary NBC blanket credit. The announcements of the Red and the Blue are being made sporadically — probably as the forerunner of a uniform policy after additional stations are aligned for the Blue chain. About a month ago President Lenox R. Lohr notified all owned and operated stations to distinguish the two networks by the "Red" and "Blue" designations, rather than as the WEAF and WJZ networks.

Mutual Considering Midwest Additions

POSSIBILITY of aligning several Midwestern stations with Mutual Broadcasting System coincident with that network's expansion to nationwide proportions when it begins service to the Don Lee Network on the Pacific Coast next December, is seen by Fred Weber, Mutual general manager. While reluctant to discuss the status of negotiations with these stations, Mr. Weber asserted July 28 that conversations are going forward and arrangements may be completed within a fortnight.

Under present plans, Mutual will extend from Chicago to Los Angeles, via Denver, on Dec. 29, at which time the present Don Lee contract with CBS expires. Coincidently, KNX, Los Angeles, and KSFO, San Francisco, will become the CBS outlets, in lieu of KHJ, Los Angeles, and KFRC, San Francisco, the Don Lee stations. Two other Don Lee stations—KGB, San Diego and KDB, Santa Barbara—also will join Mutual.

Contractual arrangements have been made by Mutual with KFEL-KVOD, Denver, for Mutual service when the lines are put through to the Coast. The line haul from Chicago to the Coast, it is reported, involves an annual rental of approximately $200,000, to be absorbed by the stations en route. Conversations have been had by Mutual with stations in St. Louis, Des Moines, Omaha, Kansas City and Salt Lake City about its service, and in at least one or two cases it is confidently expected that program service will start when the network expands.

Under the FCC decision approving the KNX sale to CBS, the date for the transfer is set at Sept. 15. It is entirely possible that CBS may make arrangements with Don Lee to terminate the existing contract and switch to KNX and KSFO prior to the Dec. 29 contract expiration. In such event, Mutual's service to Don Lee probably would begin earlier. Owens Dresden, manager of KHJ, was in the East last month to discuss the switch with CBS and MBS.

Two Stations in Montana, KFBB and KGVO to Join CBS Network in August

THE LIST of stations affiliated with CBS—world's largest single network—will be increased to 105 on Aug. 9 when KFBB, Great Falls, Mont. and KGVO, Missoula, Mont. join that network. They are the first CBS outlets in Montana.

Under tentative plans, Senator Wheeler (D.-Mont.) will deliver an address from the Great Falls station on the occasion. There will be a dedicatory program from New York as well as originations at both of the new network stations. Harry C. Butcher, CBS Washington vice president, and Mrs. Butcher will be in the State at the time and presumably will participate in the dedicatory program.

KFBB, managed by Mrs. Jesse Jacobsen, has been completely modernized coincident with its network debut. It has been on the air since 1922 and operates with 1000 watts night and 25 day.

The Missoula station has been on the air since January, 1931, and is owned and managed by A. J. Mosby. The station operates with 1000 watts and two years ago moved into new studios and offices.

OWNERS OF WKY-KLZ ALSO ACQUIRE KVOR

PURCHASE of KVOR, Colorado Springs by the *Oklahoma City Oklahoman* interests, who operate WKY, Oklahoma City, and KLZ, Denver, was disclosed in an application filed July 16 with the FCC. The reported price was $80,000. Approval pends FCC action.

A new corporation called Out West Broadcasting Co. was set up as the purchaser, with E. K. Gaylord, Edgar T. Bell and H. M. Peck, all officials of the *Daily Oklahoman*, each holding 33% of the stock. The Rev. S. H. Patterson, operator of the station, purchased it about four years ago from the then owners of KLZ, who late last year sold KLZ to Mr. Gaylord and his associates for $200,000. It is also planned to affiliate the station with the *Colorado Springs Gazette & Telegraph*, which at one time was published by Mr. Gaylord and in which he still has an interest.

KMPC Option Exercised

KMPC, Los Angeles, will be purchased by George A. Richards and Leo J. Fitzpatrick, principal owners of WJR, Detroit, and WGAR, Cleveland, subject to FCC approval, at a cost of approximately $100,000, it was learned authoritatively July 27. The Richards-Fitzpatrick group, which has held an option on the station for nearly a year, exercised it July 20—when it was to expire. Plans in connection with the station have not been divulged. It operates on 710 kc., limited time with 500 watts, and will be purchased from the Pacific Southwest Discount Corp., auto loan agency. WOR, Newark, is the dominant station on the 710 kc. channel.

WFOR is the new call letter of the former WPFB, Hattiesburg, Miss., operated by Forrest Broadcasting Co. with 100 watts unlimited on 1370 kc.

Don Lee Is Sought By Transamerican

Clark Negotiates With Pacific Group; Expands Client List

ALREADY entrenched in the representation field as the first phase of its broad-gauged project of forming an all-purpose broadcasting sales and operations organization, Transamerican Broadcasting & Television Corp. has entered negotiations with the Don Lee Broadcasting System for national representation after that network joins Mutual Broadcasting System toward the end of the year.

John L. Clark, former WLW general manager and president of Transamerican, who returned to New York July 25 from conferences with Don Lee officials in Los Angeles, declared that negotiations were still in progress. Transamerican already has made arrangements to represent Mutual on certain accounts which had been handled by Mr. Clark while with WLW, including such clients as Procter & Gamble, Dodge Motor Car and Planter's Peanuts, it was learned, but will not represent it nationally.

Mr. Clark also discussed representation while in Los Angeles with KFBW, Warner Bros. station, and KMTR, both regional independents. Nothing definite, however, was arranged, but it is indicated that within a fortnight some definite decision will be made.

Future Activities

HAVING absorbed the Chicago representation firm of Reiter & Jaeger, Transamerican also represents WLW nationally, but not exclusively, while it is representing WHAM, Rochester, and WCAU, Philadelphia, in Chicago, having taken over these duties from Reiter & Jaeger. Virgil Reiter, a partner of this firm, has been transferred to New York for Transamerican, which has its offices in the French Bldg., while C. P. Jaeger is continuing in charge of the Chicago office.

Details were still lacking officially concerning future activities of Transamerican. It is still broadly hinted that it will enter the transcription field and may also acquire its own recording equipment. A transcription library service at this time, however, does not appear to be a part of the projected service. Mr. Clark has not yet divulged the identity of other principals in Transamerican aside from himself and E. J. Rosenberg, its executive vice president, who left the general management of the Society of European Stage Authors & Composers to accept the post. Mr. Clark has stated that a number of station operators and others prominent in radio are identified with Transamerican which he said had financial backing amounting to $2,000,000. Station management and operation originally was contemplated as one of the salient phases of proposed Transamerican operations.

AN INCREASE in rates amounting to about 40% was announced July 29 by WBNX, New York City, to become effective Sept. 1 coincident with the station's four-fold boost in power to 1,000 watts

Jewelry On the Air--And Off the Trays

By DEVELLE THATCHER

Harris-Goar Boosts Jewelry Sales More Than a Third; Gets 6,000 Fan Letters Monthly for Prospect List

IT WAS something of an experiment when J. E. Goar decided to try radio for Harris-Goar's jewelry store in Kansas City. Visual media weren't producing and something had to be done. It was! And if you're in Kansas City and want to see some action, just walk by Harris-Goar's store when the sidewalk program is on the air, and then have a chat with Mr. Goar. The daily broadcast is moving diamonds and silverware and optical service and the other things that jewelry stores sell. Mr. Goar goes in for extensive merchandising for the Harris-Goar store and here is the way he does it.

Radio Booster



MR. GOAR

WHEN Harris-Goar Co. (retail jewelers) moved into its new quarters last year at 1011 Main Street, Kansas City, Mo., the management decided to modernize the merchandising setup as well as the new store. J. E. Goar, vice president and treasurer, who handles publicity for the firm, determined to try radio. Although sold to the built on newspaper advertising and being a constant user since the firm's inception in 1901, it was not dulling.

Every jewelry store was using sensational display ads, all had the best bargains and Mr. Goar realized it was time to launch a merchandising program that was novel, different, practicable and effective.

He consulted with the staff of WHB, which evolved a plan that seemed to hit the nail on the head. However, Mr. Goar decided to go on the air on a more or less tentative basis, to see whether or not the program would click.

Successful Test

ALTHOUGH started in June, 1935, after a test period of several weeks, the stunt has proved so profitable and effective that it has been a daily feature (except Sunday) ever since. Now over 75% of the firm's advertising appropriation goes to radio. Even on a non-commercial program, it is hard these days to get an appreciable amount of fan mail. But on the Harris-Goar *The Voice of Kansas City* program, over six thousand letters are received monthly. The names and addresses are placed on the company's permanent mailing list and the direct-mail broadsides that follow-up have been highly satisfactory.

The whole program takes place outside of the store just a few steps from the prominent thoroughfares of Tenth & Main streets. The crowds around the portable microphone have ample opportunity to look at both display windows and see the values exhibited.

A telephone line connects the studio to the store where an engineer sits at a control panel on the second floor. A stock model radio is hooked up inside of the store and placed near the doorway to the outside. This radio gives the commercial broadcast from the studio and is turned off or very low while the question and answer program is on the air. Thus the crowd hears the sidewalk program direct and the commercial continuity from the studio. The receiver also enables the sidewalk reporter, or the announcer is called, to tune in effectively without the use of expensive electric signals or special arrangements. A receiver is placed inside the store for the benefit of the crowd there.

The program is announced at the studio and continues from the sidewalk microphone. The radio reporter first reads the announcement regarding the winner of "yesterday's" prize, then the question selected, and those grouped around the "mike", answer. Five minutes of this and then a one-minute "commercial". Another five minutes of answering the question and another commercial. The program is concluded by announcing the name of the winner of the daily question, and reading of "tomorrow's" question.

There are three big incentives that make the program such a big success. (1) Convenient downtown location—easy access to microphone. (2) Daily prize given to the lucky one whose question is selected and a grand prize at the end of the week for best question of the week. (3) In addition to answering the question, the participants identify themselves and get a big kick out of knowing the folks at home are hearing their respective voices.

A printed slip passed out among the crowd giving the mimeographed "Question For Today" states that "The Federal Communications Commission prohibits point-to-point communication. Therefore Please Do Not Say Hello To Your Friends."

The daily prize is choice of six silver plated Roger's teaspoons, a dollar compact or a dollar pencil. The weekly grand prize for the best question is a diamond ring valued at $25.

Five questions from letters picked at random out of the files are: "Do you think it is fair to other merchants for a drug store to sell merchandise other than what should be in a drug store?" "Do you think that folks that have large lots of children should live out in the sticks to please neighbors?" "Should mothers smoke in the presence of their own children or the children's associates?" "What is your opinion of women smoking—does it detract from their feminine charm?" "What is the greatest thing in life?"

Women Interested

THE BULK of the crowd are women and it is well known that women do the greater part of the buying. In response to my question regarding the profit possibilities of the radio stunt, Mr. Goar stated: "Our out-of-town business, which must obviously be cash, has increased 10% and we have drawn new customers from a radius of 250 miles. Our business is easily at least $1,000 ahead in volume over a year ago at this time. Our jewelry business enjoys more than a 33 1/3% greater volume and other departments have secured as high as a 25% increase. Our Christmas program featuring a live Santa Claus increased our fan mail over 100% and completely sold out our toy department."

Like many jewelry stores, Harris-Goar has a well-advertised and profitable optical department and the optometrist in charge comes in for his share of the radio advertising. Broadcast advertising of types of merchandise is of course scheduled according to the season of the year and according to well known daily events. For instance, 20 fur coats were sold as the result of two broadcasts costing $16.

Dollar Day is tied up with the city-wide campaign, which generally happens once a month. Mr. Goar stated this promotional measure stepped up business on dollar items during the event as high as 50%. The optical department is featured after Sunday's hard day of reading the newspapers. Washing machines are featured on Mondays and Tuesdays after the wife is suffering from aches and pains as the result of doing her own distasteful washing. Saturday is pay day and that is a good day for jewelry.

Here is the copy contained in the form letter which follows up the letters sent in by interested listeners:

"Dear Friend: The interesting question you sent in to our Radio Reporter was very much appreciated. Naturally, we hope that it wins our daily or weekly prize, but if not, do not be discouraged and do not stop sending in your questions. You never can tell when good fortune may favor your questions, and then besides, it is a lot of fun. Somebody wins each day and some lucky person gets the beautiful Harris-Goar diamond ring each Saturday, so do not quit sending in your questions because the very day you quit may be the very day you might win.

"We hope that your interest in our radio program will lead you to trade at our store. The purpose of every radio program is to increase business, and while all sponsors are glad to furnish the entertainment, they cannot continue unless the public shows their appreciation with trade.

"To show our appreciation of your interest, we inclose a token which has a value of 50c as first payment on a purchase of $5 or more, or should you purchase $10 or more, we will allow you a credit of $1 as first payment if you bring this letter with you with the token. We feel that your interest in our program entitles you to a substantial discount on your get acquainted purchase.

"You can buy for yourself and family and charge it all on one account and pay on terms to suit your convenience."

Enclosed with the letter is a circular featuring on the front page

(*Continued on page 57*)



SIDEWALK FANS — Harris-Goar sells jewelry with an inquiring reporter program every day on WHB, Kansas City, and here is part of a typical sidewalk audience at one of the sponsor's broadcasts.

New Lineup of Yankee Network Is Announced by Mr. Shepard

Regional Net Includes 13 Stations With WNAC Key; Five-Station Colonial Network Also Formed

COMPLETION of a new lineup of stations for the Yankee Network, which will be reorganized after WNAC and WEEI of Boston switch their CBS and NBC-Red network affiliations respectively when Daylight Saving Time ends Sept. 27, was announced July 27 by John Shepard 3d. The new regional network will comprise 13 stations, keyed from WNAC, and it will embrace most of the stations of the present Yankee Network plus three of the stations of the former New England Network which was a cooperative hookup of five NBC-Red stations keyed from WEEI.

At the same time, Mr. Shepard announced, a second regional network to be known as the Colonial Network will be inaugurated under his auspices. Keyed from WAAB, the second Shepard-owned station in Boston, it will include three independent stations of the new Yankee Network plus WTHT, new *Hartford Times* station, and will add others if and when time is available.

The Colonial Network will be the New England outlet of Mutual Broadcasting System, of which WAAB became the Boston outlet July 1. While Mr. Shepard has a gentlemen's agreement with NBC under which WNAC will not link with Mutual, he is under no such obligations with respect to his other Boston station. Whether other stations of the new Yankee Network, which subscribe to NBC and CBS services, will occasionally hook into the Colonial Network and the Mutual Network, depends upon their NBC and CBS commitments and their ability to clear time for Mutual commercials.

The New Setup

THE NEW Yankee Network lineup:

WNAC, Boston, which on Sept. 27 joins NBC-Red in lieu of its present affiliation with CBS. Now also key of Yankee Network.

WEAN, Providence, also a Shepard-owned station, which on or before the end of 1936 joins NBC-Blue in lieu of its present CBS affiliation. Now on Yankee.

WICC, Bridgeport, also Shepard-owned, which on or before the end of 1936 joins NBC-Blue in lieu of its present CBS affiliation. Now on Yankee.

WMAS, Springfield, now a CBS supplemental, also on Yankee.

WFEA, Manchester, N. H., a CBS basic supplemental, now on Yankee.

WTIC, Hartford, an NBC-Red basic, formerly on The New England Network.

WTAG, Worcester, an NBC-Red basic, formerly on The New England Network.

WCSH, Portland, an NBC-Red basic, formerly on The New England Network.

WLBZ, Bangor, a CBS basic supplemental, now on Yankee.

WNBH, New Bedford, Mass., an independent, now on Yankee.

WSAR, Fall River, an independent, now on Yankee.

WLLH, Lowell, an independent now on Yankee.

WATR, Waterbury, an independent now on Yankee.

Thus the present Yankee Network of 12 stations is practically preserved intact, except that WPRO is dropped as a Providence optional; WORC is supplanted by WTAG in Worcester; WDRC is supplanted by WTIC in Hartford, and WRDO, Augusta, is dropped, while WCSH gives Yankee its first outlet in Portland. WJAR, Providence, now on NBC-Red and formerly on the New England Network, stays with NBC-Red while WPRO, Providence, becomes a CBS basic on Jan. 1, 1937 when WEAN goes on the Blue.

The Colonial Network lineup, in addition to WAAB and WTHT, will include three of the independents also on the Yankee Network—WLLH, WNBH and WSAR. Others will be added to this five-station hookup if and when time is available, and Colonial will be sold both for regional accounts and for Mutual accounts. Since most of the favored time of the other stations on Yankee will be taken up by NBC, CBS, and Yankee programs, and with WTHT also joining the Inter-City Group, it is not anticipated that Colonial will be able to expand very frequently for Mutual accounts.

Further shifts in the lineups of the two New England regional hookups are possible, but Mr. Shepard's plans envisage keeping the new Yankee Network intact since it is expected that most of the present Yankee Network commercial accounts and practically all of its sustainings will simply be taken over by the newly reorganized Yankee Network. Edward Petry & Co. will continue to represent the Yankee Network nationally.

McMILLIN HEADS BLACKMAN RADIO

JOHN McMILLIN, for the last seven years with Blackman Advertising Inc., New York, and recently working in the radio department, on Aug. 1 becomes radio director of that agency. He succeeds Carlo de Angelo, who joined Blackman two years ago, coming over from the New York office of N. W. Ayer & Son. Mr. Angelo has resigned and has not indicated his future plans.

With Mr. McMillin taking over the radio helm, Frank Newton, Blackman spot time buyer, is shifted back to his former duties as contact on the Procter & Gamble Co. account. Spot efforts have been placed in the hands of Roy Schultz of the media department.

F. B. Dyck Hoff has been appointed business manager of the Blackman radio department, having been transferred from contact work. He has been with the agency for the last year, coming over from Young & Rubicam.

Lehn & Fink Block

LEHN & FINK PRODUCTS Co., New York (cosmetics, proprietaries), following the example of General Mills and several other firms with a number of branded products, has bought a 45-minute block on CBS, 11:45-12:30 noon, Mondays through Fridays, on a special 48-station network. The first quarter-hour will promote Lysol, the second Pebeco toothpaste and the third Hinds Honey & Almond cream. Dr. Daniel Dafoe, physician to the Dionne quintuplets, will speak from Callandar, Ont. on the Lysol period. Lennen & Mitchell Inc., New York, is the agency for Pebeco and Lysol, William Esty & Co. for Hinds. The starting date of the 45-minute CBS series has not been announced. The current Lysol series, *Life of Mary Sothern* on Mutual Network was renewed Aug. 3, going to WLW, WGN, WCAE and WGAR.



GOOD WILL COURT—A. L. Alexander, director of the Good Will Court, sponsored on WMCA, New York, and Inter-City by Macfadden's True Story Magazine, which also sponsors a half-hour of the program on Mutual network, is leaning over a woman litigant who is telling her troubles to the two judges seated opposite her. Charles Stark, announcer, standing by upright microphone. Three microphones are used, two of them plainly visible and the third on the table in front of the woman's hands. Chase & Sanborn Coffee will take over sponsorship of the Court on NBC-Red at 8 p. m. (EDST) Sundays starting Sept. 20.

Chase & Sanborn Coffee Takes Good Will Court On NBC-Red Network

STANDARD BRANDS Inc., New York, soon to discontinue its *Major Bowes Amateurs* on an NBC-Red network, Sundays, 8-9 p. m., on Sept. 20 plans to substitute *Good Will Court*, former sustaining program on WMCA, New York, which currently is broadcast by Inter-City and Mutual under sponsorship of Macfadden Publications Inc., New York (*True Story* magazine).

The court was created by A. L. Alexander, of WMCA, who acts as conductor and handles narration of grievances by anonymous persons whose stories are weighed by legal experts. Fees paid court judges are usually turned over to charity.

Macfadden has merchandised the court to listeners by means of novel stunts ranging from free pocket dictionaries to telegram broadsides. Ruthrauff & Ryan Inc., New York, is the Macfadden agency and J. Walter Thompson Co. is agency for Standard Brands.

The Court may also stay on Inter-City on a sustaining basis after Macfadden signs off Aug. 30 unless Chase & Sanborn assumes sponsorship in the meantime.

Fifth CBS Theatre

CBS has leased the old Manhattan Theatre in New York, the fifth theatre from which it broadcasts network programs in that city. Others are CBS Playhouse, 45th St. Theatre, Amsterdam Roof and Little Theatre. Tentatively the new studio has been named CBS Theatre of the Air and has a seating capacity of 1180, largest of any of its theatrical studios. Among programs to be broadcast from it are Eddie Cantor for Texas Oil, Rubinoff for Chevrolet, Gillette Community Sing and the Chrysler Corp. Major Bowes series which goes on 81 CBS stations Sept. 6. Johns-Manville Corp. engineers are correcting acoustics in the Manhattan Theatre and making it immune to noise from elevated and subway trains.

Chrysler Starts Sept. 13

CHRYSLER Corp., New York will start the Major Bowes amateur program on 81 CBS stations Sept. 13, just four days after the Major's last broadcast on NBC-Red for Chase & Sanborn, for whom the series developed No. 1 place in popularity during its 13 months. The Chrysler series will use the 9-10 p. m. period on CBS Thursdays and will be broadcast from the new CBS Theatre of the Air, formerly the Manhattan Theatre. Commercials will be institutional for Chrysler automobiles. Ruthrauff & Ryan Inc., New York, is the agency.

Mutual-Don Lee Series

MURINE Co., Chicago (eye wash) will return to Mutual network Nov. 4 with its *Listen to This* music program. When Mutual is extended to the West Coast the program will be the first commercial to be carried on Don Lee network under the new Mutual setup of Pacific stations. Some of the programs will originate in Hollywood. Neisser-Meyerhoff Inc., Chicago, is agency. [See listing on page 54.]

Census Shows $86,492,653 Net in 1935

14,561 Employed by Stations, Nets; Payroll Is $26,911,392 in Year

1935 Net Revenues of Networks and Stations

	Total Revenue		Amount Received By Networks	Amount Received By Stations	
	Amount	Percent		Amount	Percent
TOTAL	$86,492,653	100.0	$30,199,280	$56,293,373	100.0
Sale of Time—total	79,617,543	92.1	27,216,035	52,401,508	93.1
Nat. and Reg. Net.	39,737,867	45.9	27,216,035	12,521,832	22.2
Nat. and Reg. Spot	13,805,200	16.1	...	13,805,200	24.6
Local	26,074,476	30.1	...	26,074,476	46.3
Sale of Talent	6,875,110 [1]	7.9	2,983,245 [1]	2,597,708	4.6
Other Revenue				1,294,157	2.3

[1] Revenue from sale of talent and "other" revenue are combined for networks.

TOTAL net revenue of broadcast stations and networks for 1935 amounted to $86,492,653, the U. S. Census Bureau announced July 21 in the United States Summary Report of the broadcasting industry. The report includes eight national and regional networks and 561 stations, and covers all broadcast stations and networks which sold time during 1935, except three small stations which failed to submit schedules of their 1935 operations. In charge of the broadcast census was C. H. Sandage, chief of the Census Bureau's Division of Communications.

In his address to the NAB convention July 6 Mr. Sandage had said: "The total non-network time sales of 514 stations amounted to $36,476,958. This incomplete figure is only $308,465 less than the estimate of station time sales for 1935 made by your association [NAB]. In industry—especially an advertising industry — that understates rather than overstates its size and importance is a rarity." Dr. Herman Hettinger, NAB economist, estimated the industry's total gross billings for 1935 at $87,523,848, as compared with the U. S. Census figure of $86,492,653 for net time sales [gross billings minus time and quantity discounts].

The networks and stations together employed an average of 14,561 persons with an annual payroll in 1935 of $26,911,392. Only five of the eight networks reported separate employment, the other three allocating their personnel to affiliated stations. The five networks making separate reports for personnel employed 2,001 persons with an annual payroll of $2,420,279.

The 561 broadcast stations employed 12,560 persons with an annual payroll of $21,491,113. About 92% of this sum was paid to full-time and 8% to part-time employes.

Revenue from the sale of radio time was divided as follows: National and regional networks, $39,737,867; national and regional spot advertising (non-network), $13,805,200; local advertising, $26,074,476. Thus, almost one-half (49.9%) of all radio time sales, when measured in terms of revenue, were made through radio networks. Of this, $27,216,035, or 35% was available to them to cover cost of programs, wire, and other network facilities. The balance was paid to broadcast stations for the use of station facilities in broadcasting network programs.

Broadcast stations sold $39,879,676 worth of time and received $12,521,832 from networks as payment for carrying network commercial programs. They received $26,074,476 from local advertisers and $13,805,200 from national and regional advertisers who "spotted" their advertising, i. e. purchased time directly from individual stations. Such "spot" advertising accounted for 24.6% of station revenue, in contrast to 46.3% from local advertisers and 22.2% from networks.

Revenue from sources other than the sale of time amounted to $6,875,110. Of this sum, $2,983,245 was received by networks and $3,891,865 by broadcast stations. This revenue was derived largely from the sale of regular network and station talent, program-building for advertisers, and line charges for carrying programs to a number of stations.

Sales of Large Stations

IT IS significant to note the high percentage of revenue received by stations located in the larger cities. The 91 stations located in 12 of the 13 cities of more than 500,000 population shown in this report received $20,584,297 from the sale of time. Thus these stations, numbering 16.3% of all stations, accounted for almost 40% of total station business.

Five states accounted for 42% of total station revenue. New York led with 10.6%, followed closely by California with 8.9%, Ohio with 8.5%, Illinois with 7.4%, and Pennsylvania with 6.6%. In local advertising, however, New York and California were almost identical, these two States accounting for one-fifth of total local advertising revenue.

All revenue figures are in terms of net billings; i. e., gross billings after all promotional discounts, but before agency discounts have been deducted. Sale of talent represents only sales made by networks and stations. Artist bureaus organized as separate agencies are not included in this report.

Station talent, consisting of artists and announcers, totaled 5,864, or nearly one-half (44.6%) of total station employes. Of these, however, 2,309 were employed on a part-time basis.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers and payroll. They accounted for 18.4% of all employes and received 19.8% of the total payroll for the week. Other functional groups reported by the stations include office and clerical workers, supervisors, and executives. Salesmen, continuity writers, and persons performing a variety of functions, have been grouped together as "other" employes.

The average weekly pay of full-time station employes in different functional groups ranged from $24 for office and clerical workers, to $96 for executives. Supervisors received an average of $62 per week, station artists $41 per week, and station technicians $35 per

(*Continued on page 18*)

Net Station Revenue from the Sale of Time

(STATIONS ONLY)

Area	No. Sta.	Total Amount	Total Percent	Nat. and Reg. Adv. [1]	Local Adv. [2]
United States	561	$52,401,508	100.00	$26,327,033	$26,074,475
		100%		50.24%	49.76%
Alabama	9	355,427	.68	87,350	268,077
Arizona	7	217,837	.42	67,482	150,355
Arkansas	11	185,058	.35	102,857	82,201
California	43	4,645,774	8.86	2,056,755	2,589,019
Los Angeles	11	2,434,186	4.65	1,151,600	1,282,586
San Francisco	7	953,266	1.82	557,626	395,640
Remainder of State	25	1,258,322	2.40	347,529	910,793
Colorado	12	593,226	1.13	228,785	364,441
Connecticut	6	592,304	1.13	376,260	216,044
Delaware	(2)	[3]		[3]	[3]
District of Columbia	4	739,530	1.41	293,704	445,826
Florida	10	579,698	1.11	275,447	304,251
Georgia	12	585,115	1.12	321,541	263,574
Idaho	6	126,968	.24	23,956	103,012
Illinois	30	3,865,703	7.38	2,117,393	1,748,310
Chicago	12	3,336,988	6.37	2,050,663	1,286,325
Remainder of State	18	528,715	1.01	66,730	461,985
Indiana	14	839,300	1.60	438,124	401,176
Iowa	10	1,172,235	2.24	745,678	426,557
Kansas	9	381,830	.73	172,864	208,966
Kentucky	6	748,336	1.43	479,628	268,708
Louisiana	12	493,450	.94	282,050	211,400
Maine	5	249,512	.48	136,242	113,270
Maryland and Delaware	8	873,401	1.67	426,383	447,018
Baltimore	4	790,036	1.51	412,135	377,901
Remainder of Md. and Del.	4	83,365	.16	14,248	69,117
Massachusetts	14	2,184,112	4.17	996,828	1,187,284
Boston	7	1,649,193	3.15	753,942	895,251
Remainder of State	7	534,919	1.02	242,886	292,033
Michigan	17	2,843,179	5.43	1,180,524	1,662,655
Detroit	5	2,248,939	4.29	1,104,188	1,144,751
Remainder of State	12	594,240	1.13	76,336	517,904
Minnesota	8	1,106,738	2.11	364,621	742,117
Mississippi	7	135,763	.26	69,625	66,138
Missouri	14	2,133,105	4.07	858,553	1,274,552
St. Louis	4	1,316,622	2.51	478,403	838,219
Remainder of State	10	816,483	1.56	380,150	436,333
Montana	6	207,782	.40	63,629	144,153
Nebraska	10	509,709	.97	289,332	220,377
Nevada	(1)	[4]		[4]	[4]
New Hampshire	3	62,454	.12	22,675	39,778
New Jersey	10	2,392,036	4.56	1,419,701	972,335
New Mexico	5	46,341	.09	11,085	35,256
New York	39	5,546,064	10.57	2,928,155	2,617,909
Buffalo	4	875,598	1.67	413,961	461,637
New York City	18	3,105,394	5.93	1,570,690	1,534,704
Remainder of State	17	1,565,072	2.99	943,504	621,568
North Carolina	9	665,866	1.27	278,474	387,392
North Dakota	6	255,780	.49	126,691	129,089
Ohio	19	4,435,483	8.46	3,239,724	1,195,759
Cleveland	4	1,034,512	1.97	548,761	485,751
Remainder of State	15	3,400,971	6.49	2,690,963	710,008
Oklahoma	12	785,098	1.50	294,835	490,263
Oregon	14	692,436	1.32	284,914	407,522
Pennsylvania	33	3,484,647	6.64	1,831,417	1,653,230
Philadelphia	10	1,796,785	3.43	1,045,496	751,289
Pittsburgh	5	1,042,778	1.99	637,862	404,916
Remainder of State	18	645,084	1.23	148,059	497,025
Rhode Island	3	495,250	.95	267,886	227,365
South Carolina	5	185,964	.35	52,512	133,452
South Dakota	6	130,368	.25	37,832	92,536
Tennessee	12	901,108	1.72	470,962	430,146
Texas	30	2,220,821	4.24	955,030	1,265,791
Utah	3	500,268	.95	281,675	218,593
Vermont	5	81,055	.15	10,945	70,100
Virginia	10	539,068	1.03	251,547	287,521
Washington	20	1,103,411	2.11	486,923	616,488
West Virginia	6	344,358	.66	117,764	226,594
Wisconsin	14	1,023,527	1.96	484,965	538,562
Wyoming and Nevada	3	68,262	.13	9,366	58,896
Experimental Stations	4	76,751	.15	6,344	70,407

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as time sold directly by stations to national and regional advertisers. Network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

[3] Data other than number of stations are combined with Maryland to avoid disclosure of individual figures.

[4] Data other than number of stations are combined with Wyoming to avoid disclosure of individual figures.

FCC Asks Data From Stations On Telephone Circuit Charges

A. T. & T. Inquiry Covers All Phases of Broadcast Line Service for Local and Network Operations

A SWEEPING inquiry by the FCC into broadcast service aspects of American Telephone and Telegraph Co. operations, particularly broadcast line charges, has been initiated as part of the FCC telephone investigation ordered by Congress.

In a letter sent July 15 to all broadcast stations the FCC sought detailed information on relations with A. T. & T. and other wire companies. A four-page questionnaire accompanied the letters. Replies were requested by Aug. 15.

Presumably, the broadcasting phase of the A. T. & T. investigation will be launched by the FCC when the inquiry is resumed in September. Thus far it has hardly been touched upon. Roughly, it is estimated that some ten millions are expended annually by stations and networks for telephone lines, with this sum probably augmented by the recent outcroppings of regional networks and of Mutual Broadcasting System, as well as the expansion of the Blue Network of NBC. Moreover, greater use of remotes is being made by networks and stations, swelling the totals received by A. T. & T.

Rate Questions

THERE have been sporadic outbursts from the broadcasting industry against A. T. & T. line and connection charges, primarily on the ground that the company has never shown how it arrives at its rates. Early this year, A. T. & T. announced a reduction in Class C, or "talk" circuit rates, which followed a readjustment on rates to stations in Florida because of elimination of a "back-haul" charge previously assessed. This issue had been raised by station WCOA, Pensacola, a CBS outlet, and was adjusted voluntarily by A. T. & T.

The original appropriation of $750,000 for the FCC Telephone investigation already has been exhausted, and another $400,000 was appropriated at the end of the last session of Congress for use until next February. Samuel Becker is the acting special counsel for the FCC handling the investigation, and he instituted the broadcast questionnaire.

The questionnaire covers every field of telephone line work in which stations and networks engage and all issues over which there has been debate. In the covering letter, John B. Reynolds, acting secretary, brings out that the work is being undertaken as part of the Congressional mandate that it make an investigation "of the relations between broadcasters and wire companies." In addition to the questions specifically asked, stations were invited to make any additions to questions, or comments on subjects not covered in the questionnaire.

"Has any Bell System telephone company denied your station radio broadcast channels or other facilities or services upon reasonable request therefor at any time during the period Jan. 1, 1925 to date?" is the initial question. "If your answer is yes, state fully the circumstances and the reasons given by the telephone company."

The inquiry covers such things as whether stations have used facilities of wire companies such as Postal or Western Union in lieu of A. T. & T.; reasons why such service was used instead of telephone facilities; comparative costs of such facilities, and satisfaction of such service.

Apparently aiming at oft-reported refusal of A. T. & T. to connect its wires with those of other companies, the questionnaire asks several questions on this subject. It asks also whether any Bell company has refused to connect or to allow connection of its facilities with those of another wire company, and the circumstances and reasons. On this same theme it asks whether the stations own wire facilities and whether these have been connected with A. T. & T. circuits or with the circuits of other companies.

On the question of service, the FCC asks about interruptions to service of over two minutes, giving details of the facilities and the programs involved; whether complaint was made to the wire company; whether the wire company admitted responsibility, and whether the station was compensated for the interruptions.

Use of Shortwaves

POSSIBILITY of using shortwaves for the connecting link between stations, such as is done by the Corn Belt Wireless Network keyed from WHO, Des Moines, is raised by the FCC which asks stations to supply information as to whether shortwave transmitters and receivers have been used in lieu of wire facilities. All phases of this important prospective development are covered in queries.

Among other things the questionnaire goes deeply into the subject of reversible circuits for two-way transmission, whether there is assessed a special switching charge on reversals, and whether stations have been obligated to obtain a four-wire circuit, each pair to be used for one-way transmissions of programs, as a result of the refusal of the telephone company to permit the use of reversible two-wire circuits in both directions, or as a result of additional switching charge imposed for such reversal.

On equipment, stations are asked if they have ever been required to install special equipment or a particular make of apparatus before connecting its own facilities with the station.

Then follows a series of questions on charges for service, installation and equipment, which strike at the root of most of the dispute over the broadcast line rates. These questions follow in full:

Are you able to check or verify, either from the Bell company or by your own devices, whether the facilities supplied by the telephone company are of the grade and quality for which you have contracted and paid? Have there been any instances where you have thought or actually found that facilities supplied by the telephone company were of a grade and quality lower than that for which you had contracted?

Has any Bell telephone company ever installed a filter or other device to reduce the quality of a channel, for example, a Schedule A channel to a Schedule C channel, in order to provide a service not in excess of the characteristics contracted for?

Have you any reason to believe that the rates charged your station by the telephone company have been different from those charged other stations for like channels or services?

Has the telephone company rendered to your station any regular services or furnished any schedule facilities for which no charge was made? If so, give details.

Has your station ever been charged by the telephone company at higher or at lower, rates than the charges specified in its Federal Communications Commission tariffs for the grade of facilities or services actually furnished? If so, give details.

Do you consider the present method of computing interexchange channel charges on a circuit mileage basis fair and reasonable?

Have there been any cases where your station has had to pay for a longer roundabout connection with consequent high fees, whereas an air line mileage basis of computation would have been more reasonable?

Please give details of any cases under the above question.

Have you protested to the telephone company for charging you on unnecessarily roundabout circuit facilities? If so, what answer or satisfaction have you received?

Do you have any suggestions as to what system of charges might be considered more reasonable than the present scheme?

So far as you know, is your station allowed the same time interval for the payment of bills for channels, facilities, or service, or the same discount for prompt payment, as is accorded other stations by the telephone company?

Are there any other charges or practices of the telephone company in connection with its radio broadcast services which you feel are discriminatory, or burdensome? Please explain fully.



SIDEWALK BROADCAST — To end all sidewalk broadcasts, is how F. D. Conard, owner of KIUL, Garden City, Kan., labels this picture. Mr. Conard, a professional photographer, superimposed an enlargement of Mr. Hopper, who this year is plaguing Kansas no less than the rest of the country, on the negative of a shot showing C. M. Garnes, KIUL director, in a man-on-the-street interview.

WMEX, BOSTON, GETS 5 KW. ON 1470 KC.

WMEX, Boston local, graduated to the high-power regional class July 22 when the FCC Broadcast Division granted its application for 1470 kc., with 5,000 watts day and night. Action was taken without a hearing, and when the installation of the 5,000-watt transmitter is completed the station will relinquish its present 100 watt assignment on 1500 kc. Commissioner Case dissented.

An independent station, WMEX is managed by William S. and Alfred J. Pote. The station is owned by the Northern Corporation. It is an outlet of the Inter City Group, keyed from WMCA in New York. WMEX recently moved into new studios. A new location for its transmitter was approved by the Division coincident with the grant and a directive antenna will be installed.

Under FCC rules a 20-day protest period, dating from July 22, must elapse before the grant can become final. During that time if valid protests are filed the decision may be held up or possibly thrown to a hearing.

WSM Mutual Programs

SEVERAL commercial programs of Mutual Broadcasting System may be broadcast over WSM Nashville, beginning this Fall, but subject to the 28-day option on the station's time for certain hours held by NBC, it is learned on good authority. WSM, it is stated on behalf of the station, does not have in mind leaving the NBC network but planning simply to supplement its schedule with MBS commercials where they do not conflict. It will not subscribe to MBS sustaining programs, under the plan.

GRATITUDE TO THE SPONSOR

Elderly Couple Never Miss a Barn Dance and They Show Appreciation in a Novel Way

To the Editor of BROADCASTING:

I came across an incident today at lunch that I thought might interest you.

I was having lunch at a drug-store counter when an elderly lady and gentlemen took the seats next to me.

As I was munching my sandwich, these two people ordered an Alka-Seltzer apiece. They sat before their filled glasses a few moments, and then started to go out. Mind you, they hadn't even touched their glasses!

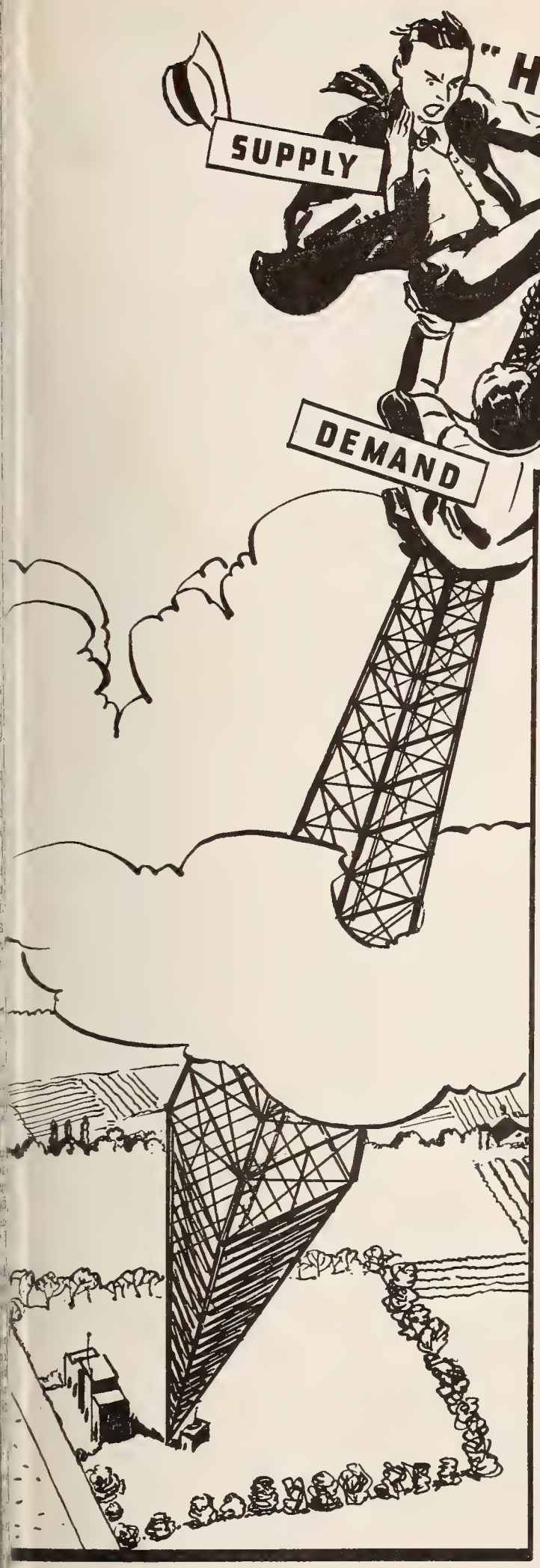
I've been around a bit and seen a lot, but this was something new to me. So little Oscar ups to the elderly couple and questions them on this peculiar incident.

The old fellow came back with a few lines that I think are worthy of plenty of thought.

He said to me, "Son, my wife and I have never yet missed a broadcast of the Barn Dance each Saturday night. We get more pleasure out of that hour than anything else during the week. Now, this doesn't cost us a penny, and so every week, my wife and I buy a glass each of Alka Seltzer, even though we never drink it, just out of our gratitude to the sponsors."

It struck me between the orbs. I thought you might like it.

Murray Arnold,
July 27, 1936 WIP, Philadelphia



● The day is limited to 24 hours daily.

Human sleeping habits limit broadcasting to about 18 hours daily.

Years ago, 18 hours were enough to satisfy all the advertisers, and still leave something for the sales department to worry over.

Today, at WHO, the sales department's chief worry is trying to figure how 18 hours' time can be made to accommodate all the advertisers who want to use it.

The present situation: Out of a total of 123 broadcasting hours each week, less than six hours (day and evening combined) are still available for advertisers desiring time after September 27.

The reason: During 1936, WHO has continued its record of previous years in standing at or near the top of any station-list in results per dollar.

CENTRAL BROADCASTING CO., DES MOINES
J. O. Maland, Manager — Phone 3-7147

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

ASCAP . Warners Are Near Accord

Negotiations Continue; Society Cuts Its Biggest Dividend

NEGOTIATIONS are still in progress looking toward the return of Warner Bros. music publishing houses to ASCAP, but while neither side would talk officially, it was indicated July 28 that an agreement might be reached any day. Evidently the reluctance of the Warner houses, which withdrew from ASCAP last Jan. 1, to accede to the usual conditions of membership, plus the fact that ASCAP has declined to agree to certain Warner stipulations, has prevented the accord but the obstacles are not considered insurmountable.

The ASCAP board is not expected to meet again until Sept. 24 but it has empowered E. C. Mills, ASCAP general manager, to proceed with conversations which have as their objective a reunion of the music performing rights groups. There is sentiment on the ASCAP board against Warner's return because it would obviously mean a reduction in the "cuts" of respective publisher organizations of ASCAP receipts. On July 10 ASCAP cut the biggest dividend for a single quarter in its history, splitting $1,030,000. This was $60,000 more than the preceding quarter. Because of an expected summer lull, it is likely that the next quarter, due in October, will be smaller.

Legal Troubles

MEANWHILE, the Warner houses have been worrying along with little performance of their music, slight revenue from broadcasting stations or other users, internal dissension among its composer members, and a horde of infringement suits against stations, hotels and night clubs which have netted them nothing but grief. There hasn't been a single adjudication in the more than 200 infringement suits, seeking damages of nearly $4,000,000. On the other hand there have been voluntary dismissals of numerous cases.

Supplementing the dropping of suits against certain stations on alleged performance of *My Wild Irish Rose*, and of another batch of 40 suits against CBS stations alleging performance of *That Old-Fashioned Mother of Mine*, it is now learned that eight suits against stations on alleged infringement of *Put On Your Old Grey Bonnet* have been dropped. These were against KOA, KPO, WIBA, KFYR, KGIR, WDAY, KGU and KTAR, for alleged performance Jan. 11.

All told, it is estimated, some two score suits alleging infringement of *The Old Grey Bonnet* number had been filed. It is indicated that all of them may be dropped because of the reported conclusion reached by Warner council that the claims could not be sustained in court.

KGFW, Kearney, Neb., operating with 100 watts on 1310 kc. and recently purchased by Clark Standiford, manager, and Kate S. Fisher, wife of Ben S. Fisher, Washington attorney, has applied to the FCC for authority to move into Omaha.

Radio's 1935 Status

(*Continued from page 15*)

week. The average weekly income of "other" employes is relatively high because of the inclusion of salesmen in this group.

The analysis for the representative week does not include network personnel. In general, the average weekly salary is higher for persons employed by networks than for those employed by stations. The average full-time station employe was paid $38, and the average network employe was paid $53 per week. Network technicians received $60, artists $91, and office and clerical workers $39. To avoid disclosure, this information cannot be shown in further detail in the report. All employment data herein apply strictly to persons employed and paid by radio stations or networks.

Number of Networks

EIGHT organizations have been classified as national or regional networks, and network data given in this report apply to these eight companies. Other organizations frequently listed as radio networks but which serve only as informal sales organizations have not been classified here as networks.

As of Dec. 31, 1935, there were 625 broadcast stations in the United States that had permits either to operate or to construct stations. The Bureau of the Census received reports from all but three of these 625 stations. One was located in Nebraska, one in Louisiana, and one in Ohio. All were small stations and their figures would not change totals to any important degree or affect conclusions. Of the 625 stations, 564 sold time. The remainder had construction permits only, or were inactive, or were non-commercial stations operated by churches, schools or similar organizations. This report includes 561 stations, or all but three of the total number selling time.

The United States summary will be followed by a report in booklet form in greater detail. "National spot" and local advertising revenue will be shown by the following types of advertising: Electrical transcriptions, live talent, records, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

ASCAP Monopoly Suit To Be Heard in Maine

A HEARING on the monopoly suit against ASCAP brought by the state of Maine similar to that in Washington state last year will be held Aug. 3 before the Chief Justice of the state. Clyde R. Chapman, attorney general of Maine, is handling the prosecution, which alleges that ASCAP operates in violation of state laws. ASCAP, it is reported, will appear at the hearing, whereas in the Washington state case it did not contest the action originally.

The Washington state receivership was dissolved recently after negotiations with the parties involved. A series of three orders was issued by the court, one of which brought out that a settlement had been made.

Network and Station Employes, Pay Roll

Area	No.	Avg. for year	PAYROLL[1] Total	Full-time	Part-time
UNITED STATES	569	14,561	$26,911,392	(x)	(x)
Networks	8	2,001[2]	5,420,279	(x)	(x)
Stations (total)	561	12,560	21,491,113	$19,787,648	$1,703,467
			100%	92.07%	7.93%
Stations Only			167,876	162,572	5,304
Alabama	9	110	85,529	69,292	16,237
Arizona	7	69	70,668	63,062	7,606
Arkansas	11	72	2,335,143	2,105,437	229,706
California	43	1,297	1,275,994	1,155,745	120,249
Los Angeles	11	668	560,488	480,897	79,591
San Francisco	7	307	498,661	468,795	29,866
Remainder of State	25	322	241,511	212,549	28,962
Colorado	12	165	397,103	339,194	57,909
Connecticut	6	179	[3]	[3]	[3]
Delaware	(2)	[3]	264,568	257,405	7,163
Dist. of Columbia	4	112	202,826	198,987	3,839
Florida	10	150	184,283	181,458	2,825
Georgia	12	121	46,423	41,517	4,906
Idaho	6	41	2,241,599	2,152,349	89,250
Illinois	30	910	1,934,540	1,851,526	83,014
Chicago	12	689	307,059	300,823	6,236
Remainder of State	18	221	332,563	301,694	30,869
Indiana	14	231	408,878	355,297	53,581
Iowa	10	344	172,319	159,187	13,132
Kansas	9	148	241,365	186,755	54,610
Kentucky	6	138	191,933	165,083	26,850
Louisiana	12	128	88,195	67,871	20,324
Maine	5	65	328,037	301,955	26,082
Md. and Del.	8	166	291,802	266,922	24,880
Baltimore	4	135			
Rest of Md., Del	4	31	36,235	35,033	1,202
Massachusetts	14	370	725,974	712,956	13,018
Boston	7	279	585,140	576,911	8,229
Remainder of State	7	91	140,834	136,045	4,789
Michigan	17	524	1,124,757	1,022,840	101,917
Detroit	5	335	817,151	727,838	89,313
Remainder of State	12	189	307,606	295,002	12,604
Minnesota	8	214	337,138	325,286	11,852
Mississippi	7	48	45,600	45,560	40
Missouri	14	588	873,797	805,277	68,520
St. Louis	4	247	510,247	498,524	11,723
Remainder of State	10	341	363,550	306,753	56,797
Montana	6	45	69,077	65,797	3,280
Nebraska	10	163	195,769	194,122	1,647
Nevada	(1)	[4]	[4]	[4]	[4]
New Hampshire	3	22	29,848	27,698	2,150
New Jersey	10	250	672,084	657,574	14,510
New Mexico	5	26	27,643	27,328	315
New York	39	1,308	2,386,687	2,210,683	176,004
Buffalo	4	200	343,552	313,306	30,246
New York City	18	754	1,469,397	1,382,080	87,317
Remainder of State	17	354	573,738	515,297	58,441
North Carolina	9	116	182,837	179,955	2,882
North Dakota	6	66	84,791	78,111	6,680
Ohio	19	800	1,588,114	1,523,479	64,635
Cleveland	4	234	482,649	445,429	37,220
Remainder of State	15	566	1,105,465	1,078,050	27,415
Oklahoma	12	226	278,090	257,155	20,935
Oregon	14	224	297,812	278,813	18,999
Pennsylvania	33	857	1,495,408	1,340,788	154,620
Philadelphia	10	423	768,051	697,842	70,209
Pittsburgh	5	209	410,062	357,865	52,197
Remainder of State	18	225	317,295	285,081	32,214
Rhode Island	3	51	97,543	95,379	2,164
South Carolina	5	58	63,075	59,165	3,910
South Dakota	6	70	80,576	80,172	404
Tennessee	12	322	408,679	323,513	85,166
Texas	30	554	771,395	682,397	88,998
Utah	3	68	131,240	130,416	824
Vermont	5	40	27,193	19,229	7,964
Virginia	10	166	194,703	184,385	10,318
Washington	20	460	578,510	458,213	120,297
West Virginia	6	74	125,086	121,490	3,596
Wisconsin	14	306	483,377	458,339	25,038
Wyoming and Nevada	3	22	32,737	31,737	1,000
Experimental Stations	4	76	80,754	68,127	12,627

[1] Does not include entertainers and other talent supplied and paid directly by advertiser
[2] Three of the 8 networks allocated employment and pay rolls to their affiliated stations, and these figures are included in the station totals.
[3] Two stations in Delaware combined with Maryland to avoid disclosure of individu figures.
[4] One station in Nevada is combined with Wyoming to avoid disclosure of individu figures. (x) Not reported.

Analysis of Station Employment, Pay Rolls [1]

Classification	All Employes[2] (One Week) No.	Pay Roll	Full-time Employes No.	Total	Avg.	Part-time Employes No.	Total	Av
Total, 561 Stations	13,139	$429,401	10,287	$388,068	$38	2,852	$41,333	$1
Executives	476	43,537	437	42,079	96	39	1,458	
Supervisors	703	43,197	690	42,825	62	13	372	
Office and Clerical	2,149	50,552	2,035	49,349	24	114	1,203	
Station Technicians	2,451	84,803	2,360	83,609	35	91	1,194	
Station Talent:								
Artists	4,169	114,270	1,999	82,026	41	2,170	32,244	
Announcers	1,695	46,412	1,556	45,027	29	139	1,385	
Other[3]	1,496	46,630	1,210	43,153	36	286	3,477	

[1] Figures shown are for week ending October 26, 1935, except where such period w not representative. In such cases one week of representative employment is given.
[2] Does not include entertainers and other talent supplied by advertisers, nor e ployes of radio networks.
[3] "Other" includes employes not otherwise classified. Persons performing a varie of functions where no one function requires a major portion of the employe's time a continuity writers, are included here. Salesmen are also listed as "other".

No wonder sales boom in Oklahoma!

Bank Deposits in State Show Sharp 6-Month Gain

Oklahoma Payrolls Rise to Highest Level of Last Six Years, Survey Shows

Employment at Highest Level in Two Years, Labor Commissioner Reveals in Monthly Industrial Re...

City Postal Receipts Up 21 Percent in Jun...

City Oil Revenue Sets New Record

Six Million In Works Cash Is Allotted State

Oklahoma Relief Program No... To Be Re...

City Sets Trade Pace for Tulsa In All Lines, Tax Report Shows

OKLAHOMA CITY'S ... to 29 returns from Tulsa corporations," said McCracken. "The city leads Tulsa, likewise, ... number of retailers' returns. ... said in corporations ... transportation. Oklahoma firms reported $8,807 in ... income tax, to $1,22... in Tulsa.

30 Percent Gain Seen For Building Trade Employment

June Bank Debits Are Up 5 Million

Encouraging Business In Clearing House R...

Third of 1936 City Building Is New Homes

...ruction Permits for Year Total $4,194,566.

...than 30 percent of total ... done in Oklahom... 1 has been ... to th... per...

New Homes in City Near Peak in June

$310,620 Permits Already Issued, $276,590 in May.

FARM INCOME IS 90 PERCENT UP FROM 193...

Give Major Crops Re...

STATE INCOME REPORT SHOWS BIG INCREASE

General Revenue Fund Has ...

CITY'S HOTELS REPORT GAINS

75 Million Are Dropped Into State Pocket

Johnson Cites Strengthening Of Financial Structure.

BUILDING TOPS BUSINESS GAIN

University Survey Shows ... Boost of 232 Percent.

June Pay R... Set Mark 5-Year Pe...

...ployment Record Ri... Construction Lines.

...s in Oklahoma ...

Month's Gain In Commerce Led by State

...oma and six other states in ... record ...

INCOME TAXES IN STATE GAIN

Increase of 33 Percent Sho... In Federal Fi...

Low Acreage Report Sends Cotton Up $3

Prices Reach 13-Cent Mark First Time Since 1934.

...EW YORK, July 8.—(AP)—...tton futures spurted ... $2 a bale on the New ...tton exchange We...

Crescent Gusher Shows as State's Biggest Prod...

Carter Test May ... Moore Discov...

Honors for that county ... largest producer in Okla... ently was switching ... Crescent field as the ... gloss. On potential test, ... Prairie et al No. 1 Fra... ery well at Moore, did 3... rels of oil a day. ... Friday it appeared the ...

Wheat Tops $1 As Dry Fields Bake in North

Local Wheat Prices Score 5-Cent Gain

...contract city wheat prices bound... ...dollar a...

● **NEWSWORTHY** to sales-seeking executives are these stories of prospering Oklahoma.

Oklahoma's got what it takes to make sales efforts click in a big and profitable way. Oklahoma has the ability to buy . . . and readily gives in to well directed sales persuasion.

Oklahoma has the station, too, that translates above-average buy-ability into above-average action at the sales counter.

WKY, riding the inside track of audience favor and esteem in Oklahoma, gets your story a hearing in more homes in this state than does any other station.

WKY • OKLAHOMA CITY

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

Representative — E. KATZ SPECIAL ADVERTISING AGENCY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

WIBW Is Capital Of Radio for Day

Landon Day Host to Hundred; Aids in Network Coverage

(Special to BROADCASTING Magazine)



Mr. Searle

TOPEKA, Kan—With radio interest throughout the nation centered on Topeka during the Landon notification ceremonies July 23, WIBW that day was the "radio heart" of the country. Not only were all CBS and Kansas network broadcasts centralized through the studios and control rooms of WIBW, but the staff and announcers of NBC and Mutual networks also made the Topeka station their headquarters. Don Searle, manager of the Capper station, acted as host to all the visiting radio men.

In addition to all its other activities, WIBW locally gave its listening audience eight hours of broadcasts of the events. The station started at 6:15 a. m. with a quarter-hour address by Senator Capper, who gave the listeners "Impressions of Governor Landon". Announcers with pickup microphones met all the incoming trains and greetings to the dignitaries of the Republican party were heard, descriptions of the decorations, formations for the parade, broadcasts of visiting musical organizations and even a noon broadcast interviewing radio men from all parts of the country.

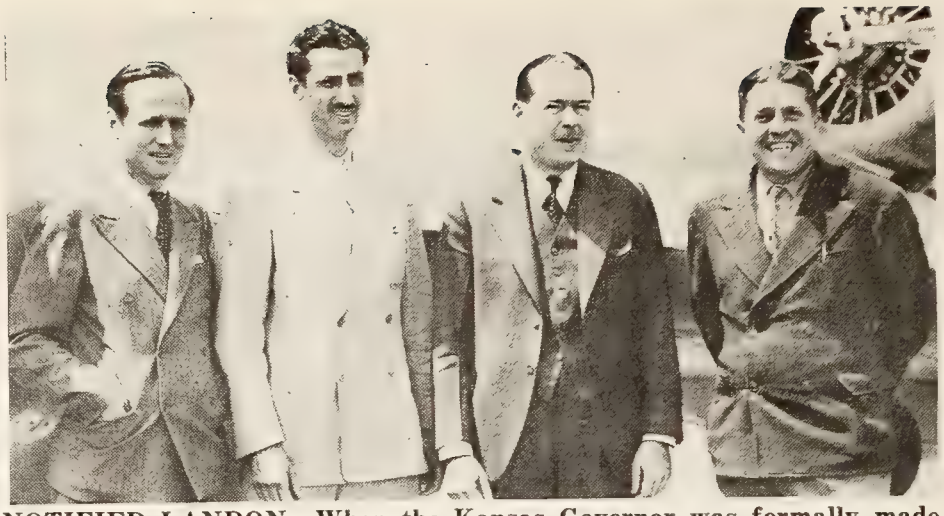
All of WIBW's equipment was placed at the disposal of the Republican National Committee for the occasion and Karl Troeglen, chief engineer, was perhaps the busiest man in Topeka, cooperating with Charles Warriner, former CBS engineer, representing the committee.

Throughout the day WIBW maintained an al fresco luncheon table for the visiting radio men, who made it their resting place between broadcasts. Complete crews were on hand from CBS, headed by Paul White, special events executive, and Bob Trout, announcer. NBC was represented by A. L. Williamson, special events executive from Chicago, with Charles Lyons, announcer, and a staff of reporters. Mutual Network was also represented. KMBC, WDAF and WHB, Kansas City, were on the grounds with sound trucks and special announcers, and in all there were nearly a hundred visiting radio men.

KFWB Bans Records

FOLLOWING legal action brought against Eastern stations by recording artists, Manager Gerald King, of KFWB, Hollywood, has banned domestic recordings from that station, along with the entire artist staff, and now is broadcasting only transcriptions, foreign records and spot-booked talent. The station now hires talent as needed, employing no full-time artists.

WCOP, Boston, was thrown off the air for the better part of a day by a July thunderstorm when lightning scored a direct hit on the 223-foot radiator and passed through lightning arrestors.



NOTIFIED LANDON—When the Kansas Governor was formally made aware of his GOP candidacy, CBS had its special events crew on the job. Here they are boarding a TWA plane at Chicago airport for the Topeka assignment. Left to right are Lyle H. Wilson, chief of Washington United Press staff; Bob Trout, CBS presidential announcer; Paul W. White, CBS director of public events and special features, and John D. Fitzgerald, CBS Chicago special events representative.

Final Settlement of Recordings Rights Sought in Suits Instituted by Artists

LITIGATION in both Philadelphia and New York over the rights of certain broadcasting stations to perform phonograph recordings of particular artists probably will go forward looking toward ultimate final adjudication of this issue, raised by the recently formed National Association of Recording Artists.

In the Philadelphia case, filed by Fred Waring against WDAS and decided against the station by the Court of Common Pleas, an appeal to the State Supreme Court probably will be instituted with William A. Schnader, former state attorney general, as WDAS counsel. The NAB intervened in this case in the lower court. In order to procure the highest state court's jurisdiction, a ruling must be had that an amount of $2,500 or more is involved.

What steps will be taken in the New York cases, involving suits for alleged unauthorized phonograph record performances by WNEW, WEVD and WHN, filed in the names of such artists as Tibbett, Crumit and Whiteman, have not been reached. Also joined in these suits was Teleflash, wired radio service, which consented in the State Supreme Court on July 22 to desist from further use of records, notably those of Walter O'Keefe and Louis James of *The Revellers*, and which stated that in the future it will use only transcriptions. Teleflash is a subscriber to Standard Radio Inc. library.

NAB to Assist

THE OTHER three stations have been given until Aug. 5 to file answers. These were due originally on July 29. Whether they will answer jointly remains to be decided. In any event, it is not expected that the NAB will intervene but rather that it will collaborate in the preparation of briefs and in the drafting of other papers. E. Stuart Sprague, New York attorney formerly on the NBC legal staff, and a recognized authority on copyright, has been retained by the NAB to assist in this work.

The test case in Philadelphia and those in New York are regarded as important because of the widespread use of phonograph records by stations. However, the cases are confined to the recordings of the particular artists who have filed suits and to the particular stations involved. In other words, the actions of the courts in these cases, either way, will not be binding upon stations generally.

In every case NAPA, of which Waring is the president, seeks to establish the performing right of the artist to his own particular type of rendition. Feeling among broadcasters obviously is strong, since practically all of the artists owe their success to radio. Broadcasters take the attitude that they are "biting the hand that feeds". They feel the litigation is ill-advised.

Assuming that the worst might happen — i. e., that artists are finally adjudged to have a property right in their recordings as not being for broadcast use—stations would have to forego the use of such records and perhaps go to transcriptions and live talent exclusively. On the other hand there is no reason, when such artists contract for phonograph recordings or for other services, why contracts shall not include provisions authorizing performance of records over stations, should the parties agree.

Among some stations the view is gaining ground that the recordings of those artists who have instituted suits through NAPA should not be performed as a means of denying them the benefits they procure through popularizing their renditions. Any general movement toward such a policy, it is believed, would soon have the effect of deflating the NAPA movement, which simply has as its objective the licensing of stations for phonograph record performances on a basis broadly along the lines of the music performing rights societies.

All of the NAPA actions were brought by Maurice Speiser, general counsel and prime mover of the organization, with his associate A. Walter Sokolow. The complaints alleged that the stations and Teleflash, along with Audio-Scriptions Inc., of New York, a recording program and air-check service against which suit was filed, broadcast recordings of the artists from time to time and that these recordings were not licensed for broadcast purposes.

Mr. Speiser has openly threatened that the New York suits were tests based on the results of the WDAS case, and that if they are successful in the New York cases, suits may be filed throughout the country.

Denies Charges

THE Audio-Scriptions case is a maze of complications. Don Voorhees, orchestra leader, alleges in it that the company operates a device which records programs taken off the air and that Audio had captured one of these broadcasts and reduced it to record form for sale to whomever would pay the price. E. Rabinowitz, manager of Audio declared he planned to file a counter suit for damages against NAPA because of the "damaging charges" printed in the July 16 issue of the *New York Times*.

Mr. Rabinowitz claims that a Mr. Stein called at his office and introduced himself as a member of Don Voorhees orchestra and asked to have a recording made of his voice off the air, which the company did by picking it up and recording it on a 12-inch aluminum disc. This was the only recording Audio ever made of a Don Voorhees broadcast, according to Mr. Rabinowitz. The result of this was the Voorhees-NAPA suit against Audio.

NAPA should not be confused with the American Society of Recording Artists, Hollywood organization seeking to license broadcasting stations for the performance of phonograph records. While it has been contended that NAPA is not working in combination with ASRA, the two organizations had their origin about the same time and on the same issue. ASRA seeks to collect from stations phonograph license fees ranging from 5 to 15 cents per "side" performed in commercial programs plus a "sustaining" fee. NAPA on the other hand seeks to restrain stations from performing phonograph records of its purported members altogether. Despite this stations attest to the fact that constant "plugging" for performance of certain phonograph records goes on just as it does in the original musical composition field

SATURDAY EVENING SOLD OUT BY CBS

CBS has sold out Saturday evening time for the autumn, having signed Elgin National Watch Co., Carborundum Co., Nash Motor Co., and Pet Milk Co. in late July to contracts for this period, once shunned by network advertisers.

Saturday evening CBS clients are:

7:30-8—Carborundum Co., Buffalo (abrasives) with *Carborundum Band* on 18 stations starting Oct. 17.

8-8:30 — Unannounced client signed.

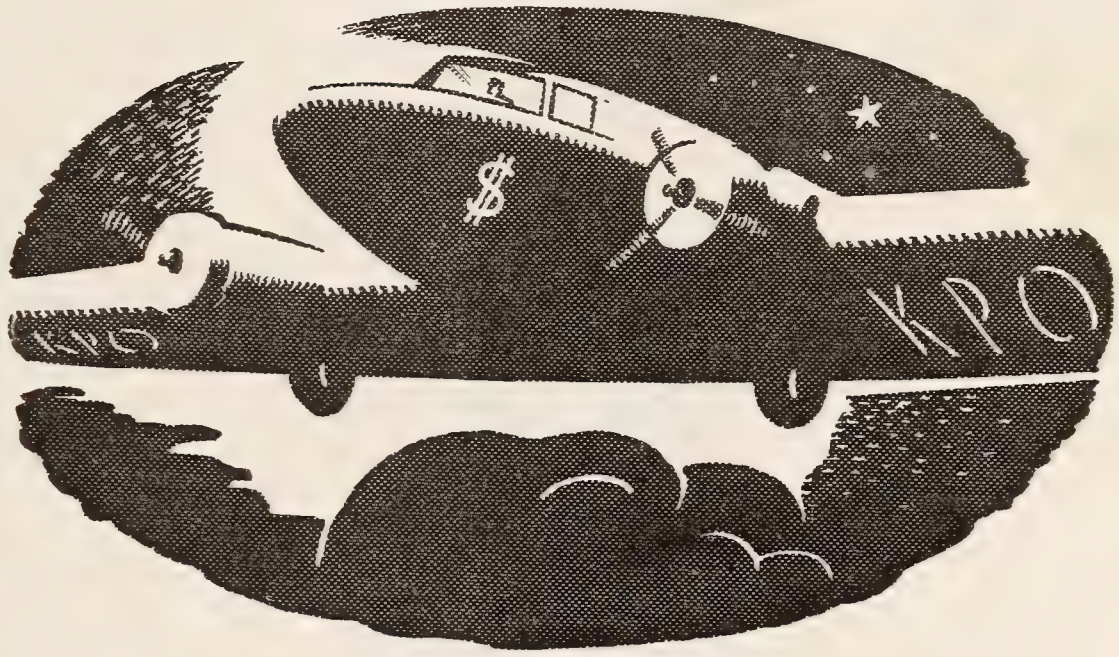
8:30-9—Elgin National Watch Co., Chicago, on 60 stations.

9-9:30—Nash Motor Co., Kenosha, Wis., on 46 stations.

9:30-10—Pet Milk Sales Corp., St. Louis (condensed milk) on 48 stations starting in September.

10-11 — American Tobacco Co., New York, with *Lucky Strike Hit Parade.*

FLYING HIGH



Sales go up when your advertising covers not only Northern California, but all the important communities over the mountains in Idaho, Nevada and Oregon. Long a favorite with listeners, KPO pays profit dividends on local and spot campaigns.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

Completely programmed by NBC

FELLOWS IS NAMED AS WEEI MANAGER



Mr. Fellows

APPOINTMENT of Harold E. Fellows, commercial manager of WEEI, Boston, as president and general manager of the WEEI Broadcasting Corp., was announced July 23 by CBS, which on Aug. 16 takes over the station under a lease arrangement. The WEEI Broadcasting Corp. is the new subsidiary established by CBS through which it will operate the station as its Boston outlet in lieu of WNAC, which joins the NBC-Red network.

Mr. Fellows, CBS said, will assume fully responsibility and within the general limitations of the policies of CBS, will have complete authority in the operation of the station. WEEI was leased by CBS from Edison Electric Illuminating Co. of Boston, with an option to purchase, at an annual figure exclusive of studios of $219,000.

No other personnel appointments were announced and it was indicated that these will be left largely to the new president and general manager. Mr. Fellows does not actually take over until the CBS lease becomes effective on Aug. 16. As the directing head he replaces Joseph Groce, head of public relations of Edison Electric and in charge of the station, and Charles W. Burton, who held title of manager.

Mr. Fellows has been with WEEI as commercial manager since 1932 and has been directly associated with the advertising business for 20 years. He first became interested in radio advertising in 1928, having organized for the Harry M. Frost Agency of Boston the first complete agency - radio activity in that area. Subsequently he organized the radio department of the Greenleaf Co., advertising agency. A native of Haverhill, Mass., Mr. Fellows completed his education at Columbia University. He lives at Swampscott, is married and has two children.

New CBS-WHK Contract

WHK, Cleveland, in July renewed its contract covering affiliation with CBS in negotiations conducted by Herbert V. Akerberg, CBS station relations vice president, with H. K. Carpenter, WHK manager, and officials of the *Cleveland Plain Dealer*, owner of the station. This definitely sets at rest rumors that WGAR, NBC-Blue outlet in Cleveland, owned by the Richards-Fitzpatrick interests operating WJR, Detroit, would switch to CBS with WHK going to NBC-Blue. The new contract between CBS and WHK dates for three years from Oct. 1, 1936.

Journal Asks 1570 kc.

A NEW station on the high-fidelity broadcast channel of 1570 kc., with 1,000 watts full time, is sought by the *Milwaukee Journal*, operating WTMJ, Milwaukee, in an application filed July 16. Interests associated with the *Journal* have been seeking a second station for some time.

KYW Philadelphia, Goes Back to NBC As Its 15th Managed Station; CBS Has 9



Mr. Joy

WITH Leslie Joy remaining as manager in lieu of his present position of "NBC representative", KYW, Philadelphia outlet of the NBC - Red network, on Sept. 1 will revert to NBC management, making the 15th station in the list of NBC owned and managed stations. Licensed to Westinghouse Electric & Mfg. Co., the station is under lease to NBC but has been operated since its removal from Chicago to Philadelphia on Oct. 11, 1934, by Dr. Leon Levy and Isaac D. Levy, operators of WCAU, Philadelphia.

The arrangement for management of the station was made by NBC and Westinghouse officials with the Levy brothers two years ago in order to utilize the extensive studio building facilities of WCAU. In June Dr. Levy asked to be relieved from the arrangement in a letter to President Lenox R. Lohr of NBC, in which he stated:

"I am frequently confronted with the making of a choice of stations to which I am to give business offered to me. While I have endeavored to be scrupulously honest in my decisions, nevertheless each station has been deprived of proper guidance, for which I am chiefly responsible." Dr. Levy added that both WCAU and KYW would benefit by separate managements, gaining an individuality from competition they cannot now secure.

No disputes of serious nature are behind the shift, and Mr. Lohr emphasized in his letter of reply July 17 that the relationship of NBC and the Levys has been entirely pleasant. It is significant that the Levy brothers are among the largest stockholders in CBS, with which WCAU is affiliated, and that William S. Paley, CBS president, and his father and uncle, Samuel and Jacob Paley, together own one-third of the stock of WCAU, the Levys each owning one-third. Thus the WCAU operators were in the position of operating a CBS-affiliated station while providing the studios and management of KYW, an NBC-leased station.

Plan New Studios

NEW studios for KYW will be established as soon as possible, though it is not expected that they will be ready by Sept. 1. KYW will continue to utilize the WCAU building studios until the new ones are ready. Technical maintenance will continue under Westinghouse, as before.

NBC's operating lease on KYW has until Dec. 31, 1942, to run. NBC also operates KDKA, Pittsburgh; WBZ, Boston, and WBZA, Springfield, under the same leases from Westinghouse. It has similar arrangements with General Electric Co. for the operation of that company's stations, WGY, Schenectady; KOA, Denver, and KGO, Oakland, Cal. In addition, it leases WMAL, Washington, from the M. A. Leese estate, and it owns and operates WEAF and WJZ, New York; WRC, Washington; WENR and WMAQ, Chicago; WTAM, Cleveland, and KPO, San Francisco.

Besides these, NBC owns but leases to others to operate the following stations: KEX, Portland, leased to the *Portland Oregonian*, which owns KGW; KJR, Seattle, leased to Fishers Blend Station Inc., which owns KOMO; KGA, leased to Louis Wasmer, who owns KHQ. These stations were purchased by the NBC from the old bankrupt American Broadcasting Co., and leased to local operators under long-term arrangements.

Against the 15 stations owned and managed by NBC and the three which it owns and leases to others to operate, CBS now counts nine owned and managed stations with the likelihood of securing a tenth shortly in New York City. [See story on another page in this issue.] The CBS-owned stations are WABC, New York; WJSV, Washington; WKRC, Cincinnati; KMOX, St. Louis; WBT, Charlotte; WCCO, Minneapolis, and KNX, Hollywood. In addition it leases WEEI, Boston, which on Sept. 27 will join the CBS network in lieu of WNAC which goes to NBC-Red, and KSFO, San Francisco, to which CBS service will begin when arrangements for severing relations with the Don Lee group are made. KNX and KSFO will replace KHJ and KFRC, respectively, on the CBS network before the end of this year and possibly some time earlier this winter.

Ellis Atteberry Is Named To Be Manager of WLBF



Mr. Atteberry

APPOINTMENT of Ellis Atteberry, commercial manager of WLBF, Kansas City, Kan., as manager of the station succeeding Herbert Hollister was announced July 22 by W. A. Bailey, president and director of the station and business manager of the *Kansas City Kansan*, Capper publication which owns WLBF.

Mr. Atteberry has been with WLBF since 1932, serving most of the time as commercial manager. Mr. Hollister, who originally owned the station and sold it last year to the *Kansan*, remained as its manager until recently when he took over the management of KANS, Wichita, Kan., new local station.

Before joining WLBF, Mr. Atteberry operated his own advertising agency in Kansas City and prior to that worked on several newspapers in advertising capacities. He is a graduate of the University of Missouri. Simultaneously, Mr. Bailey announced the appointment of Olaf S. Soward, assistant city editor of the *Kansan* as news broadcaster and commentator over WLBF.

Sales Managers Division Of NAB Starts Drive to Expand Its Membership

PRESSING forward with plans for the development of the Sales Managers Division of the NAB, plans for the organization of which were completed during the NAB convention in Chicago last month, J. Buryl Lottridge, chairman of the division, has sent to all NAB member stations a letter soliciting membership.

Mr. Lottridge, sales manager of the Central States Broadcasting System, comprising KFAB and KFOR, Lincoln, and KOIL, Omaha, was the moving spirit in the creation of the organization. He brought out that at two meetings held in Chicago some 65 stations enrolled in the division. Moreover, the NAB membership approved the creation of the division as a branch of the NAB and agreed to finance it. Membership in the division, Mr. Lottridge said, will be restricted to NAB members. The plan is to hold divisional meetings and also general meetings coincident with the annual NAB conventions.

Membership will be limited to one man from each station, he said, but that does not mean that the member must be the sales manager. A membership is open to any station executive who is responsible, directly or indirectly, for the sale of local or national business.

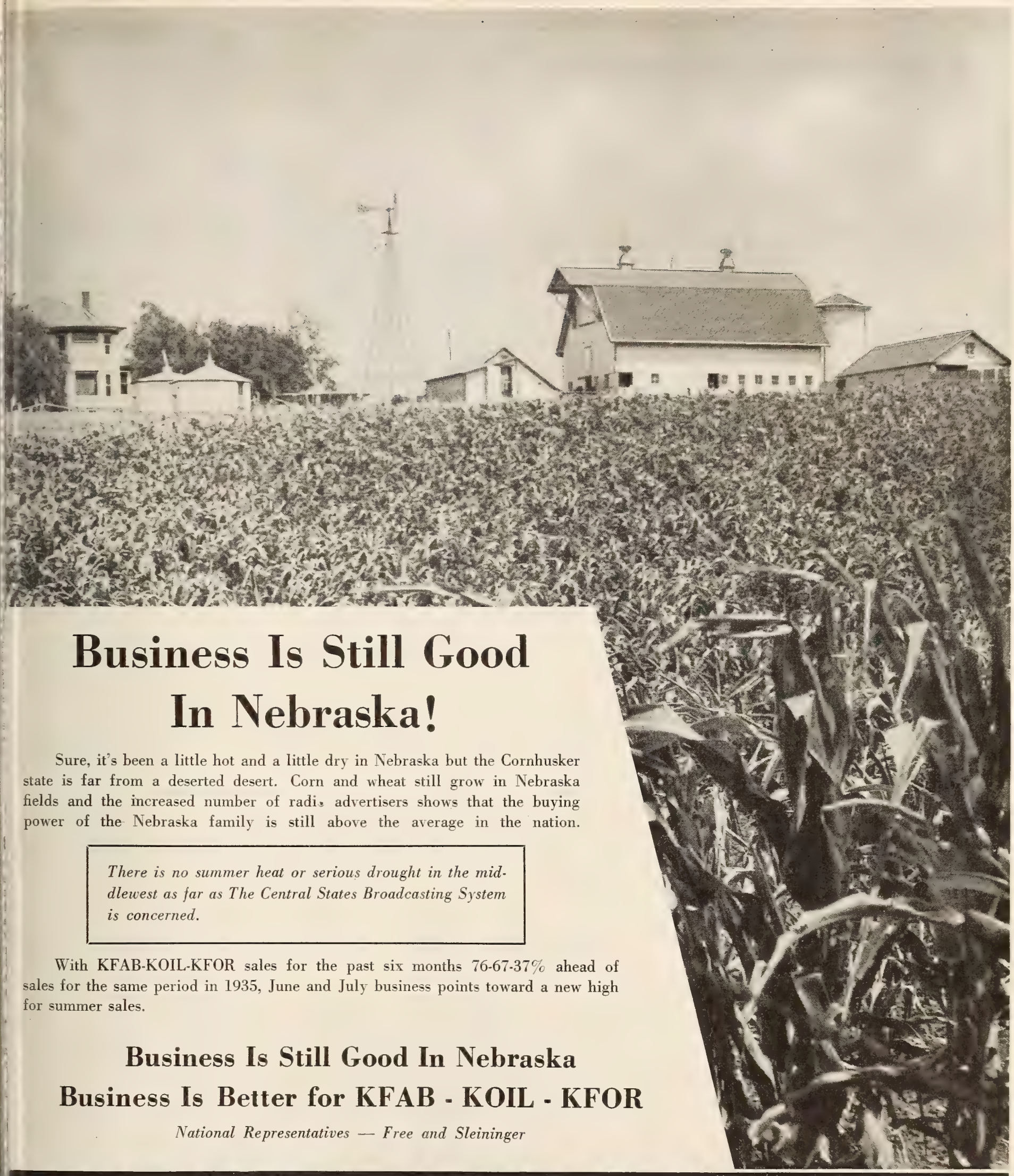
Mr. Lottridge reiterated that the plan of the organization is to exchange successful commercial ideas that apply to mutual sales problems, and to outline standard and acceptable commercial methods in the handling of national and local spot business through direct mailings, divisional and national meetings. Such problems as agency-station relations including rates discounts, promotion and kindred subjects, he said, would fall within the scope of the division's operations.

BOOSTER STATIONS SOUGHT BY W1XBS

TWO 100-watt booster stations for W1XBS, Waterbury, Conn. each with 100 watts and tied together with the "mother" station by land-line, are proposed in applications filed with the FCC Broadcast Division July 24 asking for such stations in New Haven and Bridgeport. This novel tieup, if approved, would mark the first three-way synchronized chain.

W1XBS is one of the pioneer "high-fidelity" stations operating on the 1530 kc. special broadcast channel with 1,000 watts full time. Because of the high attenuation in New England as well as the "skip" effect of this high frequency, the station is not heard well in Bridgeport, 30 miles away, or in New Haven, 20 miles distant. Western Electric synchronizing equipment would be used, according to McNary & Chambers, consulting engineers of the station, with land line links. The station is operated by the *Waterbury American & Republican.*

Since the FCC policy has been to foster experimental work on these channels, it is expected favorable action may be taken on the applications.



Business Is Still Good In Nebraska!

Sure, it's been a little hot and a little dry in Nebraska but the Cornhusker state is far from a deserted desert. Corn and wheat still grow in Nebraska fields and the increased number of radio advertisers shows that the buying power of the Nebraska family is still above the average in the nation.

There is no summer heat or serious drought in the middlewest as far as The Central States Broadcasting System is concerned.

With KFAB-KOIL-KFOR sales for the past six months 76-67-37% ahead of sales for the same period in 1935, June and July business points toward a new high for summer sales.

Business Is Still Good In Nebraska
Business Is Better for KFAB - KOIL - KFOR

National Representatives — Free and Sleininger

Central States Broadcasting System

KFAB OMAHA---LINCOLN

KOIL OMAHA---COUNCIL BLUFFS

KFOR LINCOLN

Merchandising & Promotion

Sun Suits for Cereal — Keys to the Office — Census of Radio Homes — Matches — Cigarettes

KELLOGG Co., Battle Creek (cereal), is giving away during its sponsored *Kellogg Melody Time* program originating from WBZ-WBZA, Boston-Springfield children's sun-suits in exchange for the tops from two packages of Kellogg's corn flakes, or the tops from any two Kellogg cereal packages, plus 15 cents.

The sun-suits, designed by Kellogg's Singing Lady, Ireene Wicker, are of Pepperell percale in a special Mother Goose design, and come in two-year, four-year, and six-year sizes. There is a style for boys . . . in blue and green; and for girls, in pink and yellow.

Listeners are advised to address Kellogg, Dept. 16, Battle Creek, Mich. Canadian dialers mail their package tops and accompanying cash to Kellogg Company, Dept. 16, London, Ont. N. W. Ayer & Son Inc., New York, is agency.

* * *

IN A STUDY of the sale of women's preferences in the sale of brand goods in Syracuse, Kenneth G. Bartlett, director of radio work, Syracuse University, found that 59.3% or 13,050 of the instances studied preferred radio advertised brands. Non-radio or non-advertised brands were preferred by 24% or 5,283 instances, and 16.7% or 3,667 instances had no brand preference.

Trained investigators interviewed 1,100 women as to their preferences among 20 types of branded products. Other results: 17 of the 20 first place brands used radio; 16 of the 20 second place brands used radio; 14 of the 20 third place brands used radio. Results of the survey made by direction of WSYR, Syracuse, were printed in detail in a brochure titled *No More Guessing About the Syracuse Market.*

* * *

SUCCESS of broadcasts over Yankee Network has impelled the Boston Better Business Bureau to adopt radio as its major medium. Said K. B. Backman, general manager of the bureau: "We have concluded that the success of the skits has been so pronounced that we will specialize and devote our major time, as far as our publicity work is concerned, to the present form, namely, entertaining the public while educating them. With the possible exception of the motion picture, a medium we have never used and which is out of the question for at least several years to come, we think that radio can do the job better than any other possible medium, and certainly better than any other medium we have so far been able to employ."

* * *

THE Central States Broadcasting System, operating KOIL, Council Bluffs and Omaha; KFAB, Omaha and Lincoln, and KFOR, Lincoln, will resume publication of its house organ in August after a lapse of a year. It will be a four-page planographed monthly. Bruce Wallace, promotion and publicity director of the System, is editing the piece.

CBS has issued a promotion piece based on the recent AAAA-ANA-NAB census of radio homes (BROADCASTING July 1). Dividing the country into the nine natural state groupings, percentage of ownership is given by percentage for each region with an explanation of each from a marketing standpoint. Charts showing set replacements and amounts spent for radio repairs are shown and data are given for set ownership in Canada.

* * *

WHEN Sleininger Inc., station representatives, wanted to call on 24 station managers scattered over the country, it did what it figured was the next best thing to a personal call — sent handsome key cases with keys to his offices to station managers and invited them to come and make themselves at home. Two dozen station managers got keys. Twenty wrote letters of appreciation and 11 kept the keys.

* * *

IN THE June issue of *Chemical Industries*, published by Chemical Markets Inc., New York, an article titled "Getting on the Air" lists advantages of radio as an advertising medium. After reviewing basic principles for chemical advertisers to follow when they plan radio campaigns, the article says:

"A checkup with a large number of such companies (chemical radio users) discloses that the overwhelming majority found that their money was well invested, that the returns were satisfactory . . ." The article concludes: "It isn't a game that the players need sit in with big stakes. A company does not necessarily have to possess national or even sectional distribution facilities to obtain satisfactory results from the use of radio. The smallest manufacturer operating locally can often increase his sales economically with the judicious use of small stations."

RIVAL PACKING Co., Chicago (dog food), currently staging a rhyme contest on seven stations in the East and Midwest, is getting such a big response that it is planning eventual nationwide coverage. The contest is used to check mail pull, listeners sending in best second lines to rhyme with lines read over the air. Prizes consist of merchandise ranging all the way from cash awards to live puppies and food mixers.

Double cash prizes are given when accompanied by Rival labels. Awards appeal sometimes to women, sometimes to children and careful checks are kept of response. Rival began radio advertising in 1932 on WGN, Chicago, and has since spread to WJR, Detroit; WGY, Schenectady; WHAM, Rochester; WSYR, Syracuse; WBZ-WBZA, Boston-Springfield.

Programs are quarter-hour in length and vary from one to three times a week. Charles Silver & Co., Chicago, is agency.

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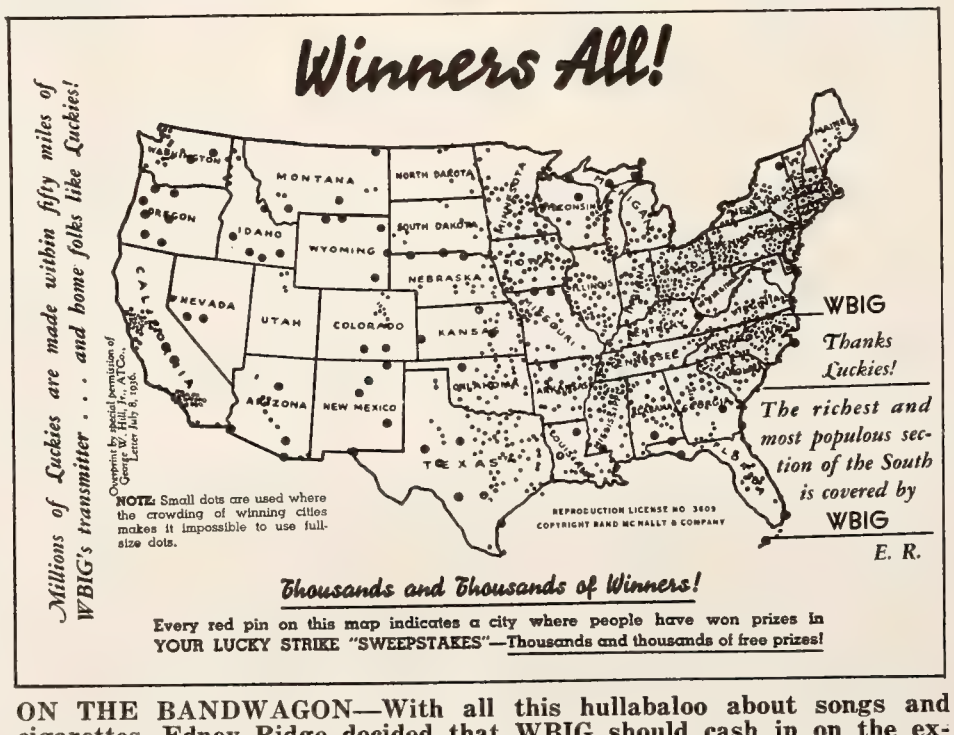
ON A three-color 9 x 12-inch card NBC summed up the increase in radio sets from 1930 to the present with figures compiled by the Committee of Fifteen as of Jan. 1. The card gives a breakdown of the 22,869,000 radio families in the United States by states, also the percentage of total families in each state owning radios. The reverse side of the card gives the names of those who make up the Committee of Fifteen and they are listed under their respective organization, ANA, AAAA, or NAB. The method by which the study was compiled is explained.

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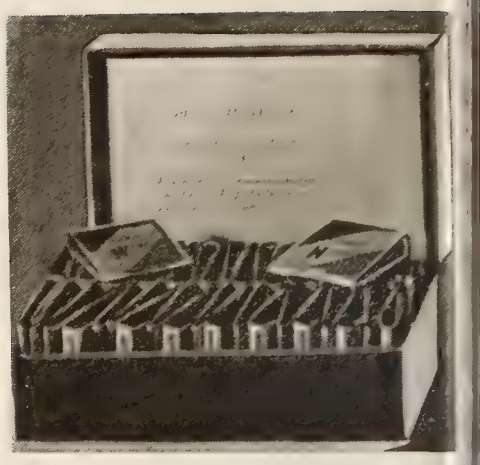
RELIABLE DRESS STORE, South Boston, Mass., broadcasting on WMEX, has been running a sale of summer dresses. This added inducement is offered on the broadcasts: "During this great sale all persons making a purchase of $1 or more may buy sugar at only 3c a pound."

* * *

THE first half of 1936 brought to NBC a volume of audience mail not far from the total for the entire year 1935, the six-month figure for this year being 4,006,517. June response was almost double the former June record set in 1931, amounting to 560,551.



ON THE BANDWAGON—With all this hullabaloo about songs and cigarettes, Edney Ridge decided that WBIG should cash in on the excitement. He got permission from American Tobacco Co. to overprint the Lucky Strike Sweepstakes mail in the Greensboro market.



A Yankee Anniversary

SOME 500 buyers of advertising time in leading advertising agencies in 60 cities are receiving a bakelite box of walnut finish, with "The Yankee Network" inscribed in white letters on the cover. They are being delivered by Western Union messengers.

Inscribed on a card is this message: "The Yankee Network celebrates the 14th birthday of its key station, WNAC. In appreciation of your support during these successful years, The Yankee Network asks you to accept this souvenir. P. S. We'll send you a new supply of matches every month."

The boxes, which hold 50 packs of matches, made especially for The Yankee Network in a red, white, and blue color arrangement by the Diamond Match Co., Springfield, Mass., branch, will be filled every month for a year by its donors. As a sales line, the top of each match pack bears the line "Strike All New England".

On WNAC's anniversary July 2 it put its new 5 kw. Western Electric transmitter on the air at 6:30 a. m., using full power daytime and 1 kw. nights.

ATTACHED to a pocket dictionary sent to listeners by Ed Lewis, publicity director of McFadden Publications Inc., New York, is a card which says: "Look up all the rare words you can find in this dictionary. You will need them after you listen to *True Story's Good Will Court* — radio's latest sensation — next Sunday night. Mutual Network, 10:30 to 11 p. m. (EDT) on Inter-City Network 10 to 11 p. m. (EDT)." The promotion piece was sent out before Macfadden decided to relinquish its sponsorship in late August. Chase & Sanborn will sponsor the Court in September (see story on another page).

* * *

A LOCAL grocer, sponsoring man-on-the-street program on CKNX, Wingham, Ont., includes radio auction in which sacks of sugar, flour, potatoes and other staples are sold during the program. Proceeds of the auction go to charity.

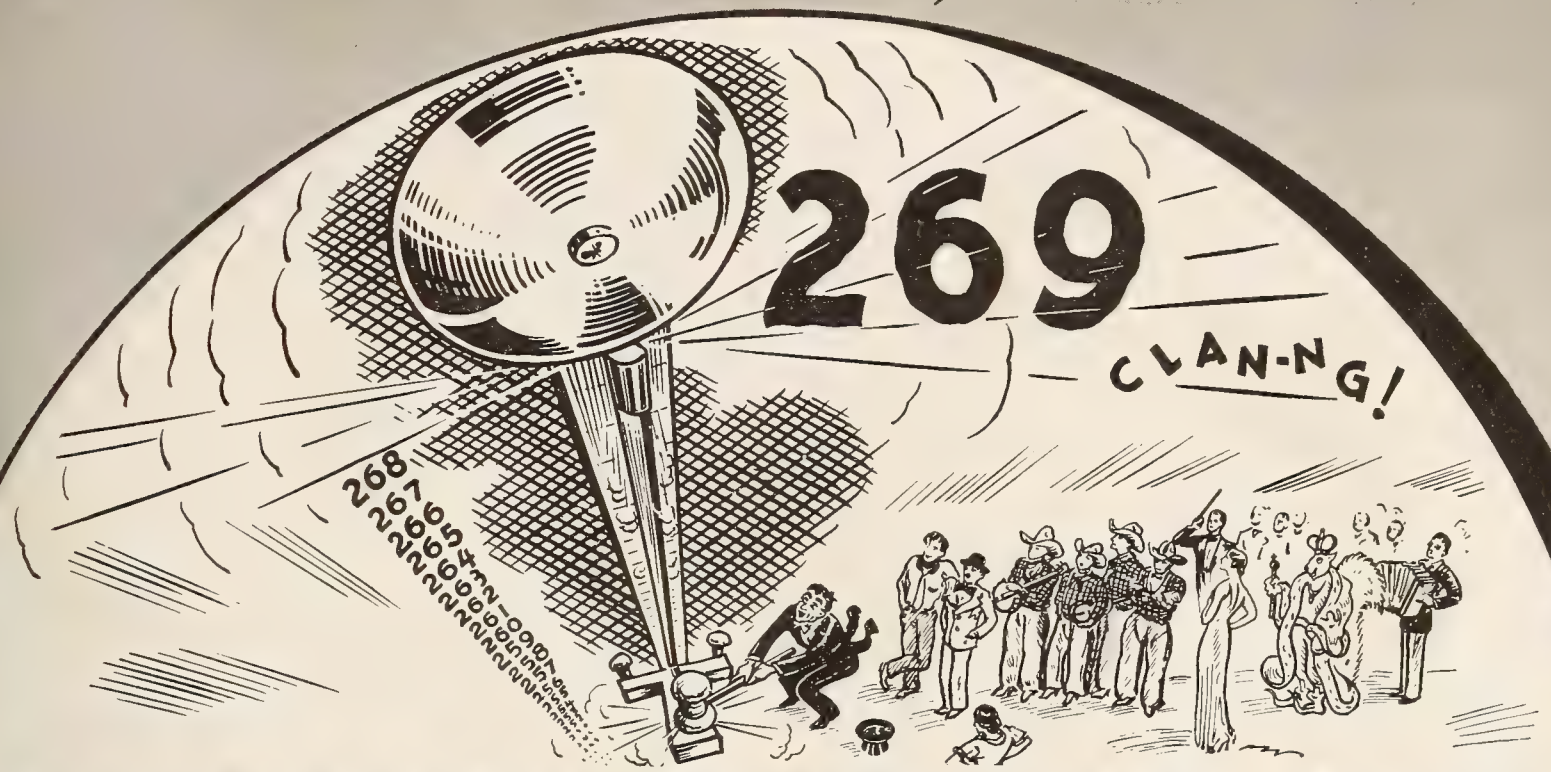
* * *

IN ALL New York and Brooklyn newspapers, WMCA is inserting one-inch ads on behalf of its baseball broadcasts sponsored by General Mills (Wheaties). The ads began July 25 and are designed to increase the listening audience for the broadcast.

* * *

TOURING service cards are offered listeners to the *Esso News Reporter* programs of Standard Oil Co. of New Jersey. By filling in the cards at Esso dealers, maps and tour information may be obtained from the sponsor.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



STANDARD RINGS THE BELL
269 TIMES IN THE LAST 3 MONTHS!

LOOK—at THIS sales record! New stations subscribing to the STANDARD PROGRAM LIBRARY—43. Sales of the STANDARD SUPER-SOUND EFFECTS LIBRARY—73. "SONS OF THE PIONEERS"—89 sales. Sales of other Standard transcription features—64. All in the last three months! And every one of these went right to work ringing the bell for stations and sponsors!

ON ITS WAY Complete "dope" on the STANDARD PROGRAM LIBRARY and every Stanaard



TO YOU— transcription feature, gathered into a permanent file folder. Watch for it!

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO
INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

Expanded Business In Piano Industry Credited to Radio

Steinway, Aeolian and Others Give Broadcasting Credit

RADIO is given main credit for a 300% increase in piano sales during the past year, according to letters recently received by NBC from executives in the piano industry.

At one time deemed a competitor of instrumental music industries, radio is now considered a basic factor in the recent upturn in that business, and statistics now offered by the music trades confirm claims by broadcasters that radio stimulates music appreciation and promotes general music culture. The NBC announcement is in line with the report of the National Piano Mfg. Association, whose members at their Chicago convention July 27 were told that the six months ending June 30 were the best in 15 years, being approximately 300% ahead of the same period in 1933 and 45% ahead of last year's good showing.

Says Mr. Steinway

THEODORE STEINWAY, president of Steinway & Sons, wrote NBC:

"We have found it (the influence of good music on the air) to be a tremendous stimulus to people toward music as an art and as an enjoyment. Of late years the broadcasting of music not only of the voice and of stringed instruments, but also of the piano, has reached such a degree of perfection, that it can only have an influence for good upon the listeners, and in the degree that the technical improvement continues, so much the more will the love of music be instilled into the hearing public."

William A. Alfring, president of the Aeolian-American Corp., commenting upon the increase of piano sales in general and of the better grade pianos in particular, says "this can be attributed directly to a very distinct increase in public interest in better music in the last few years, and principal among the contributing influences are the very fine programs for which NBC is responsible."

Mr. Alfring added that "some of this increase can be accounted for in the more liberal spending attitude on the part of the public, but I too think that most of the influence can be attributed to a greater interest in music."

Lucien Wulsin, president of the Baldwin Piano Co., likewise credits radio as being responsible for "developing the appreciation and enjoyment of fine music."

"Once a person becomes conscious of the spiritual and intellectual benefits which follow from music appreciation in general they wish their children to be able to obtain the same benefits to an even greater degree," Mr. Wulsin told NBC. "They realize the importance of musical training for their children, even though the children at the outset may not be completely enthusiastic about the plan. Instruction in piano builds the best and soundest foundation, even though later on the student may prefer to play some other instrument. During the past few years it is indeed remarkable how the piano has grown in public favor. Radio unquestionably played a most important part in this new development in the music industry."

More Americans are reading more books about music, too. W. W. Norton, president of the publishing house which bears his name, said.

"After a careful and dispassionate study of the nearly 300% increase in piano sales during the past 12 months over 1933," W. A. Mennie, secretary of the National Piano Manufacturers Association, declares, "radio must now be considered one of the major reasons for this increase. Millions of listeners, who might otherwise never have attained an appreciation of music, are manifesting an interest in music culture and endeavoring to become participants themselves. These converts to the musical arts are purchasing musical instruments of every description, and the piano being the basic musical instrument, has benefited most of all from this stimulation. Radio, with its limitless possibilities, has educated listeners to appreciate music and it has produced a natural desire to create it, thus opening a hitherto non-existent market."

Campana Corp. Sponsors Chicago Baseball Games Over Affiliated Network

CAMPANA Corp., Batavia, Ill., (Italian Balm, Dreskin) on July 21 started sponsorship of all the remaining home games of the Chicago major league baseball teams (Cubs and White Sox) this season on a 16-station hookup of Affiliated Broadcasting Co. of Chicago. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Harold Parkes, formerly chief announcer of WBBM, Chicago, and more recently of Iowa Network, is giving the play-by-play accounts from Wrigley Field and Comiskey Park.

Campana explains that it is using sports events to promote cosmetics because the broadcasts are directed to listeners in the homes, and women are in the homes. It further contends that its products, because of their usefulness before and after shaving, have almost as great an appeal for men, as they have as beautifiers for women.

Recent surveys, notably by General foods, also a baseball sponsor, have shown that practically 70% of the crowds at the games are women.

Campana on Sept. 1 will resume sponsorship of its veteran *First Nighter* series over a national NBC-Red network, Fridays, 9-9:30 p. m. and Oct. 4 is to resume *Grand Hotel* Sunday afternoons 3:30-4 on 27 NBC-Red stations.

Folger Coffee Resumes

J. A. FOLGER & Co., San Francisco (coffee) has signed with the Raymond R. Morgan Co. for a resumption of *Drums*, Morgan-produced mystery adventure serial which was on the air for 21 weeks before going off for the summer. Columbia-Don Lee stations plus several spot stations will be used, starting Sept. 22.

MEDICINE SHOW
Drug Store Triples Its Radio Budget After Test



Cashing in on "Medicine Show"

HARKING back to days gone by, WMFG, 100-watter of Hibbing, Minn., is broadcasting an old-time *Medicine Show* in 15-minute periods twice weekly at 7:45 a. m., Tuesdays and Saturdays. The show is sponsored by Shapiro's Cut-Rate Drug Store, and is now entering its second month, with the advertiser so pleased with the results that he has tripled his radio budget. People from 30 and 40 miles away driving in to take advantage of specials offered — and "to see what kind of a place it is that broadcasts the *Medicine Show*."

The character of the "Colonel" who operates the *Medicine Show*, is taken by Kenneth Fagerlin, WMFG staff announcer. He also writes the part and assumes a Southern dialect to enact the role of the "Colonel". On each program, the "Colonel" visits one of the surrounding towns in the vicinity of Hibbing, with the proverbial sheriff following him to everyone of those spots. His time is fairly well divided between recordings and chatter. The ballyhoo idea is worked all the way through with plenty of high-powered adjectives and with an average of eight commodity items being plugged on each program.

This picture, showing Fagerlin made up, with the sponsor, was taken recently, and now the drug-store has an enlargement of it in its window. It also has arranged to have a number of the pictures developed and they are given away with each purchase of $1 or more. The proprietor of the store has been termed "Major" by Fagerlin, resulting in many people visiting the store and calling the owner "Major"; hence a pleased sponsor.

FTC Stipulations

STIPULATIONS to revise advertising claims for certain products have been signed with the Federal Trade Commission by: Mantho Kreoamo Inc., Clinton, Ill. (M-K Liquid Rub); Quaker Oats Co., Chicago (Quaker Oats); Edna Wallace Hopper Inc., Chicago (cosmetics). Hollywood Mask Inc., Chicago, has been ordered to cease making certain claims about the value of its cosmetics as skin food and beautifier. Complaints have been issued against: Nacor Medicine Co., Indianapolis (Nacor, Nacor Kaps); Sendol Co., Kansas City (proprietary); Hartz Mountain Products Inc., New York (bird food, canaries). General Mills has agreed to revise claims for Wheaties.

Affiliated Network Signs 3 Accounts

Campana, Hamilton Carhartt and Yale Tires on Insull Net

THREE new accounts were signed in latter July by Affiliated Broadcasting Co., Midwest network organized last spring by Samuel Insull, former utility magnate. New ABC accounts are Campana Corp., Batavia, Ill.; General Tire & Rubber Co., Akron, and Hamilton Carhartt Cotton Mills Inc. Detroit. Coincidently, it was announced by Mr. Insull that Ota Gygi, ABC vice president, had resigned that post, being replaced by T. E. Quisenberry, Chicago financier. Mr. Gygi will continue in the program department.

Campana's contract started July 21 and calls for sponsorship of all the remaining baseball games of the Chicago major league teams on 16 stations. Harold Parkes is announcer. Aubrey, Moore & Wallace Inc., Chicago, has the account. Stations are KFIZ, WBOW, WCLO, WCLS, WEOA, WHBF, WHBL, WHBY, WJBL, WKBB, WOMT, WRJN, WROK, WTAX, WTRC, WWAE. [See story on this page on Campana's plans.]

Hamilton Carhartt on Sept. 8 will broadcast two weekly quarter-hour programs in a test campaign employing the Indiana group of ABC. Stations are WBOW, WEOA, WLBC, WTRC, WWAE. A harmony trio will be talent. Aarons, Sill & Co. Inc., Detroit, has the account.

General Tire & Rubber Co., Akron, on July 26 started a safety campaign on Wisconsin ABC stations for its Yale tires, using seven Sunday programs, 1-1:30 p. m. (CST) on seven ABC stations and WIBA, Madison. Talent will include *Yale Trio* and Noble and Donnelly, with public officials giving safety talks. In each of the eight cities a driving contest will be held the day before the final broadcast of the series, with contestants driving through twisting lanes marked on city streets by bowling pins. ABC stations in the group are WCLO (key station for the series), KFIZ, WHBL, WHBY, WKBH, WOMT, WRJN. The account was placed direct.

The first account signed by the Insull group was the Remington Rand news drama series.

Expanding the Blue

FURTHER expansion of the NBC Blue network was projected during the last fortnight, with the addition of WABY, Albany 100-watter on 1370 kc., owned by the Gannett newspaper interests, which began to take optional Blue service July 20 after the completion of negotiations between Frank Tripp, Gannett general manager, Harold Smith, manager of WOKO and WABY, and Frank Mason, NBC station relations vice president. On July 1 the Blue added WEBR, 100-watter recently acquired by the *Buffalo Evening News* and it was indicated that various other stations, notably in the Southern states, would be added one by one. [See July 1 BROADCASTING for full details.] Another move for Blue expansion was also seen in the application filed with the FCC July 20 by the *Tulsa World*, asking for a new 1,000 watt station on 940 kc.

5 YEARS of Progress

★ **January, 1931** — Member of Columbia Broadcasting System.

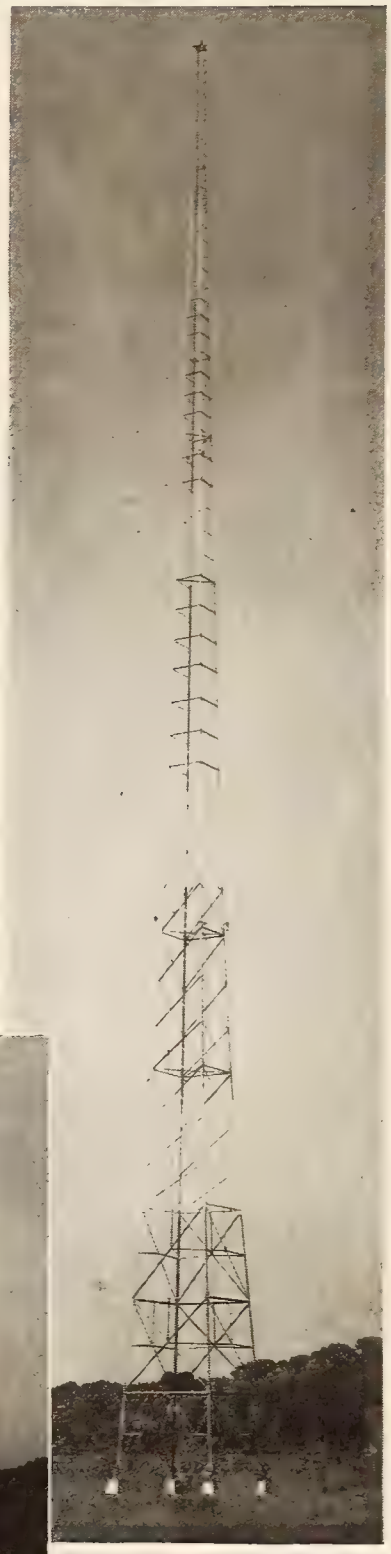
★ **April, 1935** — Full time, 18 hours daily.

★ **May, 1935** — New, enlarged studio in Alliance Life Building.

★ And NOW . . .

Complete new high fidelity equipment . . . 270 foot vertical radiator . . . Western Electric transmitter . . . new building and location.

Doubling the coverage . . . Doubling the value to alert advertisers. New rates effective September 1st. Contracts placed before then will be accepted at present rates. For full information, write or wire.

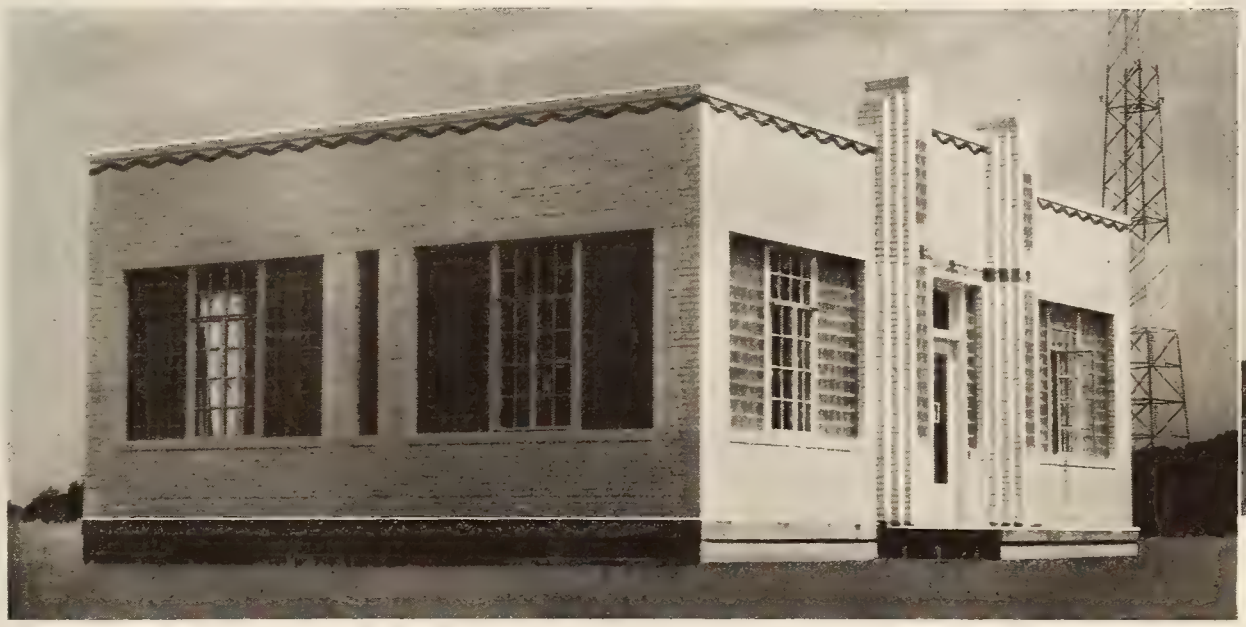


PEORIA BROADCASTING COMPANY

Edgar L. Bill,
President & Manager

Chas. C. Caley,
Commercial Manager

Free, Johns & Field, Inc., National Representatives



THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

Capturing the Beauty Market by Radio

Intimacy of Broadcasts Provides an Ideal Medium For the Successful Sale of Cosmetics to Women

By EUGENE S. THOMAS
Assistant Sales Manager, WOR

IF THE public will buy it, radio can sell it. Particularly is this the case when the product is bought by women. They have whims and they have fancies, of course, and what's more they have a sizable amount of sales resistance. They want to buy, but prefer to believe they are making their own decisions. Using all this psychology as a basis for his argument, Mr. Thomas, who learned about the feminine market from WOR, offers the makers of beauty products some ideas about selling to women — ideas gleaned from successful experience.



Mr. Thomas

AT THE beginning of the 40-year run of Rip Van Winkle, back in 1865, Boucicault walked into Joseph Jefferson's dressing room in London and said: "I think you're shooting over their heads, Joe." "I'm not even shooting at their heads," Jefferson answered quietly, "I'm shooting at their hearts."

Radio today, taking its cue from Jefferson and other gladiators of the theatrical arena, shoots at the heart first, the head last. And, perhaps, it shall always be so, for the Great Mass is a basically emotional thing responding loudly to the wail of the calliope and the heroine's plaintive cry.

It is this broad streak of showmanship which has made radio such a remarkably successful medium for the advertising of beauty products. It's due also to its intimacy. Other things being equal, the more intimate the medium, the less sales resistance, and more consideration accorded the message. This is particularly true of women; ergo, the beauty product market.

Radio's Place

LITTLE argument should be necessary when convincing the beauty product manufacturer that, all mediums considered, radio is the channel through which he may bring his product to the attention of the most responsive audience. It should also be remembered that time spent between the actual introduction of the product and the first tangible results is reduced to a minimum with radio.

Here at WOR, women's programs hold an important position, and it is quite possible that the same can be said for other independent stations throughout the country. Though not all these programs are sponsored by manufacturers of beauty products, their tremendous popularity and the great number of responses received, is a definite indication that women—i. e., the beauty product market—are very much interested in radio and that, considering the many mediums directed at the feminine market, radio, due to the little physical activity expended to enjoy it and its definite emotional appeal, is by far the most successful contestant for Milady's attention.

Space limitations do not permit a breakdown of the radio market as it affects beauty product advertisers. And, after all, such a breakdown in this case would be but a picture of the WOR market; one that could not be used as a yardstick without a clear understanding of the sponsor's product, problem and advertising outlook, as it affects radio.

Radio marketing is, in itself, an important part of any radio campaign no matter what the product. Gone are the days when advertisers picked radio at random fascinated by this new and little understood medium. It was from such haphazard application that there sprouted many present day fallacies concerning the radio industry as a whole and radio individually as an advertising medium.

Radio, at the moment, is as precise in its application and understanding of the markets it reaches and its value to a particular advertiser as any other medium of mass communication.

The Right Program

THE BEAUTY product advertiser seriously considering the use of radio will, undoubtedly, first think of a suitable program. Years ago this was a problem of no little consequence. Much money was spent in the testing of various appeals, some of which yielded little or no results.

The modern beauty product manufacturer faces an utterly different situation. A brief study of successful beauty product campaigns; the careful consideration of his own product and the message he wishes to pass on, as well as the professional collaboration of his advertising agency or the program department of the station he selects, protect him from the pitfalls encountered by radio pioneers.

He will find, perhaps, during his study of the program market, a radio show called the *Armand Half Hour*. It was among the first sponsored beauty preparation programs aimed at a definite audience.

It was one of those fragile children of the early radio era, but the thought and appeal were almost identical with those being used at the present time.

The *Armand Half Hour* began with a brief commercial announcement introducing the product, followed by the tinkling of boudoir clocks familiar to the ladies of the French Court of centuries ago.

The show was built about the character of Mlle. Armand who portrayed the delicate fragrance of the Armand powder products and cosmetic line. There was no story or dramatic continuity. The show consisted of a series of musical selections including such classical favorites as "Marche Mignon", "Au Claire de Lune" and others.

Programs designed to appeal to the beauty product market of today are not very different from the Armand show. But it seems that during the past few years there has been an increasing number of programs built around a series of lectures on beauty and care of skin, hair, etc. during which the speaker describes how the product advertised can be used.

Successful Campaigns

A TYPICAL example of a successful radio show designed to sell beauty products and bucking a market problem almost identical with that faced by many manufacturers, was *How to Be Charming*, a 15-minute talk by Beatrice de Sylvara broadcast over WOR from 9:30 to 9:45 each Monday, Wednesday and Friday.

How to Be Charming was designed not only to sell a face cream, but to gain distribution in the toughest market on earth, Greater New York and Greater Philadelphia.

Miss de Sylvara, the *How to Be Charming* beauty advisor, began her series of interesting chats on beauty treatment in the fall of 1935. Though no effort was made to gather a definite response from the WOR audience, it was found that the program was unusually popular.

Then on Jan. 29, 1936, Miss de Sylvara offered each listener a jar containing a 14-day supply of the cream she endorsed in return for a postcard request.

Then, there was *MacIntyre's Revue*, a decidedly different show from *How to Be Charming*. *MacIntyre's Revue* went on the air during October, 1934. At that time it was called *MacIntyre's Amateurs*, one of the first sponsored shows offering amateur talent a spot in the limelight. Later *MacIntyre's Revue* consisted of modern musical selections and a "spotted" arrangement of commercial comment similar to the Armand show of years ago.

Mail returns on *MacIntyre's Revue* were extraordinary. In the brief space of 39 weeks, 250,000 listeners wrote in to participate in a contest announced by the sponsors.

Contests were consistent pullers on *MacIntyre's Revue*, but they varied. One, used during the months of 1935, was an offer of $25 for the best letter of 50 words telling why the listener liked a particular product.

The marked success of *How to Be Charming* and *MacIntyre's Revue* proves rather definitely that it is difficult to say just what kind of show will be *most* successful. Trial and error still has a place in any advertising whether it's newspaper, magazine, or radio but as mentioned before, many of the more obvious pitfalls can be eliminated by careful professional advice, collaboration and the selection of a station known to cover the audience which offers a poten-

(Continued on page 49)



Low Ceilings Feature New Studios of WBT

IN ITS modernistic studio layout, formally dedicated July 16 by William A. Schudt Jr., president of the Charlotte station, conventional high ceilings are absent, unusually low ceilings being used in their stead. They are said to aid in obtaining high fidelity. Alternate dead and live end sections are employed, together with floating wall sound isolation.

The new layout is in harmony with that employed at CBS headquarters in New York, actually duplicating the facilities on a smaller scale. Construction was accomplished while operating from old studios on the same floor without missing any time on the air.

At the formal opening CBS dedicated the *Tomorrow's Headliners* to WBT and special programs were staged in the studios. At the same time WBT celebrated its 15th anniversary. The first WBT carbon microphone was used for a moment. New RCA velocity microphones are now used. Construction was in charge of G. Stanley McAllister and George Lehman, of the CBS building department and James Beloungy, WBT, chief engineer, who designed new technical equipment. Contractors included: Southeastern Construction Co., Charlotte, general contractors; Allen Engineering Co., New York, air conditioning; Acoustic Celotex Co., Atlanta, sound isolation and treatment.



Celebrating Its Sixteenth Anniversary

August 20, 1936

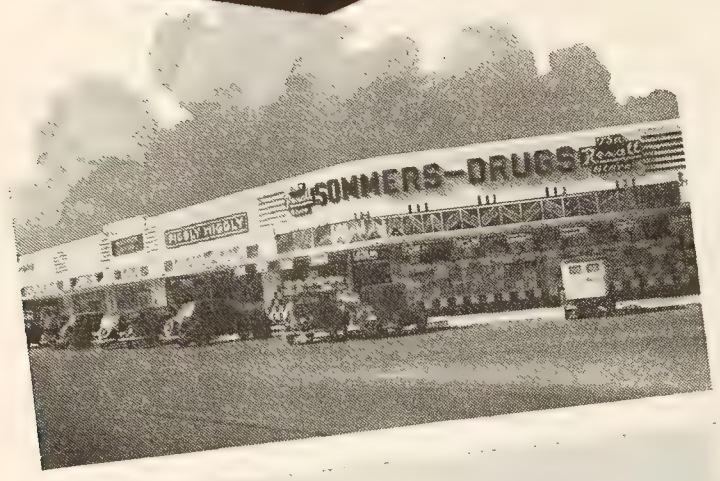
WWJ

☆

America's Oldest Radio Broadcasting Station

The new studio building now nearing completion will be dedicated in September. It will house the finest broadcasting facilities in America.

INTO THE STORES



WOAI brings customers who BUY!!!

MAY REPORTS SHOW: 25 WOAI advertised drug items either doubled or tripled their average sales during a 1-week merchandising tie-up! Over a 2-month period an already well known drug product showed a 26% gain after using WOAI! A new gasoline product, after WOAI campaign, occupies 25% of company's total volume despite total volume increase of 10%! A real estate firm was forced to add new employees after a few WOAI announcements on Newscasts!

WOAI is first choice of national, regional and local advertisers! Invariably, dealers prefer WOAI campaigns.

WOAI's merchandising staff keeps tabs on dealers' sales .... and they're going UP!

WOAI

50,000 WATTS » CLEARED CHANNEL
1190 KILOCYCLES

San Antonio

Represented nationally by Edward Petry & Co.
Affiliate » National Broadcasting Company
Member » Texas Quality Network

POLITICS PAYS
WHB Series, With Straw Vote, Sponsored by Chain

WHB, Kansas City, is presenting *Let's Talk Politics*, a thrice weekly program sponsored by the chain of seven Marshall U. S. Auto Stores. Included in the series is a presidential straw ballot, with results of a particular town announced on each program.

Each program includes a resume of political developments of the past 48 hours, an interview with a prominent political personality and announcements of the straw vote. Ballot boxes are placed in the sponsor's stores.

KFRO, Longview, Texas, conducted a straw vote on Democratic primaries in Gregg Co. The straw ballots contained names of the candidates for national, state and local offices.

INSURANCE GROUPS SEEKING STATIONS

WITH five stations in the Carolinas owned or controlled by life insurance interests, considerable significance was attached to the two applications for new stations in Columbia, S. C. and Florence, S. C. filed with the FCC last month. Under the name of Carolina Advertising Corp., officers and principal stockholders in the Carolina Life Insurance Co., a South Carolina corporation underwriting in that state, Georgia and Florida, asked for new full-time 100 watt outlets to operate on 1370 kc. in Columbia and 1200 kc. in Florence.

Principal stockholders of the proposed enterprise, which it was stated would be operated as separate entities, are A. B. Langley, president of the Carolina Life Insurance Co., 35%; Ames Haltiwanger, vice president of the insurance company, 35%, and E. M. Roof, 25%.

WCSC, Charleston, and WIS, Columbia, are owned practically outright by the Liberty Life Insurance Co., while in North Carolina WPTF, Raleigh, is owned by officers of the Durham Life Insurance Co.; WBIG, Greensboro, is owned by the Standard Life Insurance Co., and WSOC, Charlotte, is 33% owned by E. E. Jones, president of the Pyramid Life Insurance Co. In other parts of the country major insurance company owners of radio stations are: WTIC, Hartford, Travelers Insurance Co.; WOW, Omaha, Woodmen of the World; WSM, Nashville, National Life & Accident Insurance Co.

Another Carolina applicant for a new station during the last fortnight was Broadus McSwain, doing business as "The Voice of the Times," Raleigh, N. C., asking for 100 watts daytime on 1210 kc.

Year of Oxydol Discs

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 20 started a five weekly series of quarter-hour transcriptions on about 50 stations thru the country. The discs, cut by WBS, use the same program that is now on an NBC-Red network, *Oxydol's Own Ma Perkins*, recorded in the WBS Chicago studios but not taken off the wire. P & G through Blackett-Sample-Hummert Inc., Chicago, has placed a year contract with WBS for the disc series.

Norton Cotterill Named Vice President of WBS; ERPI Men Join Board


Mr. Cotterill

NORTON COTTERILL, for the last seven years a member of the sales staff of World Broadcasting System, has been made vice president in charge of sales according to an announcement July 21 by Percy L. Deutsch, WBS president. Simultaneously, the WBS board elected officers and directors, including two representatives of Electrical Research Products Inc. They are E. E. Shumaker, and Daniel Collins. Last month WBS acquired from ERPI, ownership of the studios and transcription plant at 711 Fifth Ave., for approximately $450,000, and as part of this arrangement, ERPI acquired representation on the WBS board.

At the July 14 board meeting, Mr. Deutsch was reelected president and treasurer; A. J. Kendrick, in charge of Chicago studios, vice president; Mr. Cotterill vice president for sales; Walter R. Seifert, assistant treasurer, and L. M. Schafer, assistant secretary.

Directors elected were Messrs. Deutsch, Kendrick, Cotterill, Shumaker, Collins, and Charles Gaines, production manager and Stephen R. Rintoul, station relations manager.

No announcement was made concerning personnel of Radio Markets Inc., WBS subsidiary to begin functioning in October as sales representatives for smaller stations utilizing WBS transcription service. Last month, Mr. Deutsch announced the appointment of Harold A. Lafount, former member of the Federal Radio Commission, as Washington representative to specialize in political and governmental business.

Frank L. McCabe, formerly in the advertising field in New York has joined the WBS sales department, working under Mr. Cotterill. Another staff addition is Slocum Chapin, formerly with NBC and then with Broadcast Builders of Burlington, Vt., as assistant to Sam Henry Jr., sales promotion manager.

WBNO IS Rebuilding

REBUILDING its transmitter and studios in the St. Charles Hotel at a cost of $12,000, WBNO, New Orleans 100-watter, will stage its inauguration in August under the direction of J. E. Richards, general manager, who asserts that the new WBNO plant will be one of the South's finest. Mr. Richards has gathered an augmented staff around him, including Clark Alexander, formerly with WALA Mobile, commercial manager; Miss Alberta Barber, formerly with WTOC, Savannah, program director; E. R. Musso, formerly with WJBO, Baton Rouge, studio director and publicity; Paul Hodges formerly with WIL, St. Louis WREC, Memphis, and WNRA Muscle Shoals, chief announcer; George Pierce, formerly with WDSU, New Orleans, chief engineer; Richard Scott and Jan Lane, formerly with WSMB, New Orleans, announcers.

SEVEN- every time out!



Remember the "big seven" in northern Ohio when you buy time . . . the seven up-and-doing counties blanketed by the signal of one station . . . WGAR!

And, when we say blanketed, we don't mean simply heard. We mean that WGAR lays down a clear, powerful signal throughout Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake counties (½ millivolt or more to you technicians).

In this area are nearly a half million radio homes . . . over a million and a half listeners. And think this one over: Better than a third of Ohio's retail sales are rung up in WGAR's primary zone.

Consider all of these points, plus the facts that more advertisers pick us . . . more money is spent with us . . . than any other Cleveland station. Then take a good look at the figures on our modestly-computed rate card.

Giving you a super-audience in seven rich counties every time you put a program out over our transmitter . . . sending your advertising message effectively and economically into the nation's third most densely populated district . . . WGAR is the *real natural* for you in northern Ohio!

P. S.-*You'll be rolling swell in 26 other counties too . . . our secondary zone . . . and that's bonus coverage!*

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

New Network in Florida Has Four Basic Stations

WITH four basic stations and five tentative affiliates, Florida Broadcasting System Inc. was formed at a meeting in Gainesville, Fla., July 27, to operate a statewide network with main offices at WMBR, Jacksonville. The basic stations, in addition to WMBR, are WDAE, Tampa; WQAM, Miami, and WDBO, Orlando. The tentative affiliates are WCOA Pensacola; WTAL, Tallahassee; WMFG, Daytona Beach; WJNO, West Palm Beach, and WLAK, Lakeland.

Offering origination of programs at any of the four basic cities, the new Florida Network is quoting a rate of $250 for the first quarter-hour of its basic group and $100 for each additional quarter-hour. Col. George C. Johnston, WDBO, was elected president; Fred Mizer, WQAM, vice-president; Glen Marshall, WMBR, secretary, and Frank King, WMBR, treasurer.

Clear Channel Counsel

THE CLEAR channel group of stations, created more than a year ago to preserve the status of exclusive channels for high-power stations, has retained the consulting engineering firm of McNary & Chambers to represent it at the reallocation hearings Oct. 5 before the FCC Broadcast Division. Mr. Chambers was formerly engineer for the group of 14 clear channel stations, while Mr. Chambers installed WLW's 500,000 watt plant as its chief engineer two years ago.

Brooklyn Rehearing

ANOTHER postponement in the three-year-old so-called "Brooklyn cases", involving WLTH, WEVD, WBBC and WVFW, as well as several competitive applications for the facilities of these stations, was ordered by the FCC July 21, with the new date for rehearing set on Oct. 26. The case had been set for Sept. 9.

SEARCH SPONSORED
KFJI Party Locates Lost Lad In Desolate Area

WHEN nine-year-old Roy Armpriest disappeared in the desolate Sprague River District of Oregon, KFJI, Klamath Falls, broadcast frequent bulletins of the search. Manager George Kincaide placed his Boeing plane at the disposal of the searching party.

Along with Carroll Hansen, INS reporter of KFJI, officials and pilot, he flew over the lonesome area, finally locating the lad about six miles from the point he had disappeared. Balsiger Motor Co., local Ford distributor, sponsored seven daily INS broadcasts of the search and special flashes.

WILLIAM S. PALEY, CBS president, on July 21 was awarded $61,506.50 by the Bureau of Internal Revenue, which ruled that he had been overassessed that amount in his 1933 income tax.

Experimental Rule Deferred by FCC

POSTPONEMENT of the effective date of the new rules promulgated by the FCC Broadcast Division, covering all broadcast and experimental broadcast services except those in the conventional broadcast band, possibly until Sept. 15, was ordered by the Division on July 22. The rules were to become effective originally on July 1, and then were postponed until Aug. 1.

Decision to modify the rules pertaining to experimental television by permitting continued operations temporarily in the 2000 - 2100 kc. range, it was said, makes desirable the further postponement (see television article on another page). Moreover there have been suggestions for modifications of certain of the rules, which cover among others such services as facsimile, international broadcasting, relay broadcasting, ultra-high frequency or "apex" broadcasting, and general experimental broadcast services — all in the experimental or "non-commercial" category.

Simultaneously, the FCC branded as entirely without foundation articles published in several newspapers that it had lifted the experimental ban on international broadcasts by shortwaves so that sponsored programs would be allowed to Latin America. The rules as revised specify that no station operating on shortwaves may charge for its time, either directly or indirectly, but that regular broadcast band programs also broadcast on international channels may carry the commercial credits provided no charge is made for them.

Transradio Expands

WITH addition of new feature services covering sports, political and women's activities, Transradio Press is expanding its New York and Washington offices. In the Capital the Transradio headquarters are being moved to 740-2 National Press Bldg. Robert Moore remains in charge and two additions to the staff are planned in August. New York headquarters at 342 Madison Ave. are being enlarged. Paul Glynn, formerly of the Associated Press Washington Bureau, is joining the New York office to edit the new feature services. M. D. Wren is being transferred from New York to Washington.

WDSU Rebuilding

WDSU, New Orleans, observed its 13th anniversary July 23 by announcing arrangements for installation of a new Western Electric 1,000-watt transmitter. Headed by Joseph H. Uhalt, its founder, the station began operations as a five-watter, and operated on the low-frequency channel of 360 kc. in 1923. Studios were the front room and the chicken yard at Uhalt's home—the latter having been used by the Elks Band on the station's opening night. Although now an independent, WDSU was on CBS from 1929 until last year, and is expected to become an outlet of the NBC-Blue network within a few months.

LOS ANGELES METROPOLITAN AREA
COMPLETELY COVERED BY KHJ

DON'T OVERLOOK LOS ANGELES

CONTAINS *More* PEOPLE THAN

AKRON, OHIO... ALBANY, N. Y.... DALLAS, TEX.... CHARLESTON, S. C.... DES MOINES, IOWA... GALVESTON, TEX.... WICHITA, KANSAS... KANSAS CITY, MO.... DULUTH, MINN.... INDIANAPOLIS, IND.... EL PASO, TEX.... MIAMI, FLA.... SAVANNAH, GA.... OMAHA, NEBR.... WILMINGTON, DEL....

ALL PUT *together*

ON YOUR NEXT SPOT CAMPAIGN USE KHJ FOR BETTER RESULTS

DON LEE BROADCASTING SYSTEM

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MAIN STREET *Memphis* TELLS ITS RADIO STORY

• • • Up One Side and Down the Other

Vital, compelling facts that every buyer of National Advertising should know . . . 69-3/5% of ALL Main Street Local Advertisers choose WREC; but even farther-reaching in the comparison of WREC and 2nd station is the fact that of those expressing an "exclusive" choice . . . 77-1/5% choose WREC! An average 7-day week . . . no test, survey or special period. Broadcasting power, advertising rates and general conditions, substantially the same on both stations. ★

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

77 1/5% OF ALL EXCLUSIVE MAIN STREET LOCAL ADVERTISERS CHOOSE WREC

★ This comparison covers an average week, prior to recent opening of WREC's new wide-range transmitting plant and its recent increase in Broadcasting Power to 5,000 watts.



NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS... AT NO INCREASE IN RATES

Quick the radio..it's 12:00 NOON!



That is the signal for thousands of radio families in Iowa and surrounding states to tune to our noon hour shows on WMT and KRNT. Friendly and informal, with the cream of talent from our studios in Waterloo, Cedar Rapids and Des Moines, these two shows have won the hearts of listeners and advertisers alike. Interested advertisers should put in their word now for Fall reservations. These shows have a record of almost 100% sponsorship. Write or wire now for participation rates and success stories.

These favorite radio acts are featured over WMT'S

NOONDAY SHOW

Les Hartman's German Band
Cedar Valley Hillbillies
The Cornhuskers
The Question Men
Plus — News, Market and Weather Reports and Farm Features

"Tall Corn Gang" featured entertainers on KRNT'S

HAWKEYE DINNERTIME

The Happy Chappies
Kaili Hawaiians
Arkansas Hired Hands
Southland Singers
Plus — Ranny Daly, Hiram Higsby and Tommy Tomson



CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

Wayne University Starts Course in Broadcasting

WAYNE UNIVERSITY, operated by the Board of Education, in Detroit, has instituted a course in radio instruction, and has appointed Garnet R. Garrison, formerly announcer of WXYZ, Detroit and program director of WJIM, Lansing as instructor. He will teach speech, direct the production and presentation of University programs and those of the board of education, and conduct a class in radio technique.

Among other universities having classes in radio instruction are Chicago, Northwestern, Creighton, and Michigan. In each case these schools use BROADCASTING Magazine as text material. Mr. Garrison, in writing BROADCASTING about his new appointment, concluded that through BROADCASTING he would be enabled to keep "the class practical, up to the minute, and well informed about radio today. The various articles, as they appear, would suggest fields for further study and discussion and these articles supplemented by lectures by representative radio men in Detroit could comprise the course. Needless to say, I have the highest regard for the editorial policy and articles appearing in BROADCASTING."

W2XR Expands Schedule And Plans New Studios

GOING to a schedule of six hours daily on July 27, W2XR, New York station operating in the experimental high-fidelity broadcasting band of 1500 kc. with 1,000 watts and owned by John V. L. Hogan, the radio engineer, is abandoning its offices on Park Row and is constructing new studios in the Heckscher Bldg., 730 Fifth Ave., which are expected to be ready by the end of August. In addition, it opened a studio last month in the Hotel Roosevelt for handling its *Speakers Forum* program, Mondays through Fridays, 9-9:15 p. m.

The Heckscher Bldg. studios will be specially designed for high-fidelity and special lines will carry the programs to the transmitter at Long Island City. Featuring classical music and developing as a class station, W2XR formerly operated only three hours nightly. Elliott M. Sanger is vice president of the station under Mr. Hogan. Its commercial accounts are Wanamakers department store, Hardman, Peck & Co. (pianos) and Curtis Furniture Co. The station also has a tieup with Western Union whereby it furnishes time signals with credit to the telegraph company, while Western Union places cards in its branch office windows and distributes stickers showing W2XR's dial setting.

Chesterfield Renews

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) has signed a 52-week renewal contract, effective Sept. 30, for the Andre Kostelanetz orchestra, heard on 93 CBS stations Mondays, 9-9:30 p. m. and Fridays, 10-10:30 p. m. This is the first summer Chesterfields have been on the air. Newell-Emmett Inc., New York, has the account.

FCC Is Restrained In Portland Grant

Maine Action Held Up; Action On KGBZ Ordered Dissolved

COURT action has prevented the FCC from making effective its decision authorizing a new station in Portland, Me., by virtue of a stay order issued July 14 by the U. S. Court of Appeals for the District of Columbia in the now celebrated "640" case. Simultaneously the court issued a stay order preventing the FCC from deleting KGBZ, York, Neb., but this appeal was withdrawn on July 24 by the York station after an arrangement had been made to sell its half-time facilities to KMA, Shenandoah, Ia., operating on the other half-time for a figure understood to be about $50,000.

Acting upon the petition of the KGBZ Broadcasting Co., owned by Dr. George R. Miller, the court granted the stay order. Elmer W. Pratt, former FCC Examiner, as counsel for KGBZ, held the FCC had failed to give the station full and fair hearing prior to the deletion order. Afterward, negotiations were begun by Earl May, owner of KMA, with Dr. Miller and the *Omaha World - Herald*, which had an arrangement to purchase KGBZ, for the sale of the station to KMA. This was accomplished July 24 in a three-way deal, whereupon the appeal was withdrawn. The FCC had ordered the station's deletion for alleged program infractions.

Autumn Hearing

IN THE Portland case, Mr. Pratt petitioned for a stay order on behalf of the Palmer Broadcasting Syndicate Inc. of Portland. The syndicate, he brought out, was an applicant for a new local station to operate with 100 watts daytime on 1210 kc. The FCC, in deciding the so-called "640" case involving a dozen applications two months ago, granted the application of the Portland Broadcasting System for a new daytime station on 640 kc with 500 watts. In this petition Mr. Pratt contended that Palmer Broadcasting Syndicate, in spite of the fact that it filed its application only three months after the Portland Broadcasting System, was not given a hearing at all. The Portland Broadcasting System is a subsidiary of the *Portland Press Herald*.

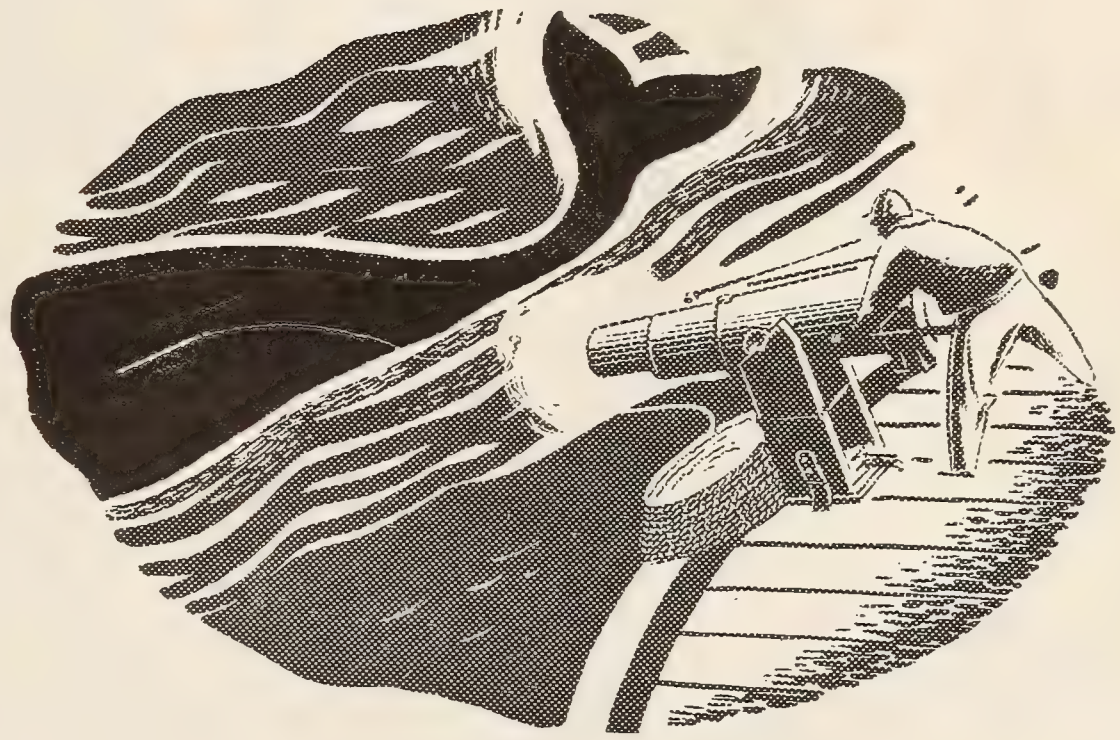
The stay order will remain in effect until the court hears arguments on the merits of the appeal next fall. In the interim the Portland construction permit will be inactive.

Also pending before the court are two appeals filed by Paul R. Heitmeyer against decisions of the FCC refusing to grant him construction permits for local stations in Salt Lake City and Cheyenne, Wyoming.

New Magazine on WOR

A NEW publication designed for feminine readers, *New York Woman*, on Sept. 7 will start participation in the *Martha Deane* women's program of WOR, Newark, using 45-minute segments three afternoons weekly. The account is placed by Batten, Barton, Durstin & Osborn Inc., New York.

DIRECT HIT



Harpooning the New England market for advertisers—and it's a whale of a market—is the regular job of WBZ and WBZA. Concentrated where most of the money is spent, they have a potential circulation of 1,156,000 radio families, or 4/5ths of the buying power of New England.

WBZ

50,000 WATTS

NBC Blue Network

BOSTON, MASS.

WBZA

1,000 WATTS

NBC Blue Network

SPRINGFIELD, MASS.

Completely programmed by NBC

Beacon



SOUND ENGINEERING

The awe-inspiring Colossus of Rhodes, one of the ancient world's seven wonders. Astride the picturesque Harbor of Rhodes, in the blue Mediterranean, it was not only an engineering masterpiece, but an unfailing guide to sea-tossed mariners seeking haven . . . as today, research guides RCA's scientists and engineers along the hazardous lanes leading to great accomplishment...sound engineering.

RADIO CORPORATION OF A

EVERYTHING IN RADIO FOR SERVICE IN CO

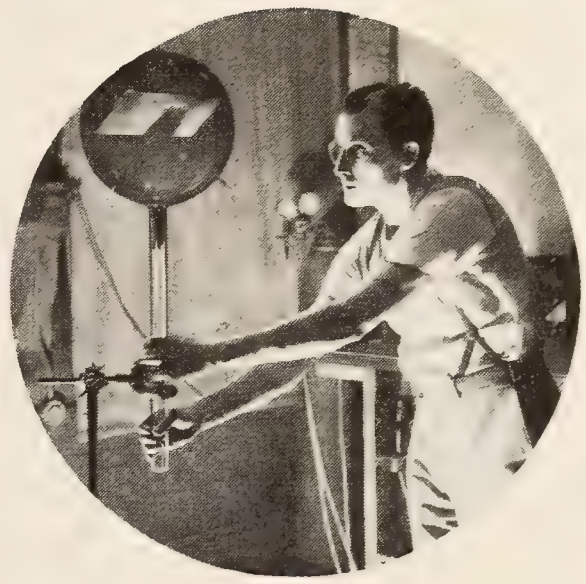
of Radio Research

IN EVERY PROGRESSIVE INDUSTRY, first must come careful, patient research. So it is in radio. For instance, from RCA laboratories shone the beacons of research that led to the first power-operated dynamic-type loudspeaker for the home . . . the first practical superheterodyne receiver for home use . . . the first AC tubes and radio operated from the light socket. More recently this organization has given the world such wonders as the "Magic Brain," the "Magic Eye," the Magic Voice.

Indeed, much has been accomplished as the years have swiftly marched by. And these forward steps in radio foretell a great future for the industry and for RCA. Some day, these RCA laboratories will engineer *sight!*

America's millions, aware of RCA's long tenure of worthy service, have unbounded *confidence* in any product bearing the RCA trademark. This confidence increases sales. It explains why dealers make more money when they identify themselves with RCA—the *only* organization engaged in every phase of radio!

RCA Manufacturing Co., Inc. · RCA Communications, Inc.
National Broadcasting Co., Inc. · RCA Institutes, Inc.
Radiomarine Corporation of America



These are some of RCA's Radio Firsts:

- First AC Tubes and radio operated from light socket.
- First power-operated dynamic-type loudspeaker for the home.
- First practical superheterodyne radio for home use.
- First commercial marine vacuum tube transmitting apparatus.
- First to commercially introduce electrical phonograph reproduction by use of magnetic "pick-up."
- First to develop and market combination phonograph-radio.
- First to achieve round-the-world radio communication.
- First to introduce radio combination, including home recording device.
- First to introduce "Magic Brain," "Magic Eye," Magic Voice radio sets.
- First to manufacture RCA Metal Tubes.

—plus the initial development of scores of important, far-reaching radio advances made available to the entire radio industry.

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

ERICA · *Radio City* · NEW YORK

ICATIONS . . . BROADCASTING . . . RECEPTION

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Mr. Aylesworth's Status

CAREFUL inquiry by BROADCASTING discloses that the persistent stories about M. H. Aylesworth's imminent return to the helm of NBC are sheer fabrication. The RCA powers-that-be, who assigned Mr. Aylesworth to RKO to straighten out its affairs, have not so decreed —though it is significant that Mr. Aylesworth in recent months has been called in frequently to "trouble shoot" some of NBC's accounts. He keeps an office at NBC, which is just across the Rockefeller Center plaza from RKO, and he bears the official title of vice chairman of the NBC board under David Sarnoff as chairman, but he draws merely a nominal salary from NBC. He sits in NBC's board councils and frequently advises, but it is nonsense to assume that he rules the organization whose presidency he occupied for its first nine years.

Mr. Aylesworth today is absorbed in his film duties, almost to the exclusion of everything else. Half of RCA's interest in RKO was sold to banking interests last fall with an option to purchase the other half, an option which is expected to be exercised before the end of this year. Whether Mr. Aylesworth will elect to remain in the motion picture industry thereafter, he alone will decide—for he has made a success in that field just as he made a success in pioneering the radio network field.

That Mr. Aylesworth, despite his absence from the radio scene, still keeps his "feel" for radio and particularly for its merchandising aspects, is well illustrated in the interview he gave to the *Motion Picture Herald*, reprinted in this issue. His remarks on how the movies can benefit from radio, his views on the future of radio and television and their relationship to the movies—these are words of a born leader and intuitive thinker. This is the same Aylesworth speaking who showed such broad outlook during the founding and upbuilding days of NBC, who sensed and helped guide the inevitable peace that came with the press after years of warfare, who, as no one else could, handled radio's cases before Congressional committees in masterful fashion.

It will be a pity if Merlin Hall Aylesworth's great gifts are lost to radio.

The Status Quo

COMPREHENSIVE plans have been outlined by the FCC Broadcast Division for hearings this fall looking toward a reallocation of broadcasting station assignments, if one is desirable, as a means of improving the technical broadcast structure.

There can be no valid objection to the Division's procedure—that of appraising the present assignments from top to bottom in the 550 to 1600 kc. range. Every interested party will have his say at these preliminary hearings. Each will be permitted to advance views on what should be done to improve existing station assignments, change existing classifications and otherwise bring technical broadcasting closer to perfection—an end out of reach under present conditions.

Even though it may not suit the wishes of many stations now on the air, or of the host of aspirants for new broadcasting facilities, we think the FCC would be wise if it at once called a halt to all major shifts, and possibly to all new station grants, pending the outcome of the reallocation hearings and the promulgation of new policies governing allocations. We believe that the status quo in assignments, so far as possible, should be maintained, lest the task later become more involved.

If the FCC proceeds with its activity of recent months and continues to make so many changes in all parts of the country, it will obviously render more difficult the job of realigning the broadcast band following the allocation hearings. It will be time enough, following the declaration of new policies, to fit in new stations or improved station assignments where they will work without violating fundamental technical rules.

Political pressure to grant new assignments is as great now as it ever was — probably greater. Because of the many precedents established by the old Radio Commission as well as by the FCC in granting applications which flew in the face of established regulations, it has been difficult for the Broadcast Division to reject requests for similar grants simply because the mileage separation was inadequate or because of quota limitations. Now even the quota defense has disappeared by reason of the repeal of the Davis Amendment.

The FCC today has the strongest argument it could ever desire to turn back doubtful demands for facilities which have even the strongest political support. It is considering a reallocation. Any grants it makes now might be of a routine or temporary nature, subject to change following the reallocation hearings. It should not make its job more difficult by cluttering the ether with newcomers. All these pending applications can be taken into account *after* a new allocation policy is decided upon, and *after* present occupants of the broadcast band, by virtue of priority and proved public service, are accommodated with the rules and regulations.

Maintain Rates!

"MAINTAIN published rates." Even though nearly a month has elapsed since the NAB convention in Chicago, those three words must still be ringing in the ears of every broadcaster who heard them.

It was during the panel discussion at the convention that Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, uttered them. Delegates were in the midst of a hot and heavy discussion of sales problems, arranged by H. K. Carpenter, WHK, Cleveland. Several agency men had discussed frankly their views about the shortcomings of station sales efforts.

Then Mr. Gamble, asked to make an observation, said his only message was to implore stations, on behalf of agencies, to stick to the rates they publish. To those outside the industry such a thing is so elementary as to appear ludicrous.

Yet Mr. Gamble knew whereof he spoke. In all too many cases stations regard their rate cards as simply the asking price. There is hardly an agency in the country that will yet take for granted the published rate of most stations. They will still query the station for its "best rate" for a particular program. And in many cases they get a better rate than the one published.

Broadcasting is growing up. The panel discussion displayed an unprecedented interest in and knowledge of commercial, sales and organization matters by station executives. A sales managers' division of the Association was formed for mutual interchange of views and results—a definite move toward buttressing sales methods.

But before any good can come of these efforts the industry must learn the fundamental lesson that rates must be maintained if stations are to command the respect of their clients and of the agencies. It is silly, in our opinion, to talk seriously about a single rate structure, commissions, cash discounts and the like until broadcasters—and every one of them—sell themselves on the fact that their facilities are worth so much and that they shouldn't get a penny less for them. We have all heard the plaint that the "outer fringe" gives the industry the "black eye." But, if what some of the agency men and even the advertisers tell us is true, rate-cutting still goes far within the fringe.

Off to Good Start

ALL CREDIT to the Democratic and Republican radio directors for their avowed intentions, already being carried out in the time purchases they have made thus far, of avoiding the disruption of regular program schedules so far as possible for their serial and single-time political broadcasts. The rights of radio are being recognized by Messrs. Blackett and Dolph, for they are practical radio men; but, more important, the preferences of the radio audience at large, which resents the shifting aside of favorite entertainment programs for mere talks, are being considered in the interests of good will towards the candidates. From the way the radio divisions of the major parties are starting, it looks as though there will be nothing of the sort of recriminations against radio on the score of "freedom of speech" or otherwise such as ex-G. O. P. Chairman Fletcher raised so unfairly last winter.

We Pay Our Respects To —



H. PRESTON PETERS

IF SOME ambitious youngster, fresh out of school, should happen to ask H. Preston Peters how to break into the business of selling radio time, his response probably would be "begin with peddling strictly fresh eggs and English muffins in your own neighborhood."

In "Pete's" case that would be an apt response because that's the way he started. And he's a life-sized example of what can be accomplished in making such a start, because in four short years he has risen from a pavement-pounding salesman for Free & Sleininger Inc., station representatives, to vice president and Eastern manager of the company and of its sister organization, Free, Johns & Field Inc.

More than that, "Pete" has just acquired a substantial stock interest in both organizations and, along with James L. Free, president and cofounder, he is the only active stockholder in the management of the business. While no official announcement has been made, there is reason to believe that the firm name of Free & Sleininger will be changed to Free & Peters Inc. before autumn.

True to the tradition that radio is a "young man's game" is H. Preston Peters. When next Feb. 20 rolls around he'll be 32. In case you figure we overlooked it, the "H" means exactly that and nothing more. It's just an initial his parents foisted on him because they happened to like a name that parted in the middle. That seems to be a habit with people in radio too—or at least their parents — for H. Leslie Atlass, CBS vice president in Chicago, admits that the "H" is meaningless, while L. B. Wilson, of WCKY, Cincinnati, was named simply "L. B."

The career of H. Preston Peters goes back to 1905 in the Chicago suburban city of Glencoe, which then boasted two commuters' trains daily. In Glencoe he entered the grammar school and the New Trier High School, and had an easy time getting in and out. That was because his father built both of them.

It was early in his high school days that "Pete" got his first selling experience and entered business on his own. It was that egg and muffin route he established. Pete loves to tell gleefully how the housewives paid twice as much for these items as they would have paid at the general store, all because the delivery was via the Peters' family limousine in the days when even Fords were scarce in Glencoe.

Service for Uncle Sam began early with young Peters too. In later high school years, he spent his summers carrying mail around the town and wearing the blue or the grey of the Postal service. After high school graduation he entered a business school to learn shorthand and typing, and, unlike most station reps, he is more than a one-finger artist in pounding out the orders when the secretary's away.

Amherst beckoned and Pete soon found himself in the thick of campus activities. He was a member of Chi Psi Fraternity and the exclusive Cotillon Club, and he did a little varsity swimming as well as managing several inter-fraternity athletic teams. In 1930 he received his A.B. from Amherst, after operating a clothing store during the preceding two years on the campus, selling shirts and shorts to the lads. "Pretty profitable business," he now remarks.

Immediately after Amherst came a spell with the *Chicago Tribune* in the classified advertising department. That lasted for two years when he became associated with F & S. It was exactly four years ago this month that he lined up in the Chicago office of the representative organization.

He did everything from handle the dictation to sweep out the office and contact the agencies at the outset. In December, 1933, he was assigned to New York to open Eastern headquarters, at which time he was elected a vice president. Then came the formation of Free, Johns & Field, which operates under his direction in the East—and then the opening of offices in Detroit, San Francisco and Los Angeles by the sister organizations.

Last Dec. 17, Mr. Peters married Marjorie Hodgson of Finca El Pacayal, Pochuta, Guatemala. They reside in New York.

If "Pete" has a hobby it is fishing in Canada's North Woods. He has made several jaunts to the Hudson Bay area in yielding to the piscatorial urge. He also dabbles in photography, particularly colored movies. "But my best hobby," he says, "is a good fight with any client, provided I win."

PERSONAL NOTES

HENRY K. NORTON, assistant to David Sarnoff, RCA president for more than a year and before that NBC treasurer for a year, has resigned, effective Aug. 1.

HARRY C. BUTCHER, CBS Washington vice president, and Mrs. Butcher, left Washington July 20 for a protracted trip to the West Coast. Mr. Butcher planned to visit stations along the coast, and also to attend the dedication of KFBB, Great Falls, Mont., and KGVO, Missoula, Mont., which under present plans will join the CBS network Aug. 9. He also plans a fishing trip in Yellowstone with Ed Craney, KGIR, Butte. His itinerary provides for his return to Washington early in September.

VICTOR RATNER, sales promotion manager of CBS, spent the latter part of July in Hollywood and San Francisco looking over the new network setup on the Coast.

HORTON HEATH, formerly associate editor of the *New Yorker* and a former partner in the United Advertising Agency, has joined RCA headquarters in New York as assistant manager of the department of information under Frank Mullen.

W. G. QUISENBERRY, vice president of Transradio Press in New York, was married in Greenwich, Conn. July 21 to Isabel Steel, who recently completed a picture in Hollywood titled *I Was a Captive in Nazi Germany*, based on her four months in a Berlin prison suspected of espionage—an episode which attracted widespread news interest last year.

LENOX R. LOHR, NBC president, has purchased the 21-acre estate *Hawthorne* of Mrs. David Luke fronting the Hudson River at Tarrytown, N. Y.

ELLIOTT ROOSEVELT, vice president of Hearst Radio Inc., in charge of its KTSA, San Antonio, and KNOW, Austin, and Mrs. Roosevelt, the former Ruth Goggins of Fort Worth, are parents of a son born July 15 in Fort Worth, where Mr. Roosevelt headquarters.

IRVIN GROSS, merchandising manager of WFAA, Dallas, is the father of a baby girl born July 1 at Baylor Hospital, Dallas.

C. L. McCARTHY, formerly with NBC in San Francisco and New York, later with KFI and KJBS, San Francisco, is now back with Ralph Brunton & Sons as "radio advisor" of the Northern California Broadcasting System, which comprises the Brunton stations KJBS, San Francisco, and KQW, San Jose, and which also links up KROW, Oakland, and KGIM, Stockton.

PAUL KESTON, CBS vice president, returned from Europe in mid-July after a trip of several months for his health. While in Europe he also inspected various television developments.

LEO RICKETTS, formerly of the announcing staff of KFBK, Sacramento, has joined the sales staff of KMJ, Fresno. William Nixon Jr., for the past year with KMJ, has joined the sales staff of KERN, Bakersfield, Cal.

DAVID SARNOFF, president of RCA, sailed July 23 on the *Ile de France* for a combined business and vacation trip to Europe.

RICHARD C. PATTERSON Jr., former NBC executive vice president, has taken offices in Suite 3630, RCA Bldg., Radio City, and is devoting himself to his private business interests. He is a member of the boards of several New York banks and industrial concerns.

FRANK MASON, NBC station relations vice president, left New York by plane July 21 for Bohemian Grove, Cal. to attend the annual frolic of San Francisco's famed Bohemian Club as the guest of Earle Anthony, operator of KFI and KECA, Los Angeles.

GEORGE MATEYO, recent graduate of Harvard business school, has joined the sales promotion department of WOR, Newark, specializing in market research.

BEHIND THE MICROPHONE

WILLIAM LUNDELL has resigned from NBC as director of special events, a position he had held for four years. No successor has been chosen. The department is temporarily being run by Jack Hartley who had been serving as Mr. Lundell's assistant.

HOWARD CLANEY and Alois Havrilla, NBC announcers, sailed July 16 and July 22 respectively for European vacations. Mr. Claney will visit the Olympics and pursue his hobby of landscape painting. Mr. Havrilla will visit his birthplace in Pressov, Czechoslovakia.

DOROTHY TUTTLE, secretary to Edythe Fern Melrose, manager of WJAY, Cleveland, and oldest member of the station staff, has been named publicity director, succeeding Bill Cavanagh, who resigned last month.

W. A. GLEASON, formerly of WBIG, Greensboro, N. C., has joined WCHV, Charlottesville, Va., and will broadcast University of Virginia sports events as well as serving as publicity director. Ted Reams, of Richmond, has been named WCHV program director.

BLAKE RITTER and Joe Garrett, who have been announcing in Philadelphia and New York, have joined WFIL, Philadelphia.

CARL GEORGE, production director of WGAR, Cleveland, was graduated in June from the Western Reserve law school, Cleveland.

HAROLD PARKES has joined Affiliated Broadcasting Co. as sports announcer, leaving a similar position with the Iowa Broadcasting System to come to Chicago. Parkes at one time was chief announcer of WBBM, Chicago.

LLOYD E. YODER, NBC Western division press relations chief, surprised his friends at a party July 13 at which he announced that on June 24 he had been married to Betty Marino, concert and radio violinist.

PATTY JEAN, who has worked on various stations and networks, has been signed by WNEW, Newark, to broadcast a daily health club program at 8:45 a. m. WNEW claims she is the only regular woman sports announcer in radio. She started in radio as a singer on WNOX, Knoxville.

HOWARD NELSON, formerly of KGFK, Moorhead, Minn., has joined WDAY, Fargo, N. D. Robert Murphy, WDAY announcer, was away from the microphone due to tonsilitis, with Dave Henley, recently returned to the commercial department, taking his place.

WAYNE JOHNSON, program director of WJAY, has left to join the radio staff of the Great Lakes Exposition. He was with WJAY for 18 months, and has been succeeded temporarily by Maxwell Hage.

LEO ERDODY has been appointed musical director of World Broadcasting System.

Best Daytime Station in the Land

For—

A complete coverage of South Dakota plus a wide audience in Minnesota, Iowa and Nebraska

With—

5000 Watts (L.S.)

Full Time

Regional

570 Kc.

C.B.S.

Representatives
Wilson-Dalton-Robertson

WNAX

YANKTON, S. DAK.

ROBERT WALKER DUMM, director of the KSFO auxiliary studios in Oakland, Cal., was married to Eleanor Breed, daughter of State Senator Herbert L. Breed, in Piedmont, Cal., July 16. Ceremony was performed by the Rev. William T. Dumm, grandfather of the groom. Dumm is the son of Wesley I. Dumm, president of the Associated Broadcasters Inc., which operates KSFO.

HERB ALLEN on the announcing staff of KYA in San Francisco for the past year, has gone to KFRC, that city, in a similar capacity. He succeeds Ralph Edwards who resigned to go to New York.

CHET CATHERS, formerly program director of KOMO and KJR, Seattle, has joined KROW in Oakland, Cal., as producer-announcer, succeeding Royal Wiseman, resigned.

RODERICK CUPP, formerly continuity director of KTUL, Tulsa, has been promoted to program director. Cupp replaces Fenton Jeffers, who was appointed national advertising manager. Charles Bush, formerly of KBIX, Muskogee, Okla., is now in the KTUL continuity department.

HAROLD SMITH, formerly sports announcer with KFXR in Oklahoma City, has joined the KTUL announcing staff.

GEORGE ROSS, formerly of KWG, Stockton, Cal., has been transferred to KOH, Reno, where he is chief announcer.

FRANK WILBUR, recently active in college dramatics, has joined the announcing staff of KWG, Stockton, Cal.

J. C. MORGAN, production manager of KSFO, San Francisco, and Lucy Cuddy, in charge of that station's dramatic department, head the radio faculty of the David Belasco School of Dramatic and Radio Arts in that city.

MILTON ADAIR, who resigned from the announcing staff of KSFO, San Francisco, some months ago to study aviation at Randolph Field, Texas, has returned to the station. He was forced to leave the aviation school when he sustained injury to his back.

TASMAN WARD, recently added to the announcing staff of KFRC in San Francisco, has resigned to go to New York.

PAUL NATHAN, radio editor of the *Oakland* (Cal.) *Post-Enquirer*, has resigned to try playwriting in New York. His successor is Don Logan, formerly staff vocalist of KROW, Oakland.

FOSTER RUCKER, producer and technician of KNX, Los Angeles, was married July 20 to Pauline Stafford, member of the girls trio heard on the *Crockett Family* program.

DON HASTINGS, former CBS announcer and until recently in charge of special events for KFWB, Hollywood, has joined Hub Robinson Inc., publicity-advertising organization of Hollywood, as radio production manager.

CLAUDE LA BELLE, Robert Hall, and Herb Caen, radio editors respectively of the *San Francisco News*, *Call-Bulletin* and *Chronicle*, have organized a horseshoe tournament and challenged NBC executives in that city. Entered from the network are Harry Anderson, NBC western division sales manager; Lou Frost, assistant to Don E. Gilman, NBC's western division vice-president, and Lloyd E. Yoder, western division press relations manager. The tournament starts Aug. 2.

LUVERNE E. SHATTO, formerly chief engineer of KAST, Astoria, Ore., has joined KERN, Bakersfield, Cal., as announcer and operator.

VICTOR CRAZE, recent University of Texas graduate, has joined the news staff of WOAI, San Antonio.



PIONEER PREACHER — Rev. R. R. Brown, religious director of WOW, Omaha, has been on the air since April 8, 1923 and recently delivered his 700th radio chapel sermon. He is pastor-evangelist of Omaha Gospel Tabernacle.

JOHN C. FITZGERALD, formerly of WMFF, Plattsburg, N. Y., and WGY, Schenectady, has joined the announcing staff of WFBL, Syracuse. He replaces Leo Bolley, who is giving full time to his twice-daily sports broadcasts for Tidewater Oil Co.

RALPH WONDERS, manager of the CBS Artists Bureau, returned to New York the first week in July after negotiating several film and radio contracts in Hollywood.

OWEN CRUMP, announcer and master of ceremonies on KFWB, Hollywood, has announced his engagement to Isabel Jewell, screen star.

JOSEPH MICCICHE, Los Angeles City Hall contact for a number of radio stations, and City Hall radio announcer of KRKD, has announced his candidacy as assemblyman for that district.

HAROLD BOCK, NBC press representative in Hollywood, and Miss Sybil Chism were married July 5. They will live in North Hollywood.

JAMES L. BUTCH, University of Florida student who served for five years as announcer and then chief announcer of WRUF, Gainesville University station, has joined the announcing staff of WLW, Cincinnati.

FRANCIS C. HEALEY, member of the NBC press department in Radio City, was married July 3 to Miss Elizabeth Palmer, of Indianapolis.

DAN SEYMOUR, Yankee Network announcer, has resigned to join CBS in New York. Recently he has been announcing the Gillette *Community Sing* test on Yankee prior to its advent on CBS.

WJJD

has **POWER** 20,000 WATTS *has* **PROGRAMS** THAT BUILD AUDIENCES *Gets* **RESULTS**

LET US TELL YOU WHY YOU CAN NOT AFFORD TO PASS UP THE **LARGEST INDEPENDENT STATION IN CHICAGO !**

201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

WE THANK the Broadcasters for the generous and courteous manner in which they received us and our Associated Recorded Program Service at the Chicago Convention. As a result we made many new friends and are happy to welcome numerous new subscribers to our service. * * * * *

Associated
Recorded Program Service

To meet the particular needs of certain Broadcasting Stations, Associated now offers, an entirely new

ASSOCIATED "XX-HOURS" LIBRARY

Ready for delivery

Sept. 1, 1936

—Produced rigidly under the exacting Associated requirements respecting quality of performance and mechanical perfection.

—Comprising twenty hours of continuous playing time:
10 hours popular and dance
10 hours light standard

—Containing approximately 600 titles.

—One additional hour (about 30 titles) supplied each month.

—One hour of continuity service daily.

Recorded under license with Electrical Research Products, Incorporated. Vertical Cut—Wide Range—High Fidelity. All records pressed on Vinylite, the quieter, more durable material.

If you have need for a select transcription service of unquestioned quality

ASSOCIATED "XX-HOURS" LIBRARY !

is just the thing for you

Write for particulars and prices

ASSOCIATED MUSIC PUBLISHERS, INC.

25 West 45th Street • New York City

LOCAL BOYS MAKE GOOD



YES, SIR . . . local boys make good GUIDES . . . to the best fishing . . . and likewise to the best result-getting medium!

IN SALT LAKE CITY

KDYL

— consistently carries a larger number of local advertisers and a larger volume of local advertising. The boys on the ground usually know the way the wind blows. National advertisers could ask for no better guide.

•

Representatives

JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

An N.B.C. Station

"Amateur Hour"

RADIO continues to provide the stage with subject matter for plays, as it has the screen for several years. At Niantic, Conn., one of the numerous summer theatres flourishing in the East on July 20 opened Edmund Fuller's *Amateur Hour*, a comedy satire on the amateur craze, set in the studios of the mythical "WHNT" in New York with "Col. Richard Cartwright" as the main character and the story built around his tribulations in scouting talent. If the play takes well, it may later go to Broadway.

Gillin Is Elected Head Of Nebraska Association

JOHN J. GILLIN Jr., manager of WOW, Omaha, was elected president of the Nebraska Broadcasters Association at a meeting in Lincoln July 17. In his 31st year, Mr. Gillin is a director of the NAB and served as chairman of the resolutions committee at the trade association's convention in Chicago last month. The name of the Nebraska association was changed from the Missouri Valley Broadcasters Association. The organization decided to ask permission to broadcast the Cornhusker football games, which have been banned for several years. Further plans include advertising of Nebraska as a market and closer association of Nebraska radio stations.

John M. Henry, general manager of KOIL, KFAB and KFOR, was elected vice president, and Art Thomas, WJAG, Norfolk, was re-elected secretary-treasurer. Directors, in addition to the officers are Clark Staniford, KGFW, Kearney, and W. I. LeBarron, KGNF, North Platte. Mr. Gillin succeeds Dietrich Dirks, formerly head of KOIL and KFAB, as president.

Chevrolet to Add CBS

CHEVROLET MOTOR Co., Detroit (motor cars) starts a fall network series on 88 CBS stations, Oct. 18, Sundays, 6:30-7 p. m. The program will feature artists currently heard in the Chevrolet WBS transcriptions, Rubinoff, Jan Peerce and Virginia Rea. Graham McNamee will not be heard in the CBS broadcast it is understood. Effective July 20, Chevrolet renewed the WBS recorded series for another 13 weeks on 380 stations. Campbell-Ewald Co., Inc., Detroit, placed both accounts.

Chevrolet Augments

CHEVROLET dealers in Philadelphia are augmenting the WBS transcription campaign in that market with a drive on used car and new truck sales, using a 26-week series *Twentieth Century Highlights* on WFIL, Philadelphia. Each program is dedicated to a Philadelphia Chevrolet dealer, who is interviewed by Harold Simonds. Commercial themes are woven into the interviews. The program is based on an editorialized resume of the day's news followed by a glimpse at headlines of the same day in past years.

Educational Script Is Offered Stations

Federal Group Submits First Of Cooperative Projects

CARRYING out the radio-education recommendation made by the FCC in 1935 when a Committee of 35 was named by Dr. John W. Studebaker, U. S. Commissioner of Education, to promote cooperation between educators and broadcasters, Dr. Studebaker and NAB managing Director James W. Baldwin have announced preparation by the Federal Radio Project of a series of scripts which are being sent to stations and schools.

The scripts, now six in number, are titled *Interviews With the Past*. Mr. Baldwin has advised stations to provide suitable time for broadcasting of the programs by local schools. Authors of the scripts are Dr. Donald G. Calhoun, feature writer and formerly history professor at University of Southern California, and Dorothy Donnell, author and editor. They were edited by Leo S. Rosencrans, script director of the U. S. Office of Education's radio project and coauthor with Irene Rich of *Behind the Screen*.

Program Aids

THE PROGRAMS are imaginary interviews by a group of reporters for a local school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a radio guild from McKinley High School, a radio manual covering production was prepared, as well as a bibliography covering lives of the celebrities and a glossary of radio terms. Theme music is included.

Dr. Studebaker has sent copies of scripts to school officials and Civilian Conservation Corps district advisers and Mr. Baldwin has sent copies to station managers. A nominal charge is made for scripts

Radio Educators Meet

THE NATIONAL Association of Educational Broadcasters, comprising in its membership a score of the educational stations of the country, will hold its 1936 convention Aug. 17 and 18 at the University of Wisconsin at Madison according to announcement July 27 by Harold A. Engel, executive secretary. At the same time the American Association of Agricultural College Editors will hold its convention in Madison, and a cooperative session is planned. National radio aspects, a session on educational station progress and a "recording clinic" are on the agenda. Program details have not been completed Mr. Engel said and "surprises may be expected"

Dirks Seeks Station

DIETRICH DIRKS, formerly general manager of the Central States Broadcasting Co., operating KOIL Omaha, and KFAB-KFOR, Lincoln, Neb., is disclosed in an application filed with the FCC as 50% stockholder in the newly formed Sioux City Broadcasting Co., applying for a new 100 watt night and 250 watt day station on 1420 kc. in Sioux City, Ia. The *Sioux City Tribune* is named as the other 50% stockholder.

Bar Group Advises Research on Radio

Dangers of European System Pointed Out in Report

RADIO'S phenomenal march into the heart of international affairs, presenting complex political, economic and legal problems, makes desirable an intensive program of research and study which should be undertaken by the legal profession, it is concluded by the Standing Committee on Communications of the American Bar Association in its report to the Association. The Association holds its annual meeting in Boston during the week beginning Aug. 24.

Headed by John W. Guider, Washington radio attorney as chairman, the committee recommended that two separate units within the Association be established, one to undertake research work, perhaps with the aid of graduate law students, and the other to handle correlation of activities now in progress, including international law, comparative law, and such communications law as there is. Other members of the Committee are Douglas Arant, of Birmingham, Edwin M. Borchard, law professor of Yale, Bruce W. Sanborn, St. Paul, and Paul D. P. Spearman, Washington attorney and former FCC general counsel.

Intricate Issues

POINTING out that complex questions, differing from anything ever before known, are presented by the technical progress of radio during the last few years, the Committee said they must be solved because they affect not only the interests of the country but the service and convenience of practically every citizen. By virtue of radio, it said, American continental insularity is rapidly passing. During the last two years thousands of receivers capable of receiving the short-wave broadcasts of foreign nations have been placed in use and broadcasts for the United States from foreign countries are received regularly.

In Europe, the Committee said, the problem is acute because of crowding of available frequencies; efforts of some nations to propagandize neighboring nations by radio; use of radio for its effect on international trade relations; varying laws of copyright and other factors. Deliberate and ruinous interference to transmissions from Vatican City and Ethiopia and from several European capitals have occurred so the programs could not be intelligibly received.

Emphasizing that this country is the only important one where broadcasting is private, the committee brings out that communication agencies, and particularly radio, in other nations, are concededly instruments of propaganda susceptible of use by the government. "In America," it adds, "the freedom of the air has come to be recognized, even by the press, as a principle which is just as important as the freedom of the press. Both involve the freedom of speech, essential to our form of government. It may generally be stated, as has been hereinbefore pointed out, that effective regulation by any nation of its communications will depend in the future upon the cooperative efforts of all nations to accomplish the desired results."

NewBroadcastingControl Being Drafted in Canada

CANADA'S new setup for the regulation of broadcasting, authorized by the last Parliament, is expected to be announced by Sept. 1. C. D. Howe, cabinet minister, is now busily engaged consolidating the Department of Marine, including radio, railways, canals and civil aviation, into a new Department of Transport under which the new general manager for radio will operate. The general manager will replace the Canadian Broadcasting Commission of three members, and will operate the CRC's owned stations as well as its network.

In the meantime, speculation is rife as to the board of nine governors to administer the radio act and as to the new general manager. The *Toronto Telegram* last month reported that it had heard that Maj. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp., has resigned to accept the Canadian post, but this remains unverified.

WFLA License Transfer

WFLA, Clearwater, Fla., which operates half time on the 620 kc. channel, sharing a common 1,000 watt night and 5,000 day transmitter with WSUN, St. Petersburg, would pass from ownership of the Clearwater Chamber of Commerce to the Florida West Coast Broadcasting Co. Inc., under an application filed with the FCC Broadcast Division July 16. No money would be involved in the transfer of the WFLA license, but as a part of the arrangement Florida West Coast would purchase half interest in the WFLA-WSUN equipment from the chamber, with the City of St. Petersburg retaining its half interest for use by WSUN. W. Walter Tison, manager of WFLA, and H. H. Baskin, Clearwater attorney and former mayor of the city, are the principals in the Florida West Coast company.

WHEN every announcer on the staff caught a cold, Paul Schulz, chief engineer of KYA, San Francisco, went to the rescue by disinfecting microphones.

Proposed Federal Court Includes FCC Activities

SETTING UP of a Federal Administrative Court to handle judicial functions now exercised by certain Federal administrative agencies, including in a limited way the FCC, is proposed in the report of the special committee of Administrative Law of the American Bar Association, made public July 26. The report will be considered at the Association's annual meeting Aug. 24 in Boston.

Insofar as the FCC is concerned, the proposed Administrative Court would have jurisdiction in cases of revocation of licenses—a procedure in which the FCC does not now indulge but which is permissible under the law. It would not have jurisdiction over original license grants by the FCC. The committee making the recommendations comprises O. R. McGuire, general counsel for the Comptroller General, chairman; Monte Appel, Richard Bentley, Louis G. Caldwell, and Julius C. Smith. Mr. Caldwell drafted the report.

LIKE A SOW *with* ONE PIG!



You'll think that your account is the only one we have!

• On WIBW, your problems are *our* problems. Your sales, merchandising and distribution problems are analyzed by trained specialists on our staff. Our music, continuity and production departments "spot" your message or program where it has the largest, most receptive audience.

• Your message MUST produce! You want results and so do we. We have a long record of low-cost, successful results that we can't afford to spoil. That's why we treat *your* account like it is the only one we have and make sure it goes into a *productive* spot.

• Add to this the fact that we know Kansas . . . its people . . . its needs . . . that we talk to these buyers in their own language and you'll understand why you *must* use WIBW to reach this rich Kansas market successfully.

• Let us prove it! We'll begin with a daily message, six times a week for a whole month at a cost of only $150. We'll show results that will *earn* us a permanent place on your sales force.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

American System and Radio Freedom Favored at Institute of Public Affairs

STAUNCH SUPPORT for a "free radio", untrammeled by government interference and permitted to go its way as free as the press was voiced by leaders in the industry and outstanding individuals in public life during the sessions of the Institute of Public Affairs at the University of Virginia last month. Two radio sessions—the first on July 14 on the subject "Radio and Public Opinion", and the second three days later on "Liberty of Expression in the Press, Radio and Motion Pictures"—were on the agenda of the Institute. It marked the first time that radio received such prominence at the annual Public Affairs conclave.

There developed during the debates an unanimity of view that a free competitive system of broadcasting should be maintained in this country. While there was sharp criticism on the part of certain speakers of methods employed on the air, notably by Roger Baldwin, of the American Civil Liberties Union, and Raymond Gram Swing, former editor of *The Nation*, there was no dispute on the question of superiority of a private American system of broadcasting as opposed to the government dominated systems in most other nations.

At the July 14 session Lambdin Kay, general manager of WSB, Atlanta, Philip G. Loucks, Washington attorney and former managing director of the NAB, and Mr. Swing debated the public opinion subject as applied to radio. After Mr. Swing, who is radio commentator on American affairs for the British Broadcasting Corp. and also comments over CBS, had berated American radio methods in handling of public affairs, he engaged in a rapid-fire discussion with Messrs. Kay and Loucks who took an opposite view. Mr. Swing opposed sale of radio time for political purposes as "fundamentally repugnant to democracy." He said radio's crying need in this country was that of better editing of its programs.

In the Public Interest

MR. KAY asserted it was his view that the American system of broadcasting merited "everlasting credit for patriotically, militantly and intelligently plugging along in the public interest, convenience and necessity, despite the tempting material rewards for abuse of this power beckoning at every hand."

Mr. Loucks defended the American system of broadcasting as superior to that of any other country. "Our competitive systems of broadcasting, modeled after our singularly American ideas of free expression of thoughts," Mr. Loucks said, "has not only stimulated interest in discussions of all controversial public questions, with its resultant effect upon public opinion but, indeed, such discussions have made and kept American broadcasting the living, thriving, pulsating enterprise that it is."

Mr. Loucks also essayed to describe a broadcaster, in this way:

"The true broadcaster, trained in our typically democratic system of broadcasting, has developed a sense of fairness and freedom from bias which guarantees to the public the maximum in factual information. For the true broadcaster is neither Democratic nor Republican, neither Catholic nor Protestant; neither Jew nor Gentile; neither liberal nor reactionary; neither capitalist nor laborite. The true broadcaster has learned through 15 years of hard experience that the public interest demands a full and fair discussion of all sides of all important public questions and he has learned that it is good business to meet these demands. He has learned that there can be no honest difference between what is most in the public interest and best business."

Longer Licenses

THE PANEL discussion, led by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce, University of Pennsylvania, precipitated considerable debate, which rested primarily with freedom of the press and newspaper practices generally. Participating in this panel were Louis G. Caldwell, Washington attorney and former general counsel of the Radio Commission, Carl F. Arnold, Assistant General Counsel, FCC, Mr. Baldwin, Elisha Hanson, Washington attorney and general counsel of the American Newspaper Publishers Assn., and Gordon W. Allport, of Harvard. On the fundamental question of "liberty of expression", all agreed that there should be freedom from government interference.

Mr. Baldwin, however, took the view that stations should not be in the position of "selecting" speakers or editing their remarks. In this regard, he argued in defense of the legislation introduced at the last session of Congress by Rep. Scott (R-Cal.) proposing a new political section in the law which would prevent stations from editing political speeches in advance of their rendition.

Mr. Baldwin and Mr. Caldwell engaged in protracted debate on this subject, the latter pointing out that if the government interfered with the power of stations to resort to "editorial selection" in the material broadcast that this inevitably would mean government censorship. At the close of the panel discussion, Mr. Baldwin appeared to concede that he was not favorable to any sort of interference by the government and that he felt that the evil which he thought existed might be one that could be cured by the public in expressing its likes and dislikes for particular types of programs.

Mr. Caldwell argued that three year licenses, in his opinion, would tend to eliminate any doubt in the law as to censorship by the government. Long term licenses, he said, would result in an automatic change in procedure by the licensing authority in that the burden of proof in cases of continuance of station licenses would be on the government rather than on the licensee. The present practice of penalizing stations on program matters, through use of the FCC's power to refuse renewal of licenses, he held, should be eliminated and the burden placed where it belongs, namely on the government.

Burden of Proof

MR. CALDWELL contended that in practically every other case of government licensing activity the government assumes the burden of proof. Action should be taken by revocation proceedings rather than on licensed renewals, he said. Moreover, he explained, the three year license now permitted by law would tend to encourage broadcasting stations in their editorial

Standard 440 Pitch

THE standard musical "A" tone of 440 cycles will be broadcast by the U. S. Bureau of Standards, starting Aug. 29, on 5,000, 10,000 and 15,000 kc. simultaneously. The broadcasts will be continuous for two weeks except Tuesdays, Wednesdays and Fridays, noon to 3:30 p. m. If demand for the service is sufficient, the signals may be broadcast on regular schedule. A low-power transmitter is being used by the Bureau for the first broadcasts.



RECOGNIZED

by the "Spot Advertiser" as an excellent location for National Accounts, KGVO increases its audience value through its affiliation with the Columbia Network, which will take place about August 9th.

LOCATED

in the center of prosperous Western Montana, where crop failures are unknown, Missoula is the distributing center for a vast area of diversified interests, all contributing to the prosperity of the district.

KGVO

adequately serves this territory with its new 1000 watt transmitter and vertical antenna.

NOW Columbia

Network programs, together with the cream of our locally built shows and Five Newscasts daily insure listener interest throughout our entire service area.

A good spot for "spot."



selection instead of keeping a watchful eye on the FCC because of the license renewal procedure now in force and the six month license tenure.

Mr. Baldwin also criticized advertising on the air and to this Mr. Caldwell replied it was his view that advertising had nothing to do with freedom of expression. Rather, he said, the matter of advertising control should rest with the Federal Trade Commission just as it has in the case of newspapers. Mr. Arnold took the view that the FCC of necessity must retain its broad powers over stations, as provided in the law, in order to insure programs in the public interest. He voiced no view on longer licenses.

At a session on July 16, Maj. Gen. James G. Harbord, chairman of the board of RCA, and Frederic A. Willis, assistant to the president of CBS, discussed the responsibility of mass communication media in a democracy. Gen. Harbord declared that untrammeled books, press and radio are more fundamentally important than votes. Mr. Willis said the responsibility for broadcasting in this country is really the responsibility of good American citizenship. "This includes a duty to encourage free speech, free communication, free inter-play of thought (remembering that only in this way can democracy be perpetuated). It includes a duty to give fair play not alone to majorities but to responsible minorities. * * * It includes a duty to see America as a unity, as well as a land of parts —remembering that the welfare of the whole is vital if the interests of each are to be served."



OLYMPIAN — Bill Slater, NBC sports announcer, in action. He will describe Olympic games from Berlin for NBC.

Networks Plan Complete Olympic Game Coverage

THROUGH the major events of the Olympic Games, American radio announcers will be at the microphones in Berlin to relay running accounts to the American audience via the networks. On board the *Manhattan* with the American team when it departed last month was Bill Slater, NBC sports expert, who broadcast direct from the ship to NBC and who will cover the events at Berlin as they occur and also broadcast summaries daily except Sundays from 6-6:15 p. m. (EDST) on the Red Network and at 7:15 p. m. on Sundays; daily except Sundays from 7:15-7:30 p. m. on the Blue Network and at 6 p. m. on Sundays.

From the time the games formally open at noon Aug. 1 with Hitler's welcome address, CBS will cover the major events with Ted Husing, its ace sports announcer, and Bill Henry, sports editor of the *Los Angeles Times*, at the microphone. They left for Berlin several weeks before the team departed. They will be on staggered schedules according to the events, but Husing will also broadcast a daily recapitulation from a Berlin Studio, from 5-5:15 p.m. (EDST).

Transatlantic radiophone circuits of RCA Communications and the Transatlantic radiotelephone of A. T. & T. will be used, the networks working in collaboration with the German broadcasting system.

Radio Advisory Council Reviews Education Work

THE COMPLETE story of the National Advisory Council on Radio in Education Inc., 60 E. 42d St., New York, organized in 1931 to promote the more effective utilization of broadcasting in the field of education, is told in a booklet *Listen and Learn* published last month by the Council and edited by its director, Levering Tyson. The booklet discloses that for three years the Council was supported by Rockefeller and Carnegie grants and at present derives its appropriations from the Carnegie Corp., with other specific purpose contributions coming from other foundations and educational sources while "broadcasters have made their facilities available to the Council without charge for purposes of program experimentation." The organization, committees, articles of incorporation, publications and activities of the Council are all set forth in the booklet.

Progress of Television And Research Activities Narrated in RCA Book

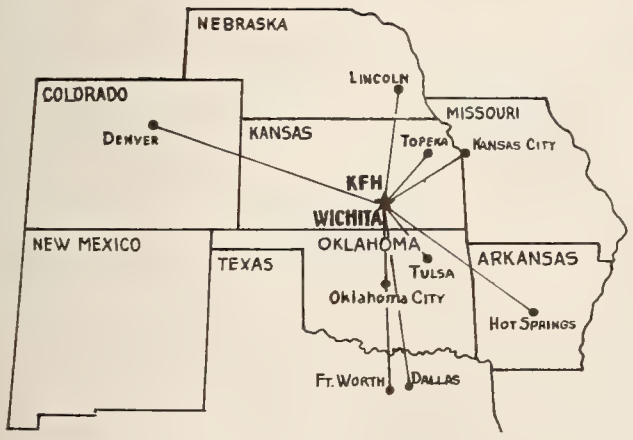
THE STORY of television development by RCA, as related in addresses and technical papers by its executives and engineers, is told in detail in the first volume ever produced by the company on this subject, which was released July 21.

Coming at a time when developmental work with visual radio is being intensified, the volume contains 452 pages of speeches, technical papers, photographs and graphs about RCA's television research. The distribution, so far as known, is limited. It was published by the RCA Institutes Technical Press.

The book contains addresses and statements by David Sarnoff, RCA president, papers by Dr. C. B. Jolliffe, former FCC chief engineer and now engineer-in-charge of the RCA Frequency Bureau; papers by Dr. V. K. Zworykin, inventor of a number of television devices and an RCA research engineer, and technical papers by other RCA engineers such as E. W. Engstrom and Charles J. Young.

RCA announced recently that it will demonstrate its system of television, held to be the most advanced in the world, to broadcasters this September. It is now actively engaged in transmission and reception experiments in the New York area with high-definition pictures, as part of its "million dollar" experimental undertaking announced earlier this year.

Now 5000 WATTS (DAYTIME)!



City	Air Mi. Distant	City	Air Mi. Distant
Denver	440	Tulsa	132
Lincoln	220	Dallas	350
Topeka	125	Ft. Worth	350
Kansas City	175	Oklahoma City	162

★

The City of Wichita is the shopping center for a large area of south central Kansas and northern Oklahoma. It is the principle distributing and retail city of this vast, rich territory.

KFH has ALWAYS had an audience many times greater than that of any station heard in this territory—NOW with a 5-fold increase in daytime power to 5000 Watts, KFH is serving an even greater "able-to-buy" audience.

Wichita, Kansas—the Heart of the Nation's Bread Basket

Wichita, Kansas, the home of RADIO STATION KFH, is in the heart of the bread basket of the nation, for more than half the wheat produced in Kansas in 1936 was harvested in the Primary Listening Area of KFH. The Kansas wheat crop is estimated at approximately 130,000,000 bushels, while the yield in the home county of KFH and the 23 counties immediately adjacent is more than 69,000,000 bushels. Here is a rich market which advertisers cannot afford to overlook.

KFH • WICHITA KANSAS

The Wichita Daily Eagle Station

5000 WATTS DAY • 1000 WATTS NIGHT

CBS

EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Hoffman Beverage Co., Newark (beer), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Bigelow Sanford Carpet Co. Inc., New York, 2 weekly *sp*, thru Newell-Emmett Co. Inc., N. Y.
Slide Fasteners Inc., New York, weekly *sp*, thru G. Lynn Sumner Co. Inc., N. Y.
Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), 2 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Carter Medicine Co., New York (liver pills), weekly *t*, thru Street & Finney Inc., N. Y.
New York Woman Inc., New York (publication), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Philadelphia Dairy Products, Philadelphia (Aristocrat milk), 3 weekly *sp*, thru Scheck Adv. Agency Inc., Newark.
S. Gumpert Co. Inc., New York (dessert), 2 weekly *sp*, thru Gardner Adv. Agency, N. Y.

WHIO, Dayton

BC Remedy Co., Durham, N. C. (proprietary), 300 *sa*, thru Harvey-Massengale Co., Atlanta.
General Foods Corp., New York (Satina), 120 *sa*, thru Young & Rubicam Inc., N. Y.
Continental Baking Co., New York (Krug bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
General Mills Inc., Minneapolis (Wheaties), 5 *sa*, thru Knox Reeves Adv. Inc., Minnapolis.
Foster-Milburn Co., Buffalo (Doan's pills), 39 *sa*, thru Street & Finney Inc., N. Y.
Hudson Motor Car Co., Detroit, 13 *sa*, thru Brooke, Smith & French Inc., Detroit.
Greyhound Management Inc., Cleveland (bus lines), 13 *sa*, thru Beaumont & Hohman Inc., Cleveland.

WMAQ, Chicago

Gold Dust Corp., New York (Silver Dust), 5 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Kraft Phenix Cheese Corp., Chicago, 6 weekly *sa*, thru J. Walter Thompson Co., Chicago.
Chicago & Northwestern RR., Chicago, daily *sa*, thru Caples Co., Chicago.

WHK, Cleveland

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Gardner Nurseries, Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood

Strasska Laboratories, Los Angeles (toothpaste), weekly *sp*, thru Glasser Adv. Agency, Los Angeles.

WGY, Schenectady

Saratoga Racing Assoc., Saratoga Springs, N. Y. (horse racing) 70 *sa*, 30 *sp*, thru Leighton & Nelson, Schenectady.
E. L. Knowles Co., New York, (Rubine), daily *sa*, thru Lawrence O'Connell, Boston.
Johnson Educator Food Co., Cambridge (buscuits), daily *sp*, thru John W. Queen, Boston.
Procter & Gamble Co. (White Naptha) 195 *sa*, thru Blackman Adv. Inc., N. Y.
Baldwin Laboratories, Sagerstown, Pa., (insecticide) 3 weekly *sp*, thru Yount Co., Erie, Pa.
New York Bureau of Milk Publicity, Albany, N. Y. (milk), 132 *sa*, thru J. M. Mathes Inc., New York.
C. F. Mueller Co., Jersey City, N. J. (macaroni), daily *sa*, thru E. W. Hellwig Co., New York.

WENR, Chicago

American Express Co., Chicago, weekly *sa*, thru Caples Co., Chicago.
Denver Convention and Tourists Bureau, Denver, Col., 2 weekly *sa*, direct.
Premier Pabst Sales Co., Chicago, 5 daily *sa*, thru Morris-Schenker-Roth Inc., Chicago.

KDKA, Pittsburgh

W. F. Straub & Co., Chicago, 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Drums Inc., Detroit (chemicals), 26 *sp*, thru C. C. Winningham Inc., Detroit.

WBZ-WBZA, Boston-Springfield

Van Camp Sea Foods Co. Inc., Terminal Island, Cal. (White Star tuna), 2 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WGN, Chicago

E. R. Squibb & Sons, New York (toothpowder), 3 weekly *sp*, thru Geyer-Cornell & Newell Inc., N. Y.
Evans Fur Co., Chicago (wearing apparel and furs), 156 *sp*, thru Auspitz & Lee Adv. Agency, Chicago.
Wilson & Co. Inc., Chicago (meat products), 12 *sp*, thru U. S. Adv. Corp., Chicago.
Baldwin Laboratories Inc., Sagertown, Pa., 16 *sp*, thru Yount Co., Erie. Pa.
Pennsylvania Rubber Co., Jeannette, Pa., 31 *ta*, thru Walker & Downing, Pittsburgh.

WNAC, Boston

Brioschi & Co., New York (proprietary), weekly *sp*, direct.
Dodge Bros. Corp., Detroit (autos), 18 *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Kelvinator Corp. of New England, Boston (refrigerators), 26 *t*, thru Dowd & Ostreicher, Boston.
Texas Co., New York (Texaco), 39 *t*, thru Hanff-Metzger Inc., N. Y.

CKNX, Wingham, Ont.

Soy Bean Products Ltd., Toronto (Sunsoy), weekly *sp*, direct.
King Calcium Products, Cambellville, Ont. (insecticides), weekly *sp*, direct.

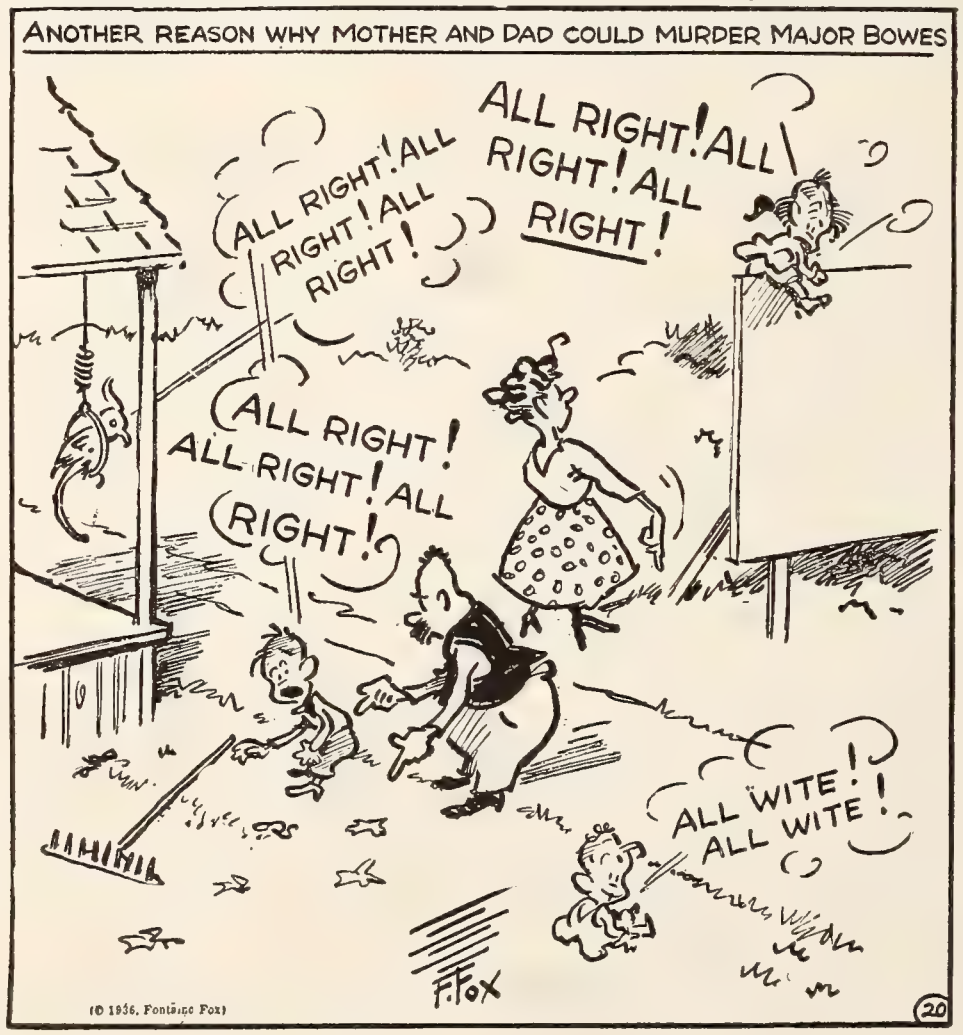
KYW, Philadelphia

California Packing Corp., San Francisco (canned salmon), 3 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

KGO, San Francisco

Lindsay Ripe Olive Co., San Francisco (cosmetics), 5 weekly *sp*, thru Doremus & Co., San Francisco.

TOONERVILLE FOLKS. **By Fontaine Fox.**



From New York Sun

WOAI, San Antonio

McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Packer Mfg. Co., New York (Scalptone), 26 *ta*, thru Blackman Adv. Inc., N. Y.
Blatz Brewing Co., Milwaukee, 52 *sa* thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
BC Remedy Co., Durham, N. C. (proprietary), 365 *sa*, thru Harvey-Massengale Co., Atlanta.
Bunte Bros., Chicago (candy), 8 *sa*, thru Fred A. Robbins Inc., Chicago.
General Mills Inc., Minneapolis, 19 *t*, thru Blackett-Sample-Hummert Inc., Chicago (begins Aug. 31).
RCA Mfg. Co., Camden (tubes), 11 *sa*, thru Lord & Thomas, N. Y.
Alaska Pacific Salmon Corp., Seattle (Peter Pan salmon), 13 *sa*, thru J. William Sheets, Seattle.
Procter & Gamble Co., Cincinnati (Drene), 26 *ta*, 15 *t*, thru Blackman Adv. Inc., N. Y.
Webster-Eisenlohr Inc., New York (Tom Moore cigars), 13 *sp*, thru N. W. Ayer & Son Inc., N. Y.
E. R. Squibb & Son Inc., New York (toothpowder), 60 *ta*, thru Geyer-Cornell & Newell Inc., N. Y.

WHAM, Rochester

Procter & Gamble Co., Cincinnati (P & G soap), 130 *ta*, thru Blackman Adv. Inc., N. Y.
E. R. Squibb & Son, New York (drugs etc.), 2 daily *ta*, thru Geyer, Cornell & Newell Inc., N. Y.
Hemphill Deisel Schools of Long Island, New York, 2 daily *sa*, thru Equity Adv. Agency, N. Y.
Rival Packing Co., Chicago (dog food), 5 weekly *t*, thru Charles Silver & Co., Chicago.
Delaware, Lackawanna & Western Coal Co., New York (Blue coal) 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Greyhound Management Inc., Cleveland, 2 *sa*, 13 *sa*, thru Beaumont & Hohman Inc., Cleveland.

WEEI, Boston

Crowell Publishing Co., New York (*Woman's Home Companion*), weekly *sp*, thru Geyer, Cornell Newell Inc., N. Y.
Loose Wiles Biscuit Co., Long Island City, daily *sa*, thru Newell-Emmett Co. Inc., N. Y.
Lever Bros. Co., Cambridge (Spry) 6 weekly *sa*, thru Ruthrauff Ryan Inc., N. Y.
Bowey's Inc., Chicago (Dari-Rich) weekly *t*, thru Russell Comer Ad Co., Chicago.
E. R. Squibb & Son Co., New York (toothpaste), 5 weekly *ta*, thru Geyer, Cornell & Newell Inc., N.

KGO, San Francisco

Marine Trading Co., Oakland, Ca (fresh sea foods), 7 weekly *s* thru Sidney Garfinkel Adv. Agenc San Francisco.
George H. Benioff, Inc., San Francisco, (furs, wholesale & retail weekly *sp*, direct.
Pacific Trading Co., San Francisc (canned clams), weekly *sp*, th Sidney Garfinkel Adv. Agency, S Francisco.

KFRC, San Francisco

Procter & Gamble Co., Cincinna (Drene), weekly *t*, thru H. W Kastor & Sons Adv. Co. In Chicago.

WICC, Bridgeport

Samson United Corp., Rochest (fans), 13 *ta*, thru Hutchins Ad Co. Inc., Rochester.

WBT, Charlotte, N. C.

Armand Co., Des Moines (cosmetics 3 weekly *ta*, thru H. W. Kastor Sons Adv. Co. Inc., Chicago.

WIP, Philadelphia

Samson United Corp., Rochest (Safe-Flex fans), 9 *sa*, thru Hutc ins Adv. Co., Rochester.

WAAB, Boston

Cleveland Steel Products Cor Cleveland, 100 *sa*, direct.

AGENCIES AND REPRESENTATIVES

YOUNG & RUBICAM Inc. has nearly completed plans to establish an office in Hollywood where it will produce the Jack Benny and Fred Astaire programs and possibly others. William Stuhler, Joe and Don Stauffer and Tom Harrington returned to their New York offices in July to complete the plans, after which Don Stauffer will return to the Pacific Coast where Tom Harrington, producer of the Benny program, also will headquarter.

JOHN MacDONNELL, European manager of the radio department of J. Walter Thompson Co., has returned to his London headquarters after a tour of American radio stations and advertising agencies, including two weeks in Hollywood.

PHIL MYGATT, radio author for J. Walter Thompson Co., has returned to the New York office after six months in the Hollywood radio department where he had writing assignments on *Swift Studio Party, Lux Radio Theatre* and *Shell Chateau.*

ROBERT L. REDD has resigned from the production department of NBC, Hollywood, to join William Esty & Co., as producer of *Camel Caravan.* Ted Scherdeman has been transferred from the Chicago production staff to Hollywood.

PAUL NATIONS, formerly an account executive with Doremus & Co., and the Pacific Advertising Staff, both in San Francisco, has joined Rufus Rhoades & Co., that city, in a similar capacity. He will service radio along with other accounts.

HARRY BETTERIDGE, of the *Detroit News* staff, has been sent to New York to act as representative there for WWJ, the newspaper's radio station which recently severed its affiliation with John Blair & Co. His offices are in the newspaper's branch in the Times Annex. WWJ is now represented in the Chicago area by Craig & Hollingsberry, 307 No. Michigan Ave.

DONALD A. BREYER, radio account executive for Sidney Garfinkel Adv. Agency, San Francisco, will marry Miriam Jane Lubin of that city on Aug. 19. Their engagement was announced recently.

WALTER W. MONROE Jr., account executive in the San Francisco office of Walter Biddick Co. for the last six months, has been made manager, succeeding Don C. Robbins, resigned. Robbins will remain in an advisory capacity until Sept. 1 when he will vacation before announcing future plans.

RALSTON LEWIS has resigned as radio account executive of KFRC in San Francisco and is motoring to New York to enter the agency field.

JOHN F. FINNERAN has resigned as director of advertising for the Scripps-Howard newspapers to join Benton & Bowles Inc., New York agency, as vice president, effective Aug. 3. Mr. Finneran and A. W. Hobler, president of the agency, were associated for many years as executives of the Gardner Adv. Co., St. Louis. Mr. Finneran has been with Scripps-Howard since 1928 when he joined the firm as sales promotion manager of the national advertising department.

C. H. VENNER, president of Conquest Alliance Co., foreign station representatives and transcription producers, will sail in mid-August for a tour of his company's South American offices. Mr. Venner will make it a honeymoon trip also, having been married July 7 to Miss Mary Payne, of Petersburg, Va.

W. R. ARCHER, formerly of the advertising staff of the *Houston Post,* has joined Steel Adv. Agency Inc., Houston, as account executive.

Bonus for Squibb

E. R. SQUIBB & SON, New York (toothpaste) got a recent network bonus on a spot announcement over WGAR, Cleveland. Erno Rapee had baton poised for an NBC-WJZ broadcast from the Great Lakes Exposition, to be fed by WGAR, when a loudspeaker blared forth with the Squibb WGAR transcription announcement just as the go ahead signal was given. The disc program went on the network. A new engineer in the exposition booth had cut in too soon.

HERMAN BESS has resigned the presidency of Bess & Schillin Inc., New York agency, to assume the vice presidency of WNEW, Newark, in charge of sales. Al Schillin succeeds Mr. Bess as head of the agency, renamed the Schillin Advertising Corp. The WNEW sales department will undergo some reorganization, with Hugh Boice Jr., son of the sales vice president of CBS continuing in charge of WNEW's national business and contacting agencies under Mr. Bess' supervision.

HENRY SELINGER, of the Chicago NBC program department, has joined Blackett-Sample-Hummert Inc. as an account executive. He will work on radio among other accounts. At one time he was radio director of the Chicago headquarters of Lord & Thomas.

MAURICE C. LODGE and Rogers Porter have joined the M. E. Harlan Adv. Agency, San Francisco, as account executives and will service radio along with other accounts. Lodge was formerly associated with Erwin, Wasey & Co., that city. Porter was recently with the Sidney Garfinkel Agency, San Francisco.

RALPH W. HOBBS, Northwest advertising and merchandising specialist, has been appointed to an executive position with the McCord Co. Inc., Minneapolis.

H. B. LEQUATTE, president of Churchill-Hall Inc., advertising agency, and president of the Advertising Club of New York, was interviewed over WNYC, New York, on July 30 by John Black, author and radio commentator on radio advertising. The listener's reaction to commercial credits was the theme.

S. LINTON, formerly with the sales promotion staff of Hart, Schaffner & Marx, clothiers, Chicago, will join his brother, Ray Linton, in his station representation business after the latter returns from New York in mid-August, where he has gone in connection with the affairs of Inter-City Group.

DAVIS KIRBY formerly of Yankee Network, and the *Oklahoma Times* will join the New York office of E. Katz Special Adv. Agency on Aug. 1 as radio salesman.

WHEATENA Co., Rahway, N. J. (cereal) will bring *Popeye, the Sailorman,* back to the air on 33 CBS stations Aug. 31, Mon., Wed., Fri., 7:15-7:30 p. m. Popeye, leading King Feature Syndicate comic strip, was heard on NBC last fall and winter under the same sponsorship. Rohrabaugh & Gibson Inc., Philadelphia, is the agency.

200,000
Votes
Cast for Amateurs
in 13 Weeks
WLBC - Muncie

KLZ Plant Dedicated

PLANS to dedicate its new 5,000-watt transmitter on Aug. 1 have been made by KLZ, Denver, CBS outlet which a year ago was purchased by the Oklahoma Publishing Co., operating WKY, Oklahoma City. The new 5,000-watt Western Electric unit and a new 444-foot vertical radiator were to be placed in service with a special inaugural program to emanate from the transmitter site along with a half-hour program from CBS New York studios. About 300 guests were to be entertained at a party at the transmitter site. The station is under the management of J. I. Meyerson, former advertising manager of the Oklahoma City *Daily Oklahoman.* The transmitting plant and antenna, both designed by Bell Laboratories, are said to be the most modern in the country.

Wilfred W. Fry

WILFRED W. FRY, president of N. W. Ayer & Son. Inc., died July 27 in Jefferson Hospital, Philadelphia, after a long illness. He was 60 years old. Mr. Fry became head of the Ayer agency in 1923 upon the death of Francis Wayland Ayer. His survivors are Mrs. Anna Gilman Ayer Fry, a daughter of Mr. Ayer; Wayland Fry, a son, and two daughters, Mrs. Dena Fry Bree and Miss Eleanor Kemp Fry.



81.9%* of ALL HOMES
in
KIRO Primary Area
have
One or More Radios

Western Washington, the market served by KIRO is not the largest market in the United States, but more people depend on their radios more hours each day for entertainment and information than in any other comparable area. KIRO, the major independent station of the Pacific Northwest, through a well-planned program structure, justly merits the confidence and interest of this "radio-minded" audience. For programs and times available for your sponsorship, write or call our representatives John Blair & Company.

* Based on Census of Radio Homes, Jan. 1, 1936, by joint committee ANA, AAAA and NAB



Mutual Picks European Program Contact Man

JOHN STEELE, former London and European correspondent of the *Chicago Tribune*, has been appointed European representative of Mutual Broadcasting System with headquarters at his home "Unterdowns", Chaldon Way, Coulsdon, Surrey, England. Arrangements for his engagement were completed last month by E. M. Antrim, executive secretary of MBS and assistant manager of the *Chicago Tribune*, during his trip abroad. NBC is represented in London by Fred Bate and in Central Europe by Max Jordan, Basle, Switzerland. CBS is represented in Europe by Cesar Saerchinger, with offices in London.

LANG-WORTH
planned programs

TAX
FREE
DANCE
MUSIC

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

R. Schiffman Co., Los Angeles (Asthmador)
Feminine Products Co. Inc., New York (Perstik deodorant)
Beirs Labs. Inc., Hartford, Conn. (Beirs' Therapy)
Consumers Credit Co., San Francisco (loans)
First Fed. Svgs. & Loan Assn. of N. Y. (loans)
Virginia Dare Extract Co. Inc., Brooklyn, N. Y.
Ward Refrigerator Co., Los Angeles
Seidlitz Paint & Varnish Co., Kansas City
Bob Jones College, Cleveland, Tenn. (voice culture)
Skidoo Co., Columbus, O. (cleaner)
Blatz Brewing Co., Milwaukee (beer)
Cold Spring Brewery Co., Lawrence, Mass. (Hacker's beer & ale)
Peter Fox Brewing Co., Chicago (beer)
M. K. Goetz Brewing Co., St. Joseph, Mo. (Country Club beer)
Harvard Brewing Co., Lowell, Mass. (beer & ale)
Hyde Park Breweries, St. Louis (beer)

NBC *Thesaurus* has signed seven more stations for the library service, making 159 stations now taking the service, introduced at the 1935 NAB convention. New clients are WOPI, KGNO, WOWO, WJAC, WALR, KALB, WAYX.

NEW subscribers to World Library during the last fortnight were announced by WBS July 29 as follows: WJNO, WKBB, KMLB, KBIX, KWYO, CFAC, CKOW, CJRM.

JUVENILE SUCCESS
Over 10,000 Join Local Club In Short Period

SHOWING radio's ability to reach particular markets or groups of buyers, Carl H. Shultz Corp., Brooklyn (beverages, mineral water) in ten weeks acquired more than 10,000 Jewish members for the twin-triangle club organized by the sponsor. The programs, promoting Dr. Brown's Cel-Ray, are broadcast weekly on WEVD, New York, with the Uncle Abe broadcasts being supplemented by space in three Jewish daily newspapers.

After 13 weeks on the air, the sponsor has renewed its broadcasts for another ten weeks. The programs are on the air Wednesday mornings, 8:30-8:45 a. m.

Maybelline to Discs

MAYBELLINE Co., Chicago (eye beauty preparations), which concludes two years on a 56-station NBC-Red network in September, will replace the network musical series *Penthouse Serenade* with a transcription campaign on 25 stations. Discs are being cut by Columbia Phonograph Studio, Chicago, and programs consist of beauty talks by Dorothy Hamilton. Stations include WCAO, WAPI, WEEI, WCKY, WJR, WHK, WGST, WFAA, KLZ, WJAX, KMBC, KFWB, WAVE, WMC, KSTP, WSMB, WMCA, WHN, WKY, KOIL, WFIL, WCAE, WMBG, KGO, KWK. Cramer-Krasselt Co., Milwaukee, is the agency.

Elin on WMCA, WICC

ELIN Inc., Newark (refrigerators) on July 20 began a series of musical programs, *Breezing Along With Don Kerr*, WMCA, New York, and WICC, Bridgeport, Mondays through Saturdays, 11:30-11:45 a. m. The program, signed for 52 weeks through Schillin Adv. Corp., New York, emanates from WMCA and is keyed to WICC through the WOR-MBS lines to Yankee network.

Packer on NBC-Red

PACKER MFG. Co., New York (tar soap and shampoo) through Stack-Goble Adv. Agency, New York, has signed for a 26-week program on the basic NBC-Red network beginning Sept. 27, Sundays, 2:30-3 p. m. Talent has not been selected.

RADIO ADVERTISERS

BAYER-SEMESAN Co., Wilmington, Del. (disinfectants) makes up lists in August, with radio included. Thompson-Koch Co., Cincinnati, is agency.

KENTON PHARMACAL Co. Inc., Covington, Ky. (Brownatone) makes up lists in August, with radio included. Agency is Roche, Williams & Cunnyngham Inc., Chicago.

LEONARD REFRIGERATOR Co., Detroit, makes up lists in September October and November. Radio is included. Geyer, Cornell & Newel Inc., Detroit, has the account.

PERFECTION BISCUIT Co., Fort Wayne, Ind., makes up lists in August. Radio is included. Agency is Ross Adv. Inc., Fort Wayne.

LEX-FARMS LABORATORIES Inc., Lexington, N. Y. (Mountainside Kefir cream) is planning to use radio and other media and has named Hirschon-Garfield Inc., New York, as agency.

HINTS SALES Inc., New York (laxative mints) will place advertising, including radio, through W. I. Tracy Inc., New York.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has named Mitchell Adv. Co., Minneapolis, as its agency.

COCO COD Corp., Evanston, Ill. (cod liver oil) has shifted its account to Frank Presbrey Co., Chicago.

UNIVERSAL MILLS Inc., Fort Worth, has named Leche & Lech Adv. Co., Dallas, to service its advertising.

CURTISS CANDY Co., Chicago (Baby Ruth, etc.) has appointed E. W. Hellwig Co., New York, to service its account.

KREMOLA Co., Chicago (cosmetics) has placed its account with Neisser Meyerhoff Inc., Chicago.

NUNN-BUSH SHOE Co., Milwaukee, has named Glicksman Adv. Co New York, as its agency startin with its autumn schedules.

PICHEL PRODUCTS Co. Inc., New York (flavoring) will place advertising through Bachenheimer-Dunde Inc., New York.

SCHOENHOFEN-EDELWEISS Co Chicago (beer) is advertising throug Blackett-Sample-Hummert Inc., Chicago.

SIMPLICITY PATTERN Co., New York (dress patterns) has named G Lynn Sumner Co. Inc., New York as its advertising counsel.

SWIFT & Co., Chicago, is placin its Brookfield cheese account throug Blackett-Sample-Hummert Inc., Ch cago.

B. T. BABBITT Inc., New Yor (Bab-O) makes up lists, includin radio, in September. Radio advertising is placed through Blackett-Sample Hummert Inc., New York.

BELL-BROOK DAIRIES Inc., Sa Francisco (dairy products), has appointed the Long Adv. Service, tha city, to direct its Northern Californi advertising.

DURING the recent heat wave i Toronto, where the temperatur reached 105, the local radio stu dios had to bar all audience Reason: Orchestra leaders an players insisted upon working i their "undies".

Take 10,000 Blondes,

Gentlemen . . .

. . . ask them to name their favorite Pittsburgh radio station.

Or, if you prefer them, 10,000 brunettes. Or any group or any cross-section of Pittsburghers.

They'll tell you it's WCAE *they* prefer. In fact WCAE has 22% more listeners than the second station, 82% more than the third. (Ross Federal)

Audience — blondes, brunettes, men, women, children— is the *one* way to sales. WCAE gives you audience.

HOT!

Yes-Sir-ee! !

Business is HOT in and around WSOC . . . The HOT SPOT of the Carolinas

WSOC Charlotte, N. C.

Representatives:
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

PROGRAM NOTES

RISWOLD-ESHEIMAN ADV. AGENCY, Cleveland, conceived the idea for a series of 52 dramatized programs based on stories behind heroism awards by Carnegie Foundation. The series of five-weekly quarter-hours is sponsored on WGAR, Cleveland, by Hi-Speed Blue Flash gasoline.

THE Colorado Press Association embracing practically every newspaper in the state, is cooperating with KLZ, Denver, in presenting a series of colorful and authentic stories of the accomplishments of Colorado editors. The initial program dramatized the story of how a Colorado editor secured a hospital for his isolated community and how another went into action politically in order to save the citizens of his community thousands of dollars which were going into the hands of crooked politicians and construction companies.

WINS, New York, has started *The Kitchen Round Table*, with Betty D. Supplee giving information on homemaking. The program will be extended Sept. 8 to stations of Associated Broadcasters of the State of New York, new regional station group.

WGN, Chicago, has started a new home economics program in charge of Eleanor Howe, who will demonstrate time-saving devices in the *Radio Cooking School*, five mornings weekly. She has been heard on network programs and recently was an instructor before women's clubs and a leader in 4 H work.

MORRIS S. FRANK, vice president of the Seeing Eye School, Morristown, N. J., which educates dogs as companions to blind persons, was interviewed on WNAC, Boston, recently by Ruth Moss, Yankee Network commentator.

TIDE WATER OIL Co., through Lennen & Mitchell Inc., New York, has started "Tydol Club of the Air," over WGY, Schenectady, three times weekly. Warren Munson, WGY announcer, is master of ceremonies for the unique program, with Robert Rissing as the regular announcer for the "Club". The program, which started July 15, caters to the interest of men. The main feature is an interview with some person who has written to Mr. Munson of his interesting hobby, experience or occupation. Mr. Munson also poses as a human encyclopedia, offering to answer, or find an answer for all questions submitted to him by listeners.

KOTN, Pine Bluff, Ark., on July 18-19 broadcast the Centennial Air Meet held at the Pine Bluff airport, with a PA system carrying the announcers' voices to the grandstand.

WFBL, Syracuse, has started *Camp Cruises*, offering modern music requested by cottagers vacationing in Central New York. The appeal is to keep vacation and automobile radios turned on.

WICC, Bridgeport has started a series of quarter-hour educational programs titled *Our New Haven Schools*. The series will end Sept. 8, when Joseph Fitzgerald, Principal of Troup Jr., High School, will discuss "Why Junior High Schools?"

LEADING scientists and educators of the world will take part in the Harvard University Tercentenary Celebration, which is to illustrate progress inscience and education in the 300 years since Harvard was founded. W1XAL, Boston, will broadcast the proceedings, which start Aug. 31 and last about two weeks. Frequencies of 6.04, 11.79 and 15.25 mc. will be used.

A CONTEST to decide the hog calling championship of the Southwest was to be broadcast from the Texas Centennial July 30 by Texas Quality Network.



REUNION IN NASHVILLE—Two of radio's most famous figures of 15 years ago — Harold Hough, WBAP manager, famed as the "Hired Hand" of earlier days, and George Hay, WSM impresario, whose fame as "The Solemn Old Judge" is still riding high in the South—did another double act at WSM's "Grand Ole Opry" July 25. Several weeks ago Hay visited Fort Worth, and was royally entertained by the "Hired Hand". The "Hired Hand" paid a return visit and appeared on the "Opry" broadcast. Left to right are Hough, a velocity mike, and Hay, with the Opry audience in the background.

ECHOES of circus days and the touring street music box rang when WCCO, Minneapolis, inaugurated a new regular series of calliope concerts July 13, heard Monday evenings. Broadcast direct from the river-boat *Capitol*, docked in St. Paul, the steam calliope is played by one of the staff musicians of the boat's orchestra.

WHBQ, Memphis, has leased an auditorium seating 600 to be used for three weekly night programs and a Saturday daytime child program. The auditorium is being remodeled and will be called WHBQ's Radio Playhouse. Other programs will originate in the Hotel Claridge studios.

WIP, Philadelphia, on Aug. 23 will start a new series of the *Colored Kiddies Revue*, using a mid-afternoon hour Sundays. Leading colored artists and orchestras are to appear in a Sunday night series to start Sept. 3. WORL, Boston, has organized a dramatic group under direction of Dick Cobb, continuity editor, and is presenting a weekly series of radio dramas. A second series is to be added in the fall.

WHEN KLZ, Denver, acted as host to a group of editors belonging to the Colorado Press Association July 19 it broadcast the first of a series titled *Fighting Editors* which features highlights of Colorado newspaper achievements. Association members are cooperating with KLZ in providing material for the series and 151 Colorado papers, members of the association, publish complete KLZ schedules.

GULF REFINING Co. employes were saluted with 35 studio and six remote broadcasts during the special Gulf day at the Texas Centennial. The day was concluded with a Gulf amateur hour and a street dance at which transcribed music was used.

OWNERSHIP of WLAP, Lexington, Ky., passed July 22 to J. Lindsay Nunn, former publisher of the *Pampa* (Tex.) *Daily News* who with his son Gilmore Nunn recently purchased the *Lexington Herald* after selling the Pampa newspaper and its station, KPDN.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Beauty Market

(*Continued from page 28*)

tial market for the product you intend to advertise.

Radio, as an individual advertising identity, offers a strong case for prospective sponsors. Radio has proven from the days of its infancy that it can sell anything that the public will buy. The rapidly increasing number of woman's programs on the air also proves that the female radio audience eagerly turns to radio and is always in a susceptible mood for sale.

Sales resistance, a comparatively new term, but always identified under some name or other, has always been present. Everyone has sales resistance. Some people have a great deal. But, it is known that very often sales resistance is proportional to tactless sales insistence. Most people want to buy, and particularly women. Yet people like to feel that they're making their own decisions.

With this thought forming the hub of a radio campaign and a basically sound, but elastic marketing program forming the spokes, it should be a rather simple task for the modern beauty product manufacturer to appeal to, and gain a hearing from, the rich radio market that awaits his arrival.

STANDARD OIL Co. of California, San Francisco, has signed Mishel Piastro, concert-master of the New York Philharmonic orchestra to direct its Thursday night *Standard Symphony Hour* over the NBC-Pacific Red network for 13 weeks, his first concert being broadcast July 30.

It takes

W P T F

in Raleigh

to cover

NORTH

CAROLINA

¶ The ability of WPTF to reach and influence the buyers of Central and Eastern North Carolina is well recognized by local and national advertisers - RESULTS have convinced them!

¶ Intimately contacting more than 150,000 homes in this prosperous section (plus a liberal bonus in adjoining territory) WPTF is the one station that MUST be used to really cover the TARHEEL STATE!

¶ Data on WPTF and Coverage Map can be obtained from Free, Johns & Field, Inc., or direct - write today!

W P T F

Raleigh, N. C.



They're Off!

Get Your Results from WHN



SIX daily broadcasts a week of leading race-track and inning by inning baseball results offer you BIG audiences for spot announcements of your product.

3:55 to 5:15 p. m. Mon., Fri.
3:55 to 5:30 p. m. Tues., Wed., Thurs.,
3:00 to 5:30 p. m. on Saturday

Racing Results Commentator: BROOKE TEMPLE
Baseball Results Commentator: MONIE HELLINGER

The low cost of participation in six daily broadcasts ($75) is the best small investment you can make in building BIG audiences. Another WHN achievement. Complete details on request. The racing results received through exclusive arrangement with Nationwide News Service.

WHN NEW YORK

1540 Broadway . . . . . Times Square
5,000 Watts L.S. . . . . 1,000 Watts Nights

National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
Chicago — Philadelphia — Detroit — Kansas City
Atlanta — Dallas — San Francisco



If you eat with a knife
.... or buy radio time,
you've simply gotta have

Balanced Coverage

In Northern California
get what you've gotta have
from

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

MAIL proves where the audience is. And KSFO mail proves that the KSFO audience is all over Northern California in amazingly direct ratio to the distribution of set ownership. Your John Blair man has the whole story.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Program Linking World Stations Given Approval By International Union

THE STAMP of approval of international exchanges of programs to foster good will, already projected by the International Broadcasting Union at Geneva (U.I.R.) and the first of which will be broadcast over combined hookups and shortwave facilities of NBC and CBS Sept. 20, was given at the Union's July meeting in Lausanne, Switzerland.

The first program will start with the roar of Niagara Falls and will consist of native American music of all categories. Stations throughout the world will be urged by the U.I.R. to pick it up and rebroadcast it, the broadcasts being scheduled for 3 to 3:30 p. m., EST, which is evening time throughout Europe. A European program is also scheduled for Jan. 3, comprising New Year wishes in the characteristic styles of each European country and the networks and stations here will be asked to relay it.

The U.I.R. summer session, to which came delegates from 23 European countries and the European representatives of NBC and CBS, both of which are associate members of the Union, was told by President M. Rambert, administrator of the Swiss Broadcasting Society, that the number of radios in use in the world now totaled 52,200,000 and that their audience numbered at least 230,000,000 persons. Broadcasting, it was asserted, has thus become one of the most powerful—and it was evident that in some countries it is the *most* powerful—means of influencing public opinion and general culture.

The Union's aim is to preserve broadcasting as an instrument of peace and good will among the nations, and it is behind the movement to secure an international regulation by the League of Nations against broadcasts from one country designed to foment trouble in another.

Among the technical committee's findings reported, largely on the basis of the frequency measurement reports from the Union's central station at Brussels, was one that the frequency stability of transmitters is constantly improving and that many stations now do not deviate more than two-tenths of a cycle per second. Long distance wave measurements, it was reported, have also revealed that the attenuation of radio waves is increased when they pass close to either of the poles. Thus the South American stations were found to give intensity of reception in Europe greater than those of the U.S.A., although the latter are nearer.

Monsieur Rambert was reelected president of the Union, with Prof. Gian Carlo Vallauri of Italy and Vice-Admiral Sir Charles Carpendale of the British Broadcasting Corp. reelected as vice presidents. The National Broadcasting Association of the Argentine and the Central Broadcasting Station at Nanking were elected associate members. The next meeting was scheduled for February, 1937, in Berlin.

Ether Swimming

ENTER the radio swimming class. KROC, new station in Rochester, Minn., figured that perhaps such a plan might work out. Rather timidly it tried the first broadcast several weeks ago. It went so well that the program now is scheduled three-times weekly, by virtue of public demand. Einar "Butch" Morgenson, sports editor - announcer of KROC collaborated with Swimming Instructor Vane J. Baatz of Rochester in planning and presenting the first broadcast, and it took hold spontaneously. The procedure is similar to that of the setting up exercises of radio's early days.

KNX Goes to CBS By Early Autumn

FCC Approves Sale of Station And Grants Regular Renewal

FULL CONTROL of KNX, Los Angeles, will be taken over by CBS in the early fall as the result of an FCC decision July 17 approving sale of the station by Western Broadcast Co. to the network for $1,250,000. Simultaneously, the FCC granted KNX a renewal of license on a regular basis, in lieu of the temporary authorization under which the station has operated since last October because of circumstances having to do with allegedly improper programs.

In announcing its decision, which was predicted in the July 15 issue of BROADCASTING, the FCC Broadcast Division made the effective date Sept. 15. In the interim, its Law Department will draft a statement of facts and grounds for the decision. It is entirely possible that the effective date will be advanced a fortnight if the statement of facts is ready by that time. A petition to this end may be filed with the FCC by CBS.

Meanwhile, it was said, KNX will remain under the operation of Western Broadcast Co., of which Guy C. Earl Jr. and Naylor Rogers are the principals. The sales transaction was the biggest in radio history.

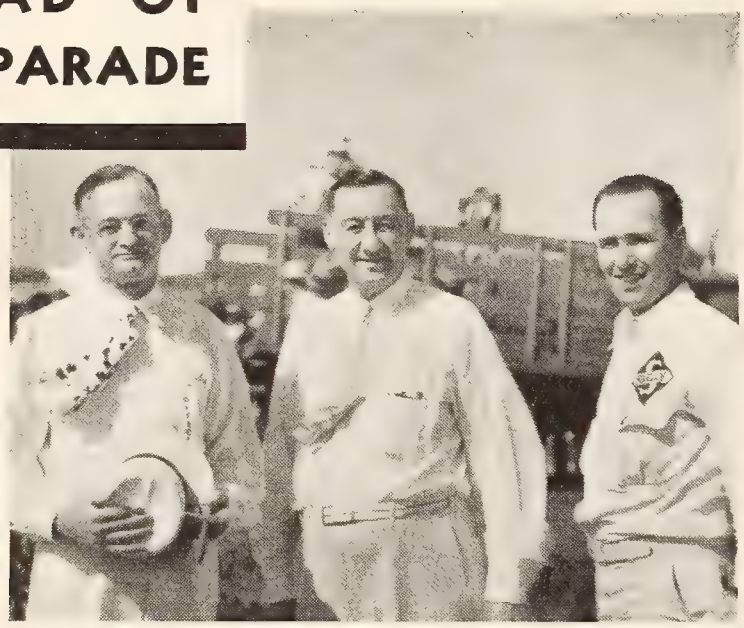
West Coast Key

WITH KNX under CBS ownership, the station later this year will switch from individual status to the CBS network, becoming its principal coastal outlet. It will replace KHJ, Don Lee key station in Los Angeles. In San Francisco CBS will shift from KFRC, Don Lee outlet, to KSFO, independent station which may be leased by CBS. A lease arrangement has been drafted and shortly will be filed with the FCC. Should the leasehold fail to get FCC approval prior to the time the network shift is made, KSFO will join CBS as an affiliated station. The Don Lee Network, now constituting the California adjunct of CBS, will definitely align with Mutual Broadcasting System toward the end of the year to supplant its CBS affiliation. At that time Mutual, newest of the major networks, will go transcontinental, perhaps picking up several additional outlets en route from Chicago, including KFEL - KVOD, Denver, which has already signed with the network.

Meanwhile, Donald Thornburgh, new CBS Western vice president, is on the Coast planning the CBS organization. He is supervising details in connection with the building of additional CBS studios in Los Angeles as well as in San Francisco. All personnel matters also will fall under his jurisdiction. So far as known, Mr. Rogers, vice president and general manager of KNX, will remain in the management of that station. In San Francisco, Philip G. Lasky, general manager of KSFO, will continue in that capacity under CBS management.

HOMER RODEHEAVER, evangelistic singer and trombonist, has been named permanent conductor of the *Palmolive Community Sing* on CBS, Sundays. 9:30-10 p. m.

AHEAD OF THE PARADE



at Jimmie Allen Air Races

J. C. Denny, W. T. Atkins, A. A. McMullen

ONCE each year the "Jimmie Allen" radio promotion of the Skelly Oil Company, over WOW, reaches a dramatic climax in the "Jimmie Allen" air meet... As always, the cooperation of Skelly and WOW officials places the client "ahead of the parade" in good will and sales.

John Gillin, Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit
San Francisco

590 KILO 5000 WATTS

WOW

Omaha, Nebraska

"Covers the Nation's Breadbasket"

ON THE N.B.C. RED NETWORK

MIDAS LAND

A Domain of WEALTH Within Sound of Your Voice!

• WEALTH IS LITERALLY FLOWING in East Texas. The oil fields alone produce over $500,000 a day. You can reap in dividends by catering to this receptive market with "money in their jeans". Take a long view on Longview and select KFRO as your Spokesman and Star Salesman. Send for "The Story of KFRO".

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

WOL Given Regional Status; Appeals Creating Legal Maze

FCC Grant of 1 kw. Leads to Delicate Controversy Over Expiration of Five-day Period for Appeals

N AN ACTION which promptly arted a maze of legal complica- ons, the FCC Broadcast Division n July 22 granted the application f WOL, Washington, for a change status from a 100-watt local to 1,000 watt regional. The deci- on, reversing the recommenda- on of Examiner Melvin H. Dal- rg, followed from a six-year bat- le of the station to graduate to ne regional classification Com- issioner Case dissented.

Once the action becomes finally ffective, or possibly even before hen, WOL is expected to become ne Washington outlet of Mutual roadcasting System. Negotia- ons to that end have been going orward and the station, at pres- nt an outlet of the Inter-City roup, already has taken sporadic IBS programs.

The favorable decision, taken on ne morning of July 22, was fol- wed the same afternoon with re- uests from five stations involved or oral arguments before the roadcast Division on the ground hat the five-day period for such equests did not expire until the ose of business of July 22. The ontention was that the FCC acted rematurely.

Arguments of these complain- nts are that the FCC must set side its grant and hear oral argu- ents before considering the case. n the other hand, counsel for VOL claims that the five-day per- d expired on July 21 and that ne FCC acted properly. Under he law the FCC must grant oral rguments of parties in interest filed within the required time.

May Go To Courts

S BROADCASTING went to press, he fate of this unprecedented le- al muddle was undecided. The uestion will be considered by the roadcast Division almost any day. t must decide whether the time or oral argument requests actu- lly had expired when it acted, or whether its decision was prema- ure. The regulations simply say hat requests for oral arguments ust be filed five days after ex- eptions to the reports of exam- ners are made. Paul D. P. Spear- an, counsel for WOL, filed his xceptions to the unfavorable Ex- miner's Report on July 16 at the CC, but the copies were not re- eived by counsel for the respond- nt stations until July 17. It is a uestion which date will be con- rued as the date for the filing of xceptions. If the date of filing t the FCC is sustained, then the ecision must be construed as in roper order. On the other hand the July 17 date is upheld, then ne FCC acted prematurely.

In any event, the FCC made its ecision effective as of Oct. 13. Conceivably, it can wait several weeks before deciding on the oral arguments. It is expected, however, that it will decide within a few days or within two weeks at the most. Following the Broadcast Division meeting July 22 the Division decided to recess indefinitely at the call of the chairman. It may hold another meeting about Aug. 15.

The requests for oral arguments were filed by WCAE, Pittsburgh, and WFBM, Indianapolis, on the grounds of interference, since WOL would be shifted to the 1230 kc. regional channel upon which they operate; and by NBC on behalf of WRC and WMAL, Washington, on economic grounds; by Monocacy Broadcasting Co., which is an applicant for a new station in Rockville, Md., adjacent to Washington, and originally had the application granted only to have it set aside, and by Continental Broadcasting Co., Scripps-Howard Newspapers subsidiary, which has applications pending before for the 1230 kc. assignment in Washington given WOL and for the present WOL local station assignment on 1310 kc., with 100 watts.

Related Applications

FAVORABLE action on the WOL application indicated denial of several related applications pending before the FCC for stations in Washington. These include the Scripps-Howard applications, as well as two by former Senator C. C. Dill asking similar facilities. The *Washington Post* also is an applicant for the facilities of WMAL, which station has been involved in litigation over an agreement to sell to Hearst.

There is also pending the application of William B. Dolph, WOL manager and radio director of the Democratic National Committee, for the local station facilities of WOL, which was made contingent upon the granting of the regional application. Both Senator Dill and Continental seek this local station assignment on a similar contingent basis.

Examiner Dalberg in a report last month had recommended denial of the WOL application primarily on the ground of undue interference, which the station had contended would be averted through use of a directional antenna. WOL is operated by the American Broadcasting Co., of which LeRoy Mark is president and owner. Mr. Dolph joined the station about a year ago as its manager.

If the WOL grant is sustained, it has been stated by counsel for several of the respondent stations that they will appeal to the courts in opposition.

Misplaced Joke

SOME ONE with a strange sense of humor or a grudge, placed an advertisement in the *San Francisco Examiner* July 12 "announcing" auditions for announcers at KSFO, that city. More than 500 persons stormed the studios the following morning only to learn the station knew nothing about it. Philip G. Lasky, manager, realizing a hoax had been perpetrated, and to keep faith with the public, ordered every applicant listed and given an audition. Tryouts started the following day and will continue through the first week of August. Many of the applicants were from out of town.

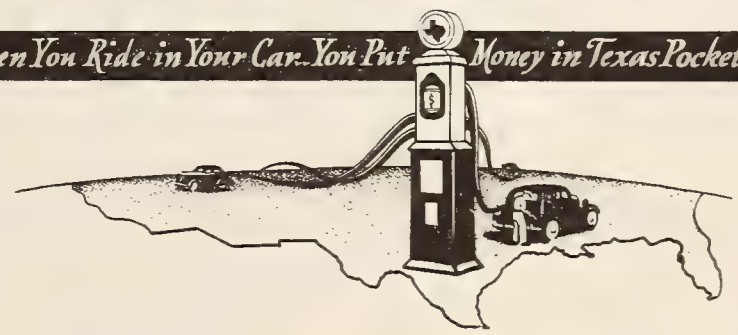
H. J. HEINZ Co., Pittsburgh (food) has signed with CBS for a 60-station series using the 11-11:30 a. m. period Mondays, Wednesdays and Fridays. Starting date has not been selected. Maxon Inc., Detroit, is the agency.

LOOK WHAT WE-UNS GOT FER YOU-ALL!

One of the reasons Station WAVE stands out in Kentucky is that in many cases, our local programs compete with even our best NBC attractions . . . . For example, we point with pride to Happy Jack Turner, famous NBC star, and to our Kentucky Clocker—both of whom are now under contract to WAVE local advertisers, but will soon be available for your sponsorship . . . . Want further facts?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



TEXAS produces over 40% of the crude oil that keeps America "on wheels", and this giant industry alone creates over $1,000,000 in new wealth in the Lone Star State every day in the year . . . has an annual payroll in Texas of over $150,000,000 . . . purchases $876,000,000 worth of supplies and equipment each year! That's why, "when you ride in your car, you put money in Texas pockets".

TEXAS' major industry creates a huge and desirable market unaided, but coupled with agricultural leadership and industrial enterprise, the Lone Star State stands out as "the bright spot of the Nation" . . . And to reach prosperous Texas by radio, there's only ONE medium —The Texas Quality Network. This combination of "first in public favor" stations thoroughly blankets Texas at surprisingly low cost.

THE TEXAS QUALITY NETWORK

50,000 Watts | 50,000 Watts | 5,000 Watts (D.) | 50,000 Watts
WFAA • WBAP • KPRC • WOAI
DALLAS | FORT WORTH | HOUSTON | SAN ANTONIO
National Representatives: Edward Petry & Co.

★ ★ ★
WNOX
New Five Story Quarters Keep Pace With Progress In The TVA Territory
★ ★ ★
WNOX
KNOXVILLE, TENNESSEE

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

WJAY

Cleveland · 610 Kilocycles

FIRST IN CLEVELAND IN

FOREIGN PROGRAMS

TIME, July 13, Says:

"Cleveland's population is 72% *foreign* . . . its "Streets of the World" in the Great Lakes Exposition, contain 186 buildings, sponsored by the city's own . . ."

WJAY's greatest strength lies in its tremendous following with this important group. You can sell Cleveland *right* with WJAY and its powerful Homeland Programs.

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

WIRE OR PHONE FOR WJAY'S "FACTS"

LITTLE RED SCHOOL SELLS FLOUR

Airy Fairy Program on KSD Staged in Quaint Locale With Human Interest as Success Secret

AT 1:30 each Sunday afternoon, from loudspeakers in thousands of St. Louis homes come the familiar strains of the Missouri Waltz, identifying one of KSD's most popular radio features. The station announcer makes a few concise remarks, then comes the cue, "Okay, Golden Valley . . .take it away!" and they are on the air at the Little Red School House in Golden Valley.

Such are the bare facts, but behind them is an interesting story concerning the origin of this increasingly popular program. Golden Valley is a beautiful, fertile region in Western Missouri where some of the world's finest wheat is grown, and richly endowed by Nature, indeed, is this lovely land; luxuriantly foliaged rolling country, with its extensive fields of waving golden grain, its wooded hills and green meadows, and this entire panorama set off by a pattern of silver, woven by the valley's clear and sparkling streams.

A Radio Natural

THE NATURAL beauty of this scene has provided appropriate locale for the originating point of these programs, the Little Red School House. The School House, in turn, has provided an appropriate stage for the community meetings conducted each Sunday by Prof. Beaseley, beloved Golden Valley schoolmaster over a quarter of a century.

The Village folk of Golden Valley and the neighbouring farmers are tremendously proud of their principal agricultural product, wheat, and enthusiastically proclaim it the finest in all the world. From this wonderful wheat Airy Fairy Flour is made, the lightest and whitest and finest textured ever. At a contest held some years ago in the Little Red School House to select a suitable name for this flour, little Anna Belle Clinton was given the prize for the name "Airy Fairy". The grand party held in her honor was the beginning of two famous runs. It marked the beginning of the rise to new and greater fame for Golden Valley's celebrated flour, under its new name, "Airy Fairy", and it also marked the inauguration of Prof. Beaseley's widely-known Sunday afternoon community gatherings, the fame of which has spread over the entire country.

The story of both is now related in extremely interesting fashion on the KSD broadcasts. Age is no obstacle on this program. One of the youngest performers, to date, was all of three years old, while the oldest was another well-known school-teacher who was approaching the three-score-and-ten mark. On a recent broadcast a young miss of 12 was unusually successful, and brought her entire family the following Sunday, mother, father and two brothers. The five had the time of their lives singing the old songs the older people had loved so well in the early days of the valley's history.

The basis of the extraordinary success of both the programs and Airy Fairy Cake Flour may be summed up in two words, *human interest.* The professor is a human and intelligent character, kind . . . sympathetic, and with a sense of humour, that will crack the shell of the most hard-boiled sophisticate. The other people who participate in the programs are not finished performers; they are human beings who are having a grand time.

Commander Larabee Corp., Minneapolis, is the sponsor and Chappelow Adv. Co., St. Louis, is agency.



WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

Bigger Business!

FACT: Summering in the resort Asheville area are more free-spending vacationers and tourists than in years.

RESULT: Business is UP now—and will continue to be stimulated for months to come.

Put Your Campaign on WWNC—Share This Bigger Business!

Colgate on CBS Network With Goose Creek Parson

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds) on Aug. 20 will start the popular Don Lee *Goose Creek Parson* program on a nationwide CBS network of 64 stations, three times a week. The program emanates from the Country Church of Hollywood, with Josiah Hopkins, clergyman, his wife and daughter and the church choir participating.

Broadcast time will be Sunday 7:15-7:30 p. m. and Wednesday and Fridays 7:30-7:45 p. m., with rebroadcast at 12 midnight. With the change from daylight time Sept. 28 the program will be heard at 7:30 p. m. Mondays, Wednesdays and Fridays with rebroadcast at 11 p. m. Last spring Colgate sponsored the program on the Don Lee network for Peets granulated soap. Benton & Bowles Inc., New York, placed the account.

WJSV Seeks Move

WJSV, CBS owned station serving Washington, but which actually is located in Alexandria, Va., across the Potomac from the Capital City, on July 23 filed with the FCC an application to move main studios from Virginia to the Earle Bldg., in Washington, where its business offices are located, along with supplementary studios. The application was filed as a means of changing the official location to Washington. Under the old quota system, scrapped by repeal of the Davis Amendment by Congress in June, WJSV was charged to the Virginia quota. Since quota is no longer a legal factor, the shift is sought by WJSV.

Rep. Monoghan Beaten

REP. JOSEPH P. MONOGHAN (D-Mont.), author of a bill at the last session of Congress which proposed government operation of broadcasting, will not return to Congress when it convenes next January. He was defeated in the Democratic primaries for the Senate by Senator James E. Murray, and forfeited his opportunity to run for reelection in the House. Mr. Monoghan had developed an antagonism for commercial broadcasting and during his campaign attacked KGIR, Butte, Mont., and its owner-manager, Ed Craney. Mr. Monoghan's bill (H R-8475) did not get out of committee during the last session.

WLAC Seeks 50 kw.

AN INCREASE in power from 5,000 to 50,000 watts on its high power regional channel of 1470 kc was requested by WLAC, Nashville, in an application filed with the FCC Broadcast Division July 17. There is also pending before the FCC the application of WCKY Cincinnati, operating on the high power regional of 1490 kc., for a similar increase.

New Carlsbad Station

A NEW local station in Carlsbad, N. M., was authorized July 22 by the FCC Broadcast Division to the Carlsbad Broadcasting Co. The station will operate on 1210 kc. with 100 watts unlimited time. Partners in the organization are Barney Hubbs, A. J. Crawford, Jack Hawkins, and Harold Miller.

PROGRAM STUDIED FOR CAIRO PARLEY

A PROPOSAL that the radio industry and government agencies study the technical phases and needs of high frequency international broadcasting, with the possibility of recommending an increased number of channels to the 1938 Cairo International Telecommunications Convention, was a feature of the preparatory work of the American committee July 16 at the FCC in the formulation of this nation's program for the parley.

The preparatory committee, headed by FCC Chief Engineer T. A. M. Craven, took up allocations and decided to hold in abeyance until the fall of 1937, pending further study, any recommendations on world allocations of the ultra-high frequencies and to analyze during the next year the characteristics and interfering range of this portion of the spectrum to give the American delegation a complete foundation for the Cairo conference.

The study of international broadcasting was proposed by James W. Baldwin, NAB managing director, after his recommendation for the United States to propose at Cairo a considerable widening of the international broadcast band had been rejected by the preparatory committee. Mr. Baldwin also lost by a committee vote a proposed recommendation to allocate to broadcasting the longwave bands of 180-210 kc. and 520-540 kc., being overridden by a large vote because of the effect of this move upon established government and marine services and the proximity of the second band to the 500 kc. international distress call frequency. Mr. Baldwin, however, plans to submit a minority report which will receive consideration at the main committee during early August when the final preparatory work of formulating the American proposals to the Cairo parley will be accomplished.

Omega Oil Fall Plans

LOCK DRUG Co., Brooklyn (Omega Oil) will launch an unselected program on WEAF, New York, Oct. 5, 7:45-8 p. m. The broadcast is signed for 26 weeks through Husband & Thomas Inc., New York. More stations will be announced shortly, it is understood, for a spot campaign.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

American Home on NBC

AMERICAN HOME PRODUCTS Co., New York, has signed with NBC for a three-quarter hour block five mornings weekly for 39 weeks on the Red network to promote three of its products on adjoining programs from 10-10:45 a. m. with repeat at 1:15 p. m., using basic Red with WSAI for mornings and Red Mountain and Pacific for the rebroadcast. During the first quarter-hour Anacin will be promoted. The second will be devoted to Outdoor Girl or Kissproof lipstick and Kolynos toothpaste will receive the third quarter-hour. Talent has not yet been selected although it is tentatively planned to use *Mrs. Wiggs* for Anacin. Blackett - Sample - Hummert Inc., New York, is agency.

Cudahy on CBS

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser) will start a dramatic sketch *Bachelor's Children* on 7 CBS stations (WBBM, WHK, WJR, WABC, WCAU, WCAE, KMOX) Sept. 28, Mondays through Fridays, 9:45-10 a. m. It is believed to be the first time the sponsor has used networks to promote the product. Roche, Williams & Cunnyngham Inc., Chicago, placed the account.

PUERTO RICO'S fourth broadcasting station was authorized by the FCC July 17 when it granted the application of Emilio Defillo Ramirez to erect a 100 watt night and 250 watt day outlet on 1370 kc. in Mayaguez. Mr. Ramirez operates the Porto Rico Advertising Co.

The Political Campaign

(*Continued from page 8*)



Mr. Allen

works as well as numerous one-time broadcasts, is a foregone certainty. They also plan to have transcriptions made, featuring programs addressed specially to foreign language groups, but these plans are still in the contemplation stage. The first plans for the purchase of local time were left to Mr. Allen who on July 28 was dispatched into the field from New York as advance radio agent for G.O.P. Chairman Hamilton's speaking tour extending from July 31 to Aug. 15. He will buy local station time for each of Mr. Hamilton's speeches, and in a few instances may buy regional hookups.

The Hamilton tour will include cities in Indiana, Iowa, North Dakota, Utah, Idaho, Montana, Washington, Oregon, California, Arizona, New Mexico, Texas, Coloradio, Oklahoma and Missouri, and will wind up in Chicago for an Aug. 15 rally.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.



Advertisement

Out Here In Chicago...

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!



HEART throbs beat an emotional accompaniment the other day when WCBD was "taken over" by the ex - bad - boy wards of the Big Brothers Association—the occasion, the start of the third year of broadcasting over WCBD messages of substantial hope to misdirected boys.

* * *

Do we ever tell you wrong? Glenn Snyder of WLS justified the opinion expressed in this column a month ago that he was "tops" as a radio executive when he made the NAB Convention glide happily along!

* * *

When Sam Hutton of Erwin Wasey renewed Clorox the other day, he said some mighty kind words about "personal service" on the part of our WGES staff. We try to treat the other fellow's problem as if it were our own.

* * *

Soon after this issue goes to press, WSBC will put on its best "bib and tucker" to welcome celebrities to initiate a brand new radio "set-up" in Chicago: It's WSBC's new studio and new radiator 289 ft. above the street, atop Mid - Town office building. We believe it's America's *model* local station right in the Nation's population center. It has long been *Chicago's* greatest local station!

* * *

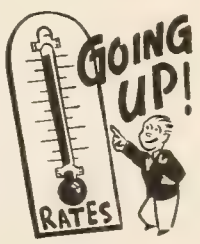
Still another pet peeve: We've long since disposed of the announcer who introduced musical numbers with "and now"—but we don't seem to be able to change the fellow who comes in following an episode in a skit with "well, it looks as if, etc."

* * *

Andrew T. Stanton (ex-WGES, WCAU, WMCA, WLW, etc.) reminds us that WGES was the first radio station in America to use a "tailor-made" program for an advertiser, special artists, continuity, theme and all—and WGES originated the radio "strip" (continued skit) way back about the same time.

* * *

Advertisers who know, tell us our WCBD rates are TOO LOW! (5 kw on 1080) There'll be a right smart shift upward in September, we've been replying.



Gene T. Dyer

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

SEARS ROEBUCK & Co., Chicago (mail order house) on Sept. 3 starts unannounced program on 91 CBS stations, Thursdays, 10-10:30 p. m. Placed direct.

MALTEX CEREAL Co.. Burlington, Vt. (cereal) on Sept. 14 starts *Adventures of Donald Ayer* on 20 CBS stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: J. M. Mathes Inc., N. Y.

TILLAMOOK COUNTY CREAMERY Assn., Tillamook, Ore. (dairy products), on Sept. 25 starts for 13 weeks *Bennie Walker's Tillamook Kitchen* on 5 NBC Pacific Red stations, Fridays, 10-10:15 a. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Portland, Ore.

WTOC

SAVANNAH

Georgia's Seaport

•

Only station covering Coastal Empire Section of Southeast Georgia and Carolina.

1,000 watts

Full-time CBS Affiliate.

PAUL RAYMER CO.

National Representatives

New York City

CUDAHY PACKING Co., Chicago (Old Dutch cleanser) on Sept. 28 starts *Bachelor's Children* on 7 CBS stations, Mon. thru Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

RALSTON-PURINA Co., St. Louis (cereals) on Sept. 28 starts unannounced program on basic NBC-Red network, Mon. thru Fri., 5:15-5:30 p. m., rebroadcast to KSD at 6:15-6:30 p. m. Agency Gardner Adv. Co., St. Louis.

MARNEY PRODUCTS, Los Angeles (Marco dog food) on July 17 started *Juvenile Revue* on 3 Don Lee stations, Fridays, 7:30-8 p. m. (PST). Agency: I. F. Wallin & Associates, Los Angeles.

MURINE Co., Chicago (eye wash) on Nov. 4 starts program on 3 Mutual stations and 4 Don Lee (WOR, WGN, WLW, KHJ, KFRC, KGB, KDB), Wednesdays, 8:30-9 p. m. Agency: Neisser-Meyerhoff, Chicago.

GRUEN WATCH MAKER'S GUILD, Cincinnati (watches) on Sept. 18 starts program featuring Frank Hawks, the flyer, on 4 basic Mutual stations, Fridays, 8-8:30 p. m. Agency: DeGarmo Corp., N. Y.

CARBORUNDUM Co., Buffalo (abrasives) on Oct. 17 starts *Carborundum Band* on 18 CBS stations, Saturdays, 7:30-8 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CHEVROLET MOTOR Co., Detroit (autos) on Oct. 18 starts *Rubinoff* on 88 CBS stations, Sundays, 6:30-7 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

BANK OF AMERICA National Trust & Savings Assn., San Francisco (home loans) on July 28 started for 52 weeks *House of Melody* with John Nesbitt, commentator and Meredith Willson's orchestra, on 2 NBC-KPO stations, Tuesdays, 9-9:30 p. m. (PST). Agency: Charles R. Stuart Co., San Francisco.

WILLIAM R. WARNER & Co. Inc., New York (Sloan's Liniment) on Oct. 5 starts *Warden Lawes* on NBC-Blue network, Mondays, 9:30-10 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm) on Sept. 4 starts *First Nighter* on NBC-Red network, Fridays, 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

WHEATENA Co., Rahway, N. J. (cereal) on Aug. 31 starts *Popeye, the Sailor* on 33 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Rohrabaugh & Gibson Inc., Philadelphia.

GILLETTE SAFETY RAZOR Co., Boston (safety razors) on Sept. 6 starts *Community Sing* on 94 CBS stations, Sundays, 10-10:45 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

PACKER MFG. Co., New York (tar soap, shampoo) on Sept. 27 starts program on basic NBC-Red network, Sundays, 2:30-3 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

RADIO GUIDE Inc., Chicago (*Radio Guide* magazine) on Oct. 2 starts unselected program on the basic NBC-Blue network, Fridays, 10-10:30 p. m. Account placed direct.

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax) on Oct. 2 starts *Death Valley Days* on the Basic NBC-Blue network, Fridays, 8:30-9 p. m. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., New York (Minute Tapioca) on Oct. 4 starts musical program on NBC-Blue basic network with Group B, plus KLO and the Pacific Coast Blue, Sundays, 5:30-6 p. m. Agency: Young & Rubicam Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (Silverware) on Sept. 27 starts unannounced program on NBC-Red basic network with WLW, the Red Mountain and Pacific groups, Sundays, 4:30-5 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Campana's Italian Balm) on Oct. 4 starts *Grand Hotel* on the basic NBC-Red network with WSAI, Northwest, Red Mountain and Pacific groups. Agency: Aubrey, Moore & Wallace Inc., Chicago.

AMERICAN HOME PRODUCTS Co., New York (Anacin, Kolynos toothpaste, Outdoor Girl or Kissproof lipstick) on Sept. 14 starts three dramatic programs on basic NBC-Red network with WSAI and the Red Mountain and Pacific groups, Mon. thru Fri., 10-10:45 a. m. for basic network and 1:15-2 p. m. for western groups. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL SHOE Corp., Nashville (Jarman shoes) on Sept. 15 starts program on NBC-Blue network, Tuesdays, 10:30-11 p. m. Agency: C. P. Clark Inc., Nashville.

JOHN MORRELL & Co., Ottumwa Ia. (Red Heart dog food) on Sept. starts *Tea Time at Morrell's* on NBC-Red stations, Thursdays, 4-4: p. m. Agency: Henri, Hurst & M Donald Inc., Chicago.

COLGATE-PALMOLIVE-PEET Jersey City (Super Suds) on Au 30 starts *Goose Creek Parson* on CBS stations, Sun., 7:15-7:30 p. m Mon., Fri., 7:30-7:45 p. m., rebroa cast at 12 midnight, on Sept. shifting to Mon., Wed., and Fr 7:30-7:45 p. m., with rebroadcast 11 p. m. Agency: Benton & Bowl Inc., N. Y.

SINCLAIR REFINING Co. In New York, on Sept. 4 starts *R Grange* on NBC-Red network wi Group B, Southwest, Northwe Southeast, Southcentral and Mou tain Red, Fri., 10:30-10:45 p. m. a Sat., 7-7:15 p. m. Agency: Feder Adv. Agency Inc., N. Y.

Renewal Accounts

LEHN & FINK PRODUCTS C New York (Lysol) on Aug. 3 news *Life of Mary Sothern* on 4 MB stations (WLW, WGN, WCA WGAR), Mon. thru Fri., 5:15-5: p. m., with repeat to WGN at mi night. Agency: Lennen & Mitch Inc., N. Y.

WELCH GRAPE JUICE Co., We field, N. Y. (grape juice) on Aug. renews Irene Rich in *Lady Counsel* on 30 NBC-Blue network statio Fridays, 8-8:15 p. m. Agency: H. Kastor & Sons Adv. Co. Inc., Chica

LIGGETT & MYERS TOBACC Co., New York (Chesterfield cig ettes) on Sept. 30 renews *And Kostelanetz Orchestra* on 93 C stations, Wednesdays, 9-9:30 p. and Fridays, 10-10:30 p. m. Agenc Newell-Emmett Inc., N. Y.

B. T. BABBITT Co., New Yo (Bab-O cleanser) on Aug. 24 rene *David Harum* on 20 NBC-Red n work stations, Mon. thru Fri., 11:15 a. m. Agency: Blackett-Sa ple-Hummert Inc., N. Y.

LEVER BROS. Co., Cambridge (L soap) on July 27 renewed *Lux Ra Theatre* on 65 CBS stations, M days, 9-10 p. m. Agency: J. Walt Thompson Co., N. Y.

DURKEE FAMOUS FOODS I Berkeley, Cal. (mayonnaise) on Se 1 renews for 13 weeks *Good Mo ing Neighbor* on 12 CBS-Don stations, Tues., Fri., 10:15-10: a. m. (PST). Agency: Botsford, C stantine & Gardner Inc., San Fra cisco.

Network Changes

WILDROOT Co., Buffalo (hair to and shampoo) on Oct. 1 will be hea Thursdays, 7:30-7:45 p. m., on CB

PET MILK SALES Corp., St. Lo (canned milk) on Sept. 29 shifts Tues., Thurs., 11-11:15 a. m., CBS.

PACKARD MOTOR CAR Co., troit (motor cars) changes time the Fred Astaire program start Sept. 8, to 9:30-10:30 p. m. Agenc Young & Rubicam Inc., N. Y.

THOMAS J. LIPTON Inc., Hobok N. J. (tea) on Aug. 13 chan *Dream Singer* to Thursdays, 11: 11:45 a. m., on NBC-Red netwo Agency: Frank Presbrey Co., N.

MANHATTAN SOAP Co., New Y (Sweetheart soap) on July 28 shif *Wife Saver* to Tues., Thurs., 7: 7:45 p. m. on NBC-Red netwo Agency: Peck Adv. Agency Inc., N.

We Shall Produce Dollars

Is it true what they say about SERVICE?

WE'LL SAY IT IS!

You can talk about COVERAGE — but it's SERVICE the advertiser wants!

One advertiser challenged us thusly:

"Ours is a new account. You can 'write your own ticket' if you show us some real results. Can you get us 1,000 responses in 2 weeks?"

WHAT DID WE DO?

We did just what you'd do too — rolled up our sleeves and went to work for him!

RESULT: 1796 RESPONSES IN 12 DAYS!

USE

WSPD

A Basic Columbia Outlet

Studios: COMMODORE PERRY HOTEL, Toledo, Ohio

Transmitter: PERRYSBURG, Ohio

Representatives:

Joseph H. McGillvra, 485 Madison Avenue, New York, N. Y.

John K. Kettlewell, 919 N. Michigan Ave., Chicago, Ill.

Walter Biddick, 568 Chamber of Commerce Bldg., Los Angeles, California

Sales Results FOLLOW LISTENER INTEREST

● In the first six months of 1936 WLS received 1,003,511 letters—479,962 or 47.8% contained proof of purchase.

50,000 WATTS WLS CLEAR CHANNEL CHICAGO

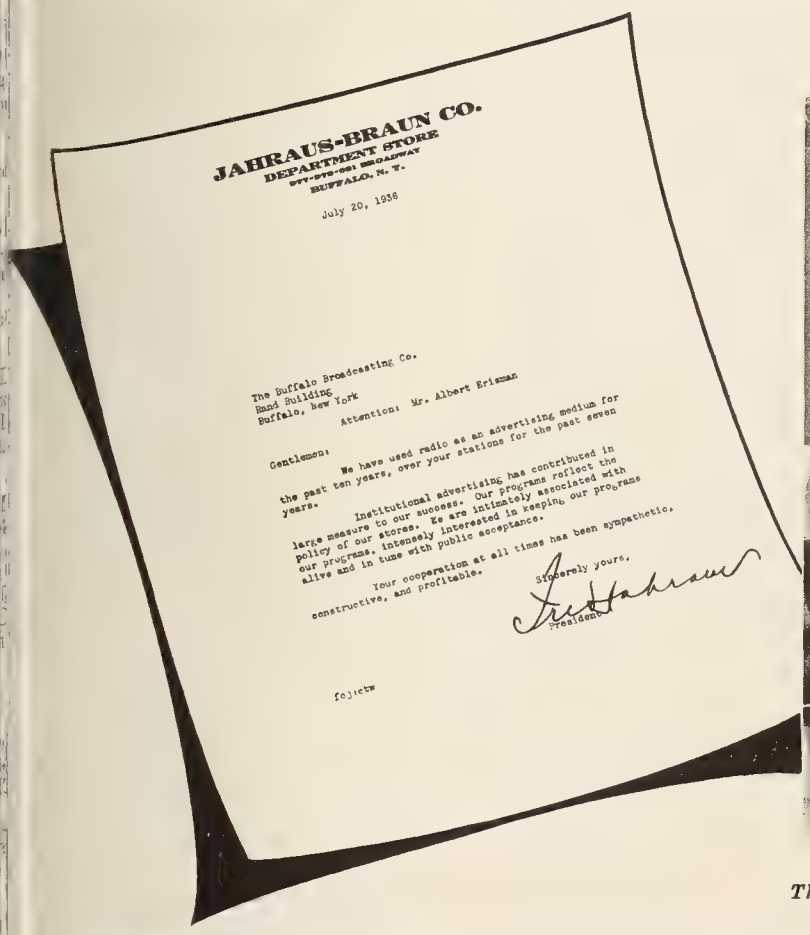
WGH

Gives Live Local Representation In Three Prosperous Cities With Studios and Offices

NORFOLK — PORTSMOUTH —NEWPORT NEWS

ROLL CALL *at* B.B.C.

THROUGH SEVEN LONG YEARS OF BOOM—DEPRESSION—RECOVERY WGR PRODUCES FOR DEPARTMENT STORE . . . . . .



JAHRAUS-BRAUN CO.
DEPARTMENT STORE
977-979-981 BROADWAY
BUFFALO, N. Y.

July 20, 1936

The Buffalo Broadcasting Co.
Rand Building
Buffalo, New York

Attention: Mr. Albert Erisman

Gentlemen:

We have used radio as an advertising medium for the past ten years, over your stations for the past seven years.

Institutional advertising has contributed in large measure to our success. Our programs reflect the policy of our stores. We are intimately associated with our programs, intensely interested in keeping our programs alive and in tune with public acceptance.

Your cooperation at all times has been sympathetic, constructive, and profitable.

Sincerely yours,

President

fcjjctw



The Jahraus-Braun Half Hour of Familiar Songs . . . a twice-weekly WGR feature for the past seven years.

We might claim that the Jahraus-Braun Company is the oldest broadcast advertiser among department stores.

We do claim that their Half Hours of Familiar Songs are better known to the million and a half radio listeners of Western New York than many a network show.

As Mr. Fred C. Jahraus states in his letter, we have cooperated in the development of this program and its advertising theme. That's what we try to do with all advertisers, whether they plan to spend $10 for an announcement or $1000 a week for a smashing campaign. Maybe that's one reason why an overwhelming majority of all national non-network and local advertisers prefer WGR and WKBW.

If you are planning a campaign in the Buffalo market, be sure to include WGR and WKBW on your lists. Complete facts about the market and the station are yours for the asking.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free & Sleininger, Inc.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Transfer of KGKO Favorably Reported

Shift From Wichita Falls to Ft. Worth to Be Blue Outlet



Mr. Hough

REMOVAL of KGKO from Wichita Falls into Fort Worth, where it is planned to operate it as an NBC-Blue outlet, has again been recommended to the FCC Broadcast Division in a report by Chief Examiner Davis G. Arnold based on hearings held in both Texas cities last January. The station was purchased last winter by Amon G. Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, Fort Worth, subject to FCC approval of the move, which was granted in September 1935, but which was reconsidered and ordered for hearing after protests by KTAT, Fort Worth.

Unless new opposition develops, KGKO expects to be in operation as the Fort Worth-Dallas outlet for the basic NBC-Blue Network by Sept. 1, with WFAA, Dallas, and WBAP, Fort Worth, which share their clear channel with a mutual 50,000 watt transmitter, becoming a basic NBC-Red Network outlet in lieu of their present supplementary status. KGKO operates with 250 watts night and 1,000 watts day on 570 kc. It is planned to keep its present staff intact, with D. A. Kahn continuing as manager, under the supervision of Harold Hough, WBAP manager.

It was indicated as BROADCASTING went to press, that the Wichita Falls chamber of commerce and other civic interests, have asked the FCC for an extension of time in which to file exceptions to Mr. Arnold's report, designed further to delay the move.

Examiner Arnold held against the protests of KTAT, formerly operated by Southwest Broadcasting System, but sold last April to Raymond Buck, Fort Worth attorney, as part of the deal whereby Hearst Radio Inc. acquired four of the SBS outlets and Mr. Buck the one in Fort Worth. The protests were based largely on economic grounds, but Mr. Arnold held that claims of injury to KTAT from competition for talent or advertising support and other evidence were "not convincing".

Mr. Arnold also held against the pleas that Wichita Falls would be deprived of local radio service, which he said was not stressed in the case. "The records of the Commission," his report stated, "disclose that there are now pending two applications for construction permits to establish radio broadcast stations in the city of Wichita Falls, either of which, if granted, would furnish adequate local radio service to that city and the surrounding area."

While no definite moves to that end have yet been made, it is understood from reliable sources that the *Dallas News*, operator of WFAA, may seek to purchase WBAP from Mr. Carter, thus giving it full time for its station on their present shared clear channel while the *Fort Worth Star-Telegram* confines itself to KGKO as its full-time outlet, each to have a basic NBC connection.

Coincident with the issuance of the KGKO report, Examiner George H. Hill recommended in another report that the application of Dorrance D. Roderick, publisher of the *El Paso Times*, for a new 100-watt full time station on 1500 kc. in that community, be granted. The Broadcast Division previously had granted this application without a hearing, but held a hearing in May upon the protests of KTSM, El Paso.

RMA Slate Announced

APPOINTMENT of committee heads of the Radio Manufacturers Association for the ensuing year, has been announced by President Leslie F. Muter. Dr. W. R. G. Baker, of General Electric, has been reappointed chairman of the Engineering Committee; Arthur Moss, of New York City, reappointed chairman of Credit Committee and A. H. Gardner of Buffalo, named chairman of the Legislative Committee succeeding Paul B. Klugh, of Chicago, who has retired from RMA board of directors.

50 Kw. CBS Outlets For Dallas, New Orleans

BOLSTERING the position of CBS in the South, particularly in view of current expansion plans contemplated for the NBC-Blue network, authoritative sources have revealed that both WWL, New Orleans, and KRLD, Dallas, will shortly apply to the FCC for authority to increase their power to 50,000 watts. WWL, operated by Loyola University, now uses 10,000 watts on the 850 kc. clear channel.

KRLD, operated by the *Dallas Times-Herald*, uses 10,000 watts on 1040 kc., which is occupied part time also by WTIC, Hartford 50,000 watter, under a special authorization of the FCC permitting joint occupancy of that clear channel on an experimental basis. NBC previously had made known its plans to make WFAA-WBAP Dallas-Fort Worth, a basic Red outlet if KGKO, Wichita Falls, is moved into Fort Worth where it is to become basic Blue. NBC also has plans to add WDSU, New Orleans 1,000 watter on 1250 kc to its Blue network.

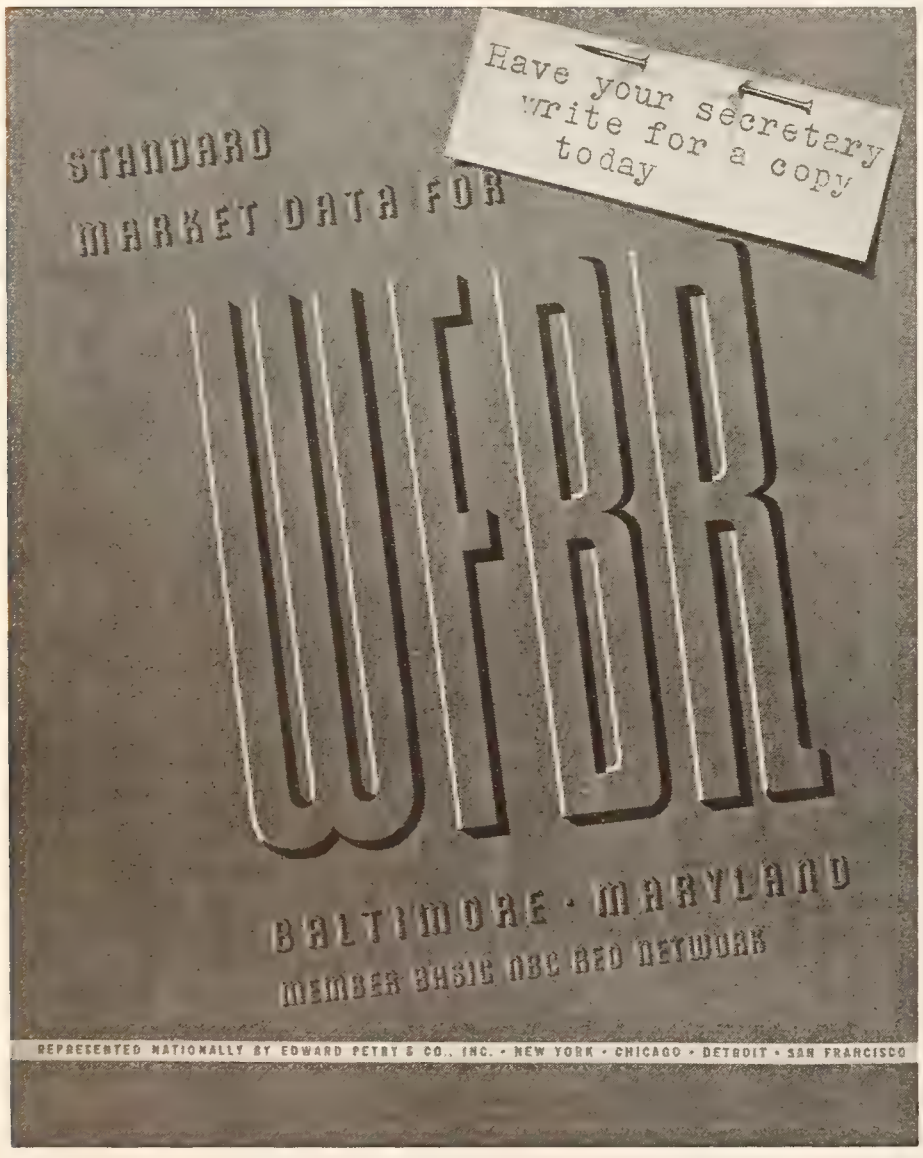
Tests of Coaxial Cable To Be Started in Autumn

WHILE installation of the new A. T. & T. coaxial cable between New York and Philadelphia to be tested for television transmission is progressing rapidly, no testing of the circuit in its entirety is expected before November or December. The principal task is installation and testing of repeaters which must be accomplished to complete satisfaction before the over-all testing of the entire cable can be done. The cable itself has been stretched from New York southward towards Philadelphia in the underground ducts to a point several miles south of Princeton, N. J., according to spokesman for the Bell Laboratories.

Repeater stations at Newark and Princeton have been completely installed but so far only one of the manhole repeaters to be spaced ten miles apart in the 99-mile cable span between the two cities has been put in place. The terminal equipment at the Long Lines Department at 32 Sixth Ave., New York, and at the Bourse Bldg. Philadelphia, has been installed and is now being wired. The cable placing has moved along very satisfactorily with all splices in the various sections completed.

Sears, Roebuck on CBS

SEARS, ROEBUCK & Co., Chicago mail order house which also operate numerous retail outlets, on Sept. 3 will join the ranks of network advertisers, having contracted with CBS for an unannounced program on 93 stations using the 10-10:30 p. m. period (EDST) on Thursdays. The account was placed direct.



WJBY
is doing a good job in *Gadsden, Alabama's 2nd Industrial City* and the rubber center of the South.

SELL ALL SOUTH CAROLINA
5000 WATTS
G. RICHARD SHAFTO
MANAGER
WIS
COLUMBIA
560 KILOCYCLES
FREE, JOHNS & FIELD, INC.
NAT'L REPRESENTATIVES

DICTATOR TROUBLE
Kaltenborn Interview With Nazi Is Cancelled

HE tribulations that beset those andling broadcasts from abroad, articularly in the dictator coun-ies which jealously guard radio s their own propaganda instru-ent, were illustrated July 26 when n interview H. V. Kaltenborn, BS commentator now touring urope, was to have relayed to e CBS network was suddenly ancelled for "technical reasons".

Mr. Kaltenborn had scheduled r. Arthur Karl Greiser, president f the Danzig Senate, for a talk, nd from London that day he told e CBS audience that "the Nazi overnment of Berlin refused to ermit the President of the Free tate of Danzig to speak to free merica, which indicates that even so relatively unimportant mat-rs as an interview with the head a State there are international omplications." Mr. Kaltenborn aid Danzig's Nazi leader had or-ered the cancellation on orders om Berlin, and that no technical oubles were possible in view of e fact that the interview was to ave been carried to London by elephone and thence broadcast to ew York via shortwave.

CBS was first, however, to get first-hand broadcast report out Spain the morning of Sunday, uly 26. It engaged Dan Brigham the Paris office of the *New York imes* to work with G. H. Van-ekere, Paris aide of Cesar Saerch-ger, CBS European representa-ve, to interview refugees from pain's civil war as they crossed e Spanish border at Hendaye on e French side. They were on the r 15 minutes from 10:15 a. m., EST).

NBC Latin Series

BC, on July 22, began broadcast-g a 15-minute sustaining pro-ram every Monday, Wednesday nd Friday night to Central and outh American countries through e facilities of W3XAL, Bound rook, N. J. The programs, in panish, consist of news comments nd notes about radio and motion icture stars. Dan Russell does e announcing for NBC. The pro-ram is titled *El Pan-Americano.* the near future it is expected at a full hour program will be roadcast to the Latin American untries every evening via short-ave. For the last four years NBC as exchanged numerous programs ith the Latin American countries t this is the first series espe-ally built for South American steners. W3XAL operates on 100 kc.

Maltex to Return

ALTEX CEREAL Co., Burling-n, Vt. (cereal) will return to e air Sept. 14 on a score of CBS ations with a script program led *Adventures of Donald Ayer,* on., Wed., Fri., 5:30-5:45 p. m. M. Mathes Inc., New York, has e account.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

Jewelry On the Air

(*Continued from page 13*)

the photograph of the Radio Reporter (no name mentioned) and his message which is continued on the back page. The double-page spread on the inside is devoted to the advertised items and special numbers.

A Bit of Novelty

TO INJECT a little more novelty into the program, a listener who took a great deal of active interest in the broadcasting and who had a sense of humor, was featured for awhile as "Moon Mullins" of the air. He talked "natural" and fan mail doubled.

The commercials are written by WHB and are "regulation" announcements. Here are a few lines out of one announcement: "Many feel that there is bound to be a period of inflation and what better hedge against inflation could you make than the purchase of a fine diamond? No one who owns a diamond is ever down and out. Many regard them as the best investment because of their portability and constant value. You can buy a fine diamond at Harris-Goar's for as little as $39.50. Our convenient payment plan enables you to spread the cost over a year, with the privilege of wearing it from the time of the first payment."

The idea back of all the letters, broadcasting and promotion work is to get prospective customers to come to the store. They must go to the store for their prizes—to see and take part in the broadcasting—to open an account. Over 75% of the business secured is credit. Proper reception at the store to those who respond is given special attention and they find getting credit at Harris-Goar's is not an inquisition. But that doesn't mean loose credit.

Radio advertising enables the firm to change its schedule quickly, according to fluctuating circumstances or weather which would not be possible with newspaper forms ready for the press. It gets over the personal element lacking in newspaper advertising, the firm has found. The publicity value and good-will building secured, is rated much higher than that which other advertising media bring and puts drama and fun into commercial promotion. Crowds have numbered over a hundred and they respond despite the worst sort of weather.

The same stunt is used at the firm's Topeka and Lincoln stores. The approximate cost is $500 for four weeks broadcasting using 15 minutes daily except Sunday and the results obtained are well worth the amount invested, according to Mr. Goar.

"If you desire to use this plan," Mr. Goar stated, "be sure to get a good radio reporter who lets the prospective customers do most of the talking. That's why they come—not to hear the dulcet tones of a conceited announcer who wants to do all the talking. The idea is to make the prospects think they are clever and not to build up the announcer's personality, only as an indirect bi-product. Don't select the radio station according to watts but according to the type of cooperation the radio station might be able to extend. Our radio stunt is the best Harris-Goar's has ever sponsored, judging solely by results obtained".

Kindig Station Denied

REVERSING Examiner George H. Hill, the FCC Broadcast Division July 22 denied the application of W. H. Kindig, Los Angeles politician, for a new station in that city to share time with KFAC, Los Angeles. Considerable stir was caused by the application because of statements made on behalf of Mr. Kindig at a formal hearing to the effect that he would throw the station open to all comers. Simultaneously the FCC granted KFAC a renewal of its license for unlimited time.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

"PAUSE for Station Announcement"

IS IT TRUE
WHAT THEY SAY
ABOUT DIXIE?

. . . 10,000 times, no!

HILLBILLIES DO
NOT SELL PATENT
MEDICINES OVER

WBIG

A high program standard has built for WBIG an unassailable position in this FAVORED region. Excellent local and complete Transradio News Service, together with affiliation with the world's greatest network, the Columbia Broadcasting System, puts WBIG tops in North Carolina listener interest!

Your Station is
WBIG
in Greensboro, N.C.

WE "RING THE BELL" Every Time!



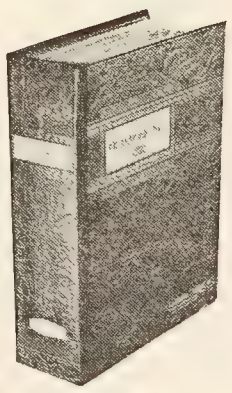
An advertising campaign placed with KWK assures you of a definite increase in sales.

We have never failed to show the advertiser satisfactory results.

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
Representative - - PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

B O U N D



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Plans for Reallocation Hearing

(Continued from page 11)

neering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the Commission to change or not to change its regulations, the entire industry should have an opportunity to come before the Commission in an informal public discussion of the existing broadcasting problems as well as to determine the merits of any proposals for changes in the principles of allocation.

"It is felt that the hearing on October 5, 1936 will afford the Commission and the industry the opportunity to cooperate in an open manner toward a logical solution of the existing broadcast problems confronting the nation."

Plans of the networks have not yet been advanced but it is certain they will present views on proposed changes in existing allocations. Like the clear channel group they are expected to support high power on certain channels, and perhaps East-West Coast duplication on other channels now defined as "clear" in the existing regulations.

Progress of the Art

"THE Broadcast Division," said the notice of hearing, "desires to obtain the most complete information available with respect to this broadcast subject of allocation, not only in its engineering but also in its corollary social and economic phases, to the end that such regulations and standards as it may retain or adopt will make possible such use of the band 550-1600 kc. as will provide maximum service (both transmission and reception) in the public interest. The improvements in, and the increased knowledge of, the engineering aspects of broadcasting since the inauguration of the present allocation system in 1928 will be taken into consideration." It also mentioned that repeal of the Davis Equalization Amendment, under which the so-called "unit-quota" system of distributing broadcasting facilities according to population, also would be considered.

When Congress last June repealed the Davis Amendment the FCC automatically junked its quota system, which theoretically was the yardstick by which station facilities were allocated. Thus, there does not exist any legal barrier to block assignments to areas which, under the old method of distribution, were "over-quota" in facilities. But in its notice, the FCC brings out that it wishes, among other things, to look into the desirability of establishing a new system for evaluating facilities to comply with that provision of the law which specifies that there must be provided "a fair, efficient and equitable distribution of radio service" among the stations and communities.

While the agenda for the hearing enumerates six different subjects of consideration, the notice states that this does not mean that evidence and proposals on other subjects will be excluded. Any testimony bearing on allocations matters which comes within the limitations of the hearing will be allowed. Cross-examination will be limited to Commissioners and members of the FCC staff.

Those desiring to appear, the notice sets out, must notify the FCC of that intention by Sept. 15, stating the number of witnesses, and the estimated time to be used. This information is sought to speed up the sessions. Proposed amendments of existing regulations must be submitted in writing.

Within the next few weeks the FCC plans to make public the results of its "clear channel survey" conducted during the last year, in which actual signal strength measurements not only of clear channel stations but of regionals and many locals were made throughout the country with automatic recorders. These data are now being analyzed by FCC engineers.

Hearing Agenda

THE TOPICS and sub-topics on the agenda follow:

Classification of broadcast stations:

1. Desirability of establishing new classes, or of subdividing, modifying or abolishing any existing class.
2. Proper definition of each class with respect to purpose and character of service.
3. Number of frequencies to be allocated to each class.
4. Suitability of various bands of frequencies (e.g., propagation characteristics and noise levels) in the range 550-1600 kc for the service to be rendered by each class.
5. Extent to which freedom from interference is to be secured to each class and extent to which duplicated use, night or day, of frequencies allocated to each class is to be permitted, including
   (a) number of stations to be permitted to operate simultaneously on frequencies of each class;
   (b) mileage-frequency separation tables as a method for determining permissible duplications;
   (c) advisability of establishing subclassifications of any of the principal classes;
   (d) use of frequencies allocated to one class by stations of another class;
   (e) possibility of duplicated use of a frequency by two 50 kw stations separated by a substantial distance;
   (f) consideration of hour of sunset as the dividing line between daytime and nighttime permissible duplications, and location at whch sunset or other hour should be taken as such dividing line;
   (g) application of directional antennas; and
   (h) application of synchronization.
6. Maximum and minimum power requirements with respect to each class, including
   (a) increases in power above 50 kw on any class of frequency;
   (b) horizontal increases in power on frequencies on which nighttime duplicated operation is permitted, and
   (c) differentiation in maximum power at day and at night.

Standards to be applied in determining coverage and the presence or absence of objectionable interference.

1. Propagation characteristics of the various frequencies in the range 550-1600 kc, including comparison of east-west and north-south transmission, effect of intervening mountain ranges, and seasonal variations.
2. Prevailing attenuation in various parts of the country.
3. Proper ratio of desired to undesired signal.
4. Signal intensity necessary to render satisfactory service in various types of community (e.g., urban, residential, rural, etc.).
5. Relative electrical noise levels, natural and man-made, in the range 550-1600 kc and in various types of communities.
6. Frequency separation, including
   (a) the prescribed 10 kc separation between frequencies used by broadcast stations;
   (b) the customary 50 kc separation between frequencies used by broadcast stations in the same community;
   (c) mileage-frequency separation tables as a method for determining minimum geographical separation between stations using frequencies separated by from 10 to 40 kc;
   (d) permissible disparity in power between stations on adjacent frequencies;
   (e) practicable standards of receiver selectivity, and
   (f) practicable standards of receiver fidelity.
7. Proper definition of blanketing signal.
8. Legitimate assumptions with respect to Heaviside layer and sunspot cycle.

Geographical distribution of broadcast facilities.

1. Weight to be given to such factors as area, population and economic support.
2. Desirability of establishing a system for evaluating facilities (e.g., a quota system) in order to comply with Sec. 307 (b) of the Communications Act of 1934, as amended, and "to provide a fair, efficient, and equitable distribution of radio service" among the several States and communities.
3. Feasibility of allowing adherence to sound engineering principles automatically to effect the distribution required by Sec. 307 (b).

Standards and methods of measurement with respect to

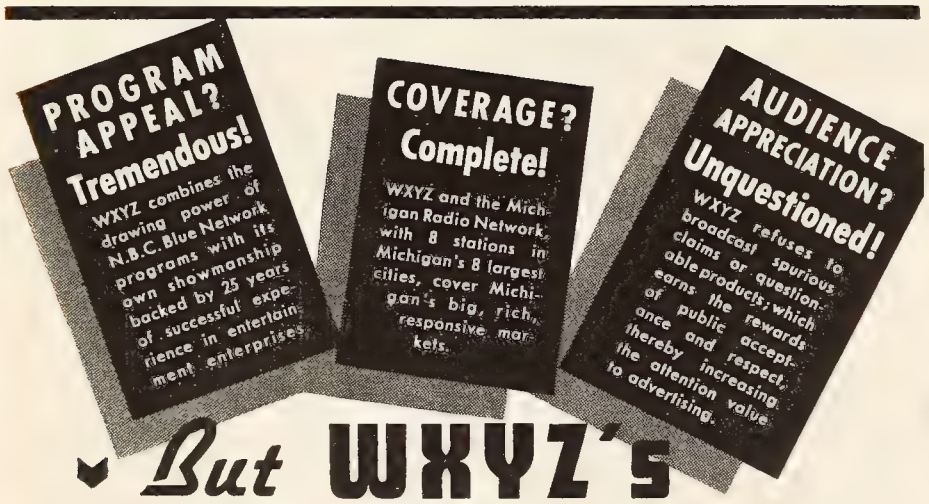
1. Power.
2. Tolerance.
3. Field intensity.
4. Determination of service.
5. Determination of interference.

Apparatus performance requirements to be imposed on broadcast stations.

1. Frequency stability.
2. Antenna efficiency.
3. Modulation.
4. Suppression of harmonics.
5. Fidelity of transmission.
6. Transmitter location.

Effect of any proposals regarding the foregoing subjects.

1. Socially and economically, upon the public and the industry.
2. Internationally, upon use of the band 550-1600 kc by other countries in North and Central America.
3. Upon possible future use of frequencies in the band 6000-30,000 kc and in the band above 30,000 kc for broadcasting.



But WXYZ's PLUS Value is in its Great Merchandising Service

Program Appeal, Coverage, and Audience Appreciation pay quickest dividends for radio advertising investment. However—WXYZ offers PLUS Value. That PLUS Value is the WXYZ Merchandising Service, which (at no extra cost) secures distributors and dealers, sells initial orders, places advertising displays and checks credits. Our crew of trained field men become as a part of your selling organization. New products can be introduced in Michigan quickly. Write or wire for full particulars.



WXYZ N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING DETROIT

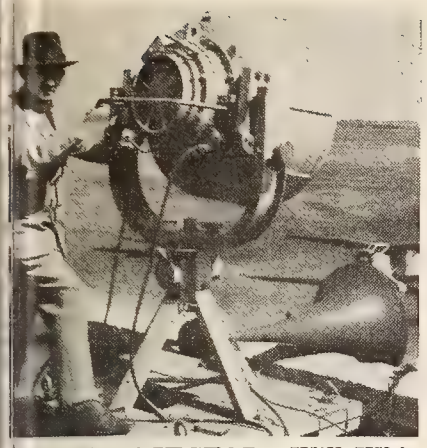
WM. G. RAMBEAU CO. Representatives. Home Office: Tribune Tower, Chicago
Eastern Office 507 Chanin Bldg. New York Western Office: Russ Building, San Francisco

½ million lbs. of copper a day means men are working in

BUTTE

Home of

KGIR



UND PROJECTOR—Will Whit-re, of Western Electric Co., ows how the new WE super-wer sound projector can be ined on a distant target to de-er voice or music without usual ste of acoustic energy. It will used at Roosevelt Raceway, ng Island, for auto races, and "spray" sound over a large a, and reach a mile. Amplifiers e 20,000 watts power.

Local Political Time

ATED primary campaigns in ter July required almost nightly e clearances for studio and re-te political broadcasts in Geor-, Texas and Oklahoma, where ctically all of the stations were rging the politicians regular mmercial rates. While most sta-ns will get their local political siness from now until Novem-, the campaigns in those states re staged earlier under state s. For WSB, Atlanta, John tler, commercial manager, han-d nightly bookings the last ek in July with Roy McMillian the announcing staff and Mark alson of the engineering staff igned to the remotes.

Canada Expands News

ADDITION to the ten-minute ws summaries being furnished Canadian stations through the nadian Broadcasting System work, the Canadian Press, nterpart in that country of the sociated Press, is now furnish-three bulletin news summaries ly to all stations in the Do-nion telegraphed from Toronto.

Thomas McLaughlin

OMAS McLAUGHLIN, 27, one the original members of Maj. wes *Capitol Family*, later an houncer with New York sta-ns, died in Bellevue Hospital, w York, July 28.

J. EDWARD A. DAVIES, the lio manager of John Faulkner ndt Advertising Agency, Phila-phia, and formerly program ector of WIP, left July 27 for wo-month vacation in Norway l Sweden. He was accompanied Mrs. Davies.

CK LATHAM, radio time buyer Young & Rubicam Inc., New rk, is in the Harbor Sanitarium, w York, recuperating from an pendectomy.

Digital Data

WMEX, Boston, has started a series of finger-printing programs and every week presents the latest information on digital developments in cooperation with the U. S. Marshall's office. A supply of identification cards has been printed and records are made in the WMEX studios. Smaller cards can be carried for personal identification. Arrangements are being made to file the prints with the U. S. Marshall. Identification episodes from official files provide dramatic material.

Gulf Tests on WIS

MAURICE STEFAN, professor of French at the University of North Carolina, has been engaged by WIS, Columbia, S. C., as news commentator for a new five-weekly series sponsored by Gulf Refining Co., Pittsburgh. Gulf placed the account last month through Young & Rubicam Inc., New York, with Bryan Houston of the agency coming to Columbia for the opening program. Listener reaction to the program, said to be the first of a new series of spots contemplated by Gulf to augment its Sunday night show on CBS, is being checked by offering low-priced auto accessories which can be obtained through Gulf dealers.

Tobacco Market Spots

AS OPENING of tobacco markets nears, tobacco boards of trade in North Carolina and Virginia are contracting for spot announcements and quarter-hour programs to make sales reports and win good will of growers. WPTF, Raleigh, in the heart of the tobacco belt, has already booked time for five markets and a number of others are negotiating for air time.

FIRST sponsor to buy time on WPTF, Raleigh, and WIS, Columbia, S. C., under the combined rate cards put into effect July 20, was the local Crazy Water Crystals Co. branch, which contracted for $11,147 worth of time for six 15-minute programs weekly in addition to its Saturday night show on WPTF.

MISS BARBARA EVANS, former secretary to Benedict Gimbel Jr., president of WIP, Philadelphia, has been named advertising manager of Oppenheim-Collins, a leading Philadelphia women's wear store.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

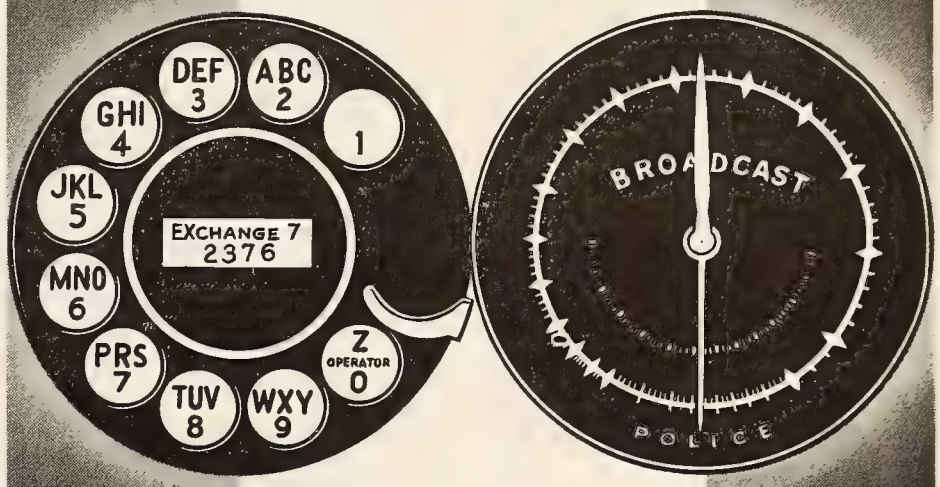
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

THE PARTNERSHIP OF THE DIALS



EVER since the days when youngsters bent over crystal sets, listening to recordings they requested by telephone, radio and telephone have worked hand-in-hand.

Telephone laboratories have coped with the questions of program-relay . . . broadened the range of transmitted sound . . . studied and progressed toward perfection of faithful reproduction.

The telephone is still the quick barometer of audience-reaction. It helps to solve many a problem of program-planning through quick and convenient contact with all separated factors. Radio and telephone work together—as a team.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

Aylesworth Says Radio Is Movies' Friend

(*Continued from page 9*)

appearances. This," Mr. Aylesworth believed, "will be a boon to the studios who heretofore have been confronted with the all too numerous financial demands of stars and featured players who feel that their income is insufficient and who have become dissatisfied generally as a result."

Mr. Aylesworth refuted the charges made principally by exhibitors, that commercial radio broadcasts "de-glamour" Hollywood's glamorous stars. The argument has been made that the motion picture spends millions to build up a personality and radio uses that romantic or glamorous personality to sell tin cans, toilet goods, gasoline, ice, groceries, hair tonics and whatnot.

The NBC-RKO executive explained, first, that public appearances do not necessarily hurt the star, citing the ambition of "every exhibitor in the country" to have stars make personal appearances at their theatres, if they could but afford to book them. "The objections, then, cannot be against the personal appearance."

"Secondly, none of the glamour of the star is lost, because not only is the star not tied in directly with the commercialities of the program, but, and more important, the public already has a definite impression of that star, and they visualize the star on the broadcast in accordance with their impression. That impression is so strong and the visualization so keen that there can be no influence such as that complained of from the mention of the sponsor's product."

On the other hand, Mr. Aylesworth continued, the national advertisers today are spending millions of dollars in direct aid to theatre box offices, not philanthropically, of course, but because they know the values of the stars. "But these advertisers do not complain of the constant reference of the stars to their studio work, to their current productions, to their forthcoming screen appearances, and, too, they are willing to permit the widespread use of music from pictures on their programs, with full credit being given the production."

"As a matter of fact," Mr. Aylesworth added, "the thought has been expressed that maybe the national advertisers should charge the motion pictures for some of the free advertising their pictures and people are now receiving on the sponsored programs at the expense of the advertisers."

Promoting Films

"WHAT greater attention can motion picture stars get than a radio build-up for their forthcoming productions?" asked Mr. Aylesworth. Answering the query himself, he said that several feature pictures of his own RKO company have been given stronger box office power by steady radio "plugging." The distributing executives of RKO, like most other executives in motion pictures, have not always agreed with Mr. Aylesworth. They, too, had felt that broadcasts injured box office ratings. But now he explained, they have tangible proof, from certain pictures, of the benefits that can accrue from a radio-film understanding. "Radio today is RKO's greatest exploitation asset," Mr. Aylesworth declared, adding: "And if I'm wrong I might lose my job." He declared that "the radio can make people want to go to motion pictures."

Mr. Aylesworth deprecated the oft-made complaint that the admittance of the public to free radio broadcasts is unfair competition to the motion picture theatre box office. "The records show that theatre business is on the up, so obviously, these so-called studio radio broadcasts with invited audiences have not injured the box office." To the contrary, he continued, "We of NBC-RKO recently spent a whole month observing persons coming from NBC's broadcasting studios to determine where they go from there, and in 50 per cent of the cases they walked directly to a motion picture theatre.

"The reasons," he explained, "are that most of the important radio broadcasts are over by 9:00, or 9:30 p. m., and the public attending the broadcasts find themselves downtown and with an entertainment appetite that has not been satisfied by a half-hour broadcast that cost them nothing. We bring them out of their homes."

"Remember," he advised, "people do not and can not go to the movies seven nights a week. They usually average two attendances weekly. So, the radio on the other five nights constantly hammers home exploitation and publicity aspects of the motion picture, its pictures and personalities, always reminding the public of the motion picture.

"Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good radio programs broadcast on these evenings than any other night. How can you explain that? The argument that radio keeps people away from theatres is pure bunk and everyone will admit it in another year.

"Radio now gives the music, synopsis, the cast and other exploitation expressions for and in behalf of a motion picture, and yet some of the boys in the film business are sitting around trying to figure out how they can stop it."

Mr. Aylesworth returned to his idea of effecting a working understanding between the radio and the

KWTO
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

SPOT YOUR SPOTS IN THESE THREE SPOTS

AT ONE LOW RATE

These three stations command habitual audiences in their respective markets—

They represent concentrated selling where most sales per radio advertising dollar can be made.

Write any station listed below for rates and time available.

KWTO-KGBX
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

MORE FARM RADIOS

Ames, Iowa, July 6—(INS)—Attributed to generally rising farm prices, the number of radios being operated on Iowa farms increased 26 per cent, or 22,008 sets, during 1935, it was announced today. The number of sets on January 1, 1935 was 85,312 and the number a year later was 107,320, the report showed. The percentage of farms having radios was 50.2 January 1, 1936 as compared with 39.6 per cent a year earlier.

GOOD NEWS to the advertiser or sponsor wishing to get his message to this specialized market with its *generally rising farm prices.* This is OUR audience, served for more than 12 years by the pioneer farm station of the middle west—

KFNF SHENANDOAH, IOWA

"The Friendly Farmer Station"

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Political Conventions direct from State Capitol!

Tip to the Motion Picture Industry

Reprinted from Motion Picture Herald

RADIO broadcasters must have motion picture material to satisfy ir listeners, say the thoughtful business men of the production ony, let them have the right kind. Hearing these words and finding m good, producers have gone seriously into the question of how ch and what kind of motion picture material is good for radio eners and, at the same time, for the box office. Already available, m all studios and on practically all products, are 15-minute transcrip- ns, some of them scenes from pictures, others interviews with players, at not, suitable for morning programs.

Reports from the exhibition field thus far indicate that this type of ance exploitation is meeting with substantial response when coupled h the usual formal advertising via standard media. In addition to direct ticket sales value, of course, the discs serve a regulatory ction of substantial if indirect consequence. They keep incompetent ema commentators from cluttering the air with erroneous and ill sidered chatter and, by the terms of their availability, they confine broadcasting of screen material within the non-box office hours.

s yet the transcriptions have attained no established form or plan. ducers are feeling their way and watching results. All the old iler problems—how much plot to expose, how much sales effort to rt, whether to spread or concentrate the buckshot — remain to be wered for the new medium. Satisfaction with progress made to date general.

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een. He envisioned such a re- onship eventually working to point where a slogan such as tend the movies twice a week," be commonly broadcast, in the nner of Amos 'n' Andy's "See r dentist twice a year," "Brush r teeth twice a day." He said t the Amos 'n' Andy slogans e done more for the toothpaste iness and dental professions n any other medium in history. 'Attend the movies twice a k,'" he continued, "should be air slogan personifying the ra- film cooperative idea.

The automobile is the motion ure's greatest competitor, not o, except that in another year 0,000 cars on the road will e radios, and right there the petition of the car will be les- ed considerably as the car ra- start making the occupants vie conscious.'"

In the Laboratory

LEVISION still is in the lab- ory," Mr. Aylesworth explained. will be another five years be- it goes into the homes of erica on a commercial basis. In ancing my idea for radio-film eration, I suggest that the mo- picture business now turn r attention to television co- atively. They could let the ex- menters use old films, out of ulation, to televise. Motion pictures will be the first form of entertainment to be televised on any large scale.

"Television will never be a competitor to the regular theatre screen. They will not televise feature pictures produced expressly for the purpose of a single television broadcast because of the enormous sums required for production. Imagine any advertiser spending $500,000 to broadcast a production of 'Little Women'?

"The only way to get one industry to work with another is for both to work together."

In practically all other countries, Mr. Aylesworth continued, there is a definite cleavage between radio and the screen. There is almost no cooperation, each working independently of the other and in direct competition. It is impossible in Europe, for instance, for exhibitors and the film business to get the cooperation from their radio systems that is already being extended films by radio in this country.

"Let there be an understanding between us!"

NBC Speeds News

NBC has installed a speed-up system in Radio City for broadcasts of news bulletins a few seconds after they have been received. Microphones, automatic volume control panel and other facilities have been placed in the office of the supervisor of announcers. The second a bulletin is received the announcer on duty can push a button which automatically connects his microphone to the networks and fades out programs. A staccato hum of wireless signals is heard at the opening and closing of each news flash. Formerly a delay of two or three minutes was involved in rushing bulletins by messenger and setting up lines.

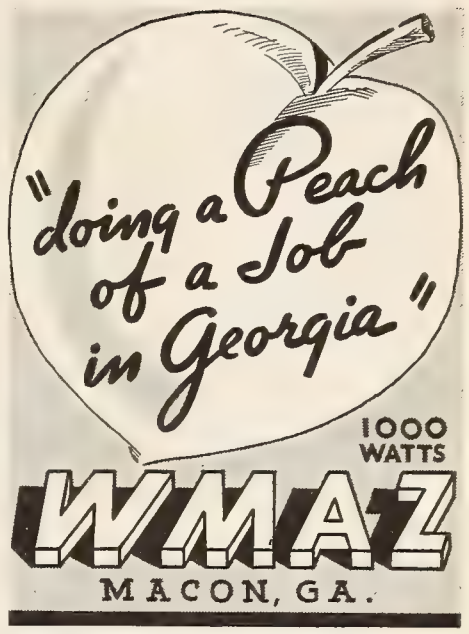
Movie Opposition To Radio a Myth

HOLLYWOOD radio programs have yet to feel the effects of the so-called motion picture exhibitor tirade against broadcasting by important film stars. Such programs employing picture names as *Shell Chateau, Kraft Music Hall, Hollywood Hotel, Lux Radio Theatre* and *Camel Caravan* have continued to book stars, and their agencies report no opposition from the film studios. All, with the exception of *Hollywood Hotel,* pay their screen guests, Louella Parsons on that program securing their services gratis in exchange for publicity in her Universal Syndicate columns.

None of the agency or network executives have seen any of the thousands of letters purported to be swamping the film producers; as a matter of fact the editors of the Hollywood trade publications that have carried numerous scare stories on the situation admit that they haven't seen the letters either.

One Hollywood trade publication pointed out that radio entertains as many millions an hour as movies do throughout the day and that it will find attractions no matter what attitude picture folk take. The only complaint from exhibitors is said to be against producers who do not supply entertainment good enough to offset attraction of some big radio programs.

Meantime NBC and CBS in Hollywood, not only are originating the aforementioned programs using guest stars, but are preparing new fall shows either starring film names or using picture talent in guest spots. Such programs as Joe Penner for Cocomalt, Nelson Eddy for Vicks, Jack Benny for Jello, Eddie Cantor for Texaco, Fred Astaire for Packard, Marion Talley for Rykrisp, Burns & Allen for Campbell's are definite. There are a half-dozen others, largely in the rumor stage.



CRYSTALS

★ Low Temperature Coefficient for the Broadcast Band
★ Mounted in Isolantite adjustable Air Gap holder
★ Approved by the Federal Communications Commission

Freq. drift less than Cps/°C./Meg. ____ **$35.00**

Freq. drift less than Cps/°C./Meg. ____ **$40.00**

Actual Frequency Drift Curve furnished upon request.

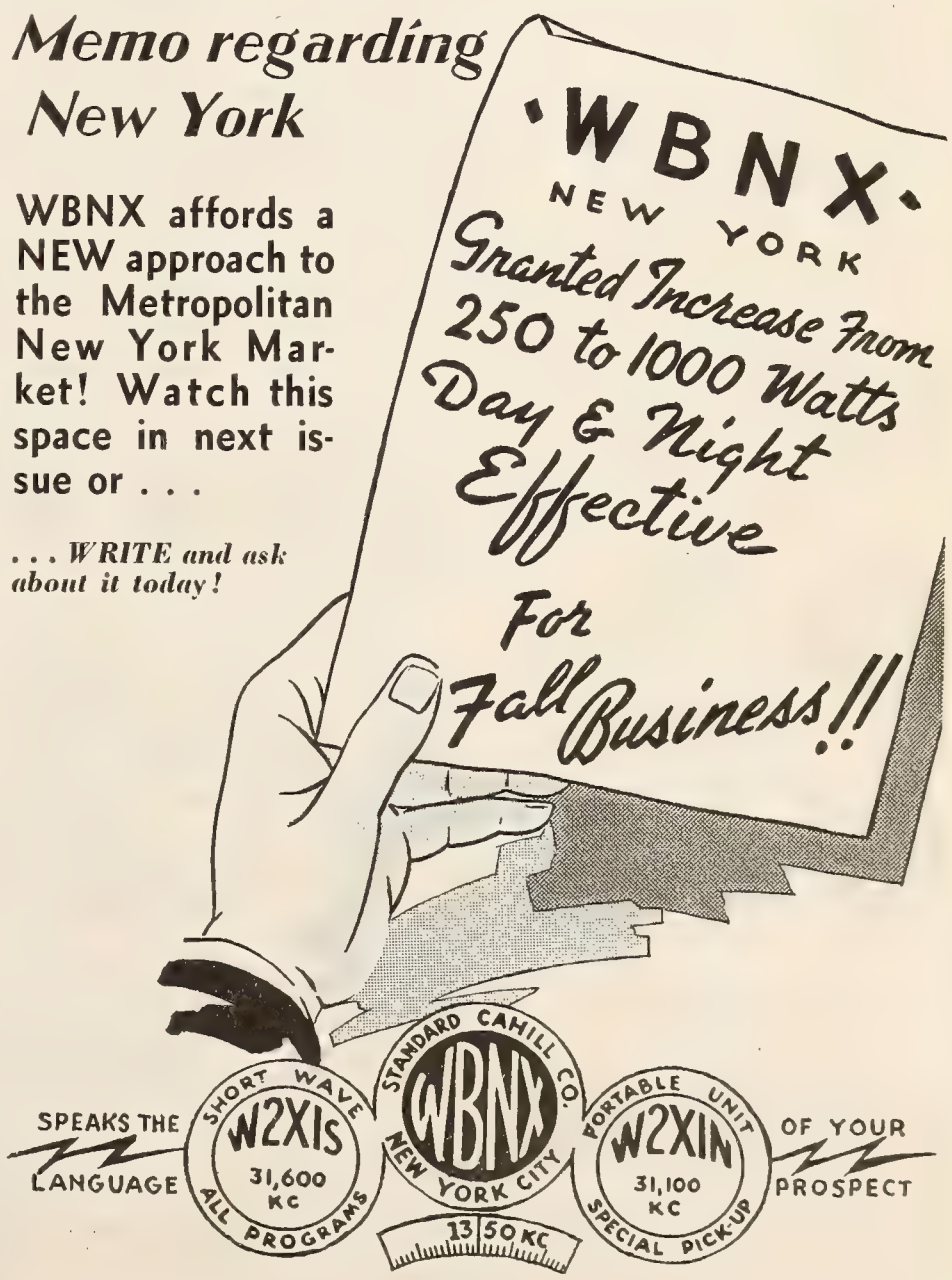
AMERICAN PIEZO SUPPLY COMPANY
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

We Hand YOU an IMPORTANT Memo regarding New York

WBNX affords a NEW approach to the Metropolitan New York Market! Watch this space in next issue or . . .

. . . WRITE and ask about it today!



"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.



CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.



CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.



CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Boake Carter Case Offers Libel Test

Hoffman Suit May Provide First Big Liability Ruling

WHAT MAY prove to be the first broad test of alleged libel uttered over broadcasting stations, and of the liability of stations along with speakers, is seen in the $100,000 action brought by Gov. Harold G. Hoffman, of New Jersey, against Boake Carter, Philco radio commentator; WCAU, Philadelphia; CBS and WABC; and the Philco company and its subsidiaries. Gov. Hoffman based his suit upon statements made by Carter in one of his CBS broadcasts for Philco in connection with the Hauptmann case, alleging he suffered injury to reputation, name and integrity.

The suits were filed in the New Jersey Supreme Court, Middlesex County. WCAU was joined as the originating station, CBS as the network which carried the program, and the four Philco companies because of sponsorship of the Carter broadcasts. Some questions have arisen about the validity of service in connection with certain of the companies sought to be made parties. Isaac D. Levy, part-owner of WCAU, was served on July 18 in Atlantic City. There probably will be a number of motions to quash the various services before any trial is set and several weeks may elapse. Ralph F. Colin, of Rosenberg, Goldmark & Colin, New York attorneys, probably will represent CBS, with Mr. Levy for WCAU, and C. J. Hepburn of Philadelphia for Philco and Carter.

Law Is Unsettled

THE ONLY important radio libel case was that of Sorensen vs. Wood in Nebraska, several years ago, in which the State Supreme Court held the station jointly liable with the speaker in a political case. There has been no adjudication of such a case in the Federal courts.

The Hoffman suit charged that Carter made libelous statements in his broadcasts of March 30 and 31 and April 1 and 2. Afterward Carter in one of his broadcasts challenged Gov. Hoffman to bring his actions in Pennsylvania rather than in the governor's state. Mr. Carter contends freedom of the press applies equally to radio as well as newspapers.

In the legal preliminaries, several of the respondents scored on July 27 when Judge Harry Heher in the Supreme Court of New Jersey, Middlesex County, directed Gov. Hoffman to show cause on Oct. 6 before the Supreme Court at Trenton, why the service of the summons and complaint upon the defendants Philco Radio and Television Corp., Philco Radio & Television Corp. of Pennsylvania, Philadelphia Storage Battery Co. and CBS, should not be set aside, and staying all proceedings against those defendants until ten days after the final decision on the rule to show cause. The rule was procured by CBS counsel Colin.

Simultaneously counsel for the respondents entered into a stipulation with Gov. Hoffman's counsel extending the time of WCAU, Atlantic Broadcasting Corp. (operating WABC) and Philco Radio & Television of New York to answer or otherwise move until Aug. 21. Thus considerable time will elapse before action on the motions to quash service, and before answers are filed.

Part of the broadcast alleged by Gov. Hoffman as slanderous was:

"And so crazier and crazier grows the Hauptmann affair—more and more desperate over the week-end became New Jersey's Gov-nor to justify his official blund-ing and save his tottering politi-reputation—more and more di-stunts are dragged across the trails to befuddle the public a confuse the main issue.

"And so round and round—j as the music goes round and ro —so round and round goes Hauptmann affair — one of most shocking exhibitions of bernatorial meddling with the derly process of law and order t America has displayed to the wo in many a decade."

Lucky 150,000

MORE than 150,000 persons won cartons of Lucky Strike cigarettes in the first two days of the week of July 27 for successfully guessing titles of most popular songs in the American Tobacco Co. prize contests for Lucky Strikes, according to T. J. Ross, handling Lucky Strike publicity for the Ivy Lee organization. More than 1,300 are now employed in handling clerical and mailing work involved in the contest, which is promoted in the sponsor's *Hit Parade* programs on NBC and CBS.

Estate Stove, Macfadde On Two-Station Hooku

SPECIAL hookups of two-stati units of the Mutual Network we arranged in late July for t sponsors. Keyed from WLW, F tate Stove Co., Cincinnati, on Au 6 will start the *Magazine of t Air* over that station and WG Chicago, Thursdays, 8:30-9 p. Account was placed through Ral H. Jones Co., Cincinnati.

Also originating at WLW, Ma fadden Publications Inc., Ne York, for *True Detective Stor* magazine on Sept. 8 will link th station and WOR, Newark, Tue days, 9:30-10 p. m. Drama shows based on stories in curre issues of the magazine will staged along the same lines Macfadden's *True Story* progra on the NBC-Red network. T account was placed direct.

Mutual reported, as BROADCAS ING went to press, that it w negotiating with Crazy Water E tel Co., Mineral Wells, Tex. (Cra Water Crystals), through Luck Bowman Inc., New York, for 1:30-1:45 p. m. period five da weekly; also with Fawcett Pub cations Inc., New York, for once weekly series, Monday 8-8:30 p. m. No starting da have yet been fixed, nor have s tion lineups been completed.

KNOX GELATINE Co., John town, N. Y., will use 22 CBS s tions in the autumn with the *S ters of the Skillet* act, Tuesda and Thursdays, 11:15-11:30 a. Joseph Katz Co., New York, agency.

KFPY

AND — what's more important . . .

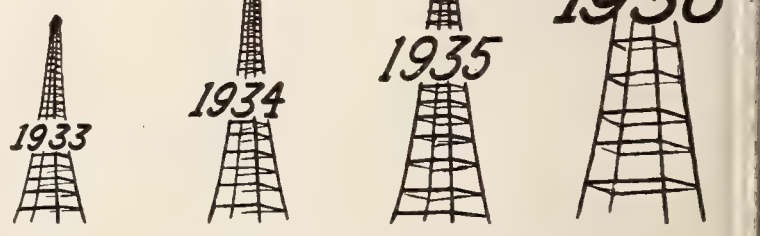
of Spokane, Washington, now putting up a HIGHER vertical radiator

A HIGHER SALES RECORD

THE TOWERS represent LOCAL business for the first half of the past four years. Moreover, KFPY advertisers pay the HIGHEST local rate asked by any Spokane station.

These are FACTS you can substantiate. Ask our REPRESENTATIVES:

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO



WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

egional Stations
fect Organization

epard Elected Chairman at cago; Committees Named



. Shepard

ELECTING John Shepard 3d, president of the Yankee Network, as its chairman, a group of regional broadcasting stations completed organization of the National Association of Regional Broadcast- Stations at a meeting in Chi- July 28, and promptly pro- ed with its first mission of pre- ng to defend the interests of stations at the reallocation ings before the FCC Broad- Division to begin Oct. 5.

he organization, which will de- itself to the protection of re- al stations and to parallel the r Channel Group and Nation- ndependent Broadcasters Inc. al station group), was con- ed by a group of regional ex- ives during the NAB conven- last month in Chicago. It will inanced under a plan calling payment by each station of times its highest national ter-hour rate, payable by Sept. All stations operating on fre- acies designated by the FCC as onal are eligible for member-

Regional Chairmen

H a dozen organizers present he July 28 meeting at the ke Hotel, the group named an utive committee of seven, and five regional chairmen, one each of the five former radio s. The executive committee called its next meeting for York on Aug. 7 at which it appoint engineering and legal sel to represent the associa- at the Oct. 5 reallocation ings.

he organization was formed the purpose of improving dcast service to the rural and n public of the United States," the formal announcement fol- ng organization.

addition to Chairman Shep- the executive committee com- s Edgar L. Bill, WMBD, Pe- Walter J. Damm, WTMJ, aukee; John J. Gillin Jr., W, Omaha; Herbert L. Pettey, N, New York City, former secretary; Hoyt Wooten, EC, Memphis, and W. J. pps, WWJ, Detroit.

propos of the designation of chairmen, the announcement this was decided upon in or- hat stations may keep in close act with the organization, and the association in turn may the benefit of constructive estions from all parts of the try. The zone chairmen will as contacts between stations heir zones and the executive nittee. Those named are First (Eastern Seaboard), J. Thom- yons, WCAO, Baltimore; Sec- Zone (East Central States), H. Ryan, WSPD, Toledo; d Zone (Southern States), y W. Slavick, WMC, Mem- Fourth Zone (Midwestern s), H. Dean Fitzer, WDAF, as City, and Fifth Zone (Far West), Gerald King, KFWB, Hollywood.

Present at the Chicago meeting were Ralph L. Atlass, WIND-WJJD, Gary-Chicago; E. H. Twamley, WBEN, Buffalo; W. E. Hutchinson, WAAF, Chicago; Luther L. Hill, KSO-KRNT, Des Moines; Sumner D. Quarton, WMT, Cedar Rapids, Ia.; Mr. Ryan, Mr. Shepard, Mr. Wooten, Mr. Pettey, Mr. Scripps, Mr. Damm, Mr. Bill and Mr. Slavick.

Dyke Leaves Colgate

KEN R. DYKE resigned July 29 as advertising manager of Colgate-Palmolive-Peet Co., Jersey City, leaving immediately for a vacation trip in the West. The company's advertising account, it was stated, will remain with Benton & Bowles, New York. Mr. Dyke, onetime advertising executive of the Johns-Manville Corp., has not divulged his future plans, but he will continue in his post as chairman of the board of the ANA.

Grange on Football

SINCLAIR REFINING Co., Inc., New York, has signed "Red" Grange, former Illinois football star, to be heard in a new series of programs on the NBC-Red network, Fridays, 10:30-10:45 p. m., and Saturdays, 7-7:15 p. m. (EDST), starting Sept. 4. The programs will be devoted to news about football, with the Friday night talk dealing with games to be played the next day and talks by guest coaches. The Saturday night period will announce the results of the games that day with highlights of the more important contests. Grange will also be heard on Sinclair's regular NBC-Blue network program, Mondays, 9-9:30 p. m. Federal Adv. Agency Inc., New York, handles the account.

Vallee for Royal

AFTER over seven years of promoting Fleischmann's yeast for Standard Brands Inc., *Rudy Vallee's Variety Hour* on NBC-Red, Thursdays, 7-8 p. m. (EDST) on Oct. 1 will switch commercial announcements to Royal Gelatine, another Standard Brands product. Frank Fay, who was signed for Royal Gelatine after appearing on the Vallee program last spring, will conclude his NBC-Blue series, Fridays, 8:30 p. m., on Sept. 4. The Fleischmann *Husbands & Wives* period on NBC-Blue, Sundays, 7:30 p. m., will continue to promote Fleischmann's yeast.

John Morrell on NBC-Red

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food) on Sept. 3 will start a musical program on 27 NBC-Red stations. Titled *Tea Time at Morrells*, the program will feature Joe Gallichio's orchestra, Gale Page and Don McNeil, who will be master of ceremonies. Henri, Hurst & McDonald Inc., Chicago, is agency. The Morrell Company, old-line packing concern, has been a frequent of network and spot time.

MERLE TUCKER, who has been handling publicity for the Texas Centennial on behalf of the State of Texas, has resigned to accept the position of radio director for the Fort Worth Frontier Centennial.

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables

Mackay Radio

WHTH, Hartford, Names Its Executive Personnel

WHTH, new local station of the *Hartford* (Conn.) *Times*, will be headed by Cedric W. Foster, who will carry the title of director of programs and who also will have charge of public relations, it was announced July 23. The station, shortly to begin operation, will be the tenth outlet of the Inter-City Group and will also be a member of John Shepard's new Colonial Network.

Other personnel will include Warner Murphy, son of Francis S. Murphy, general manager of the *Times*, in the commercial department; Walcott Wyllie, for the last three years program director of WFLA, Tampa, on programs and announcing; Richard K. Blackburn, formerly of WTIC, Hartford, as chief engineer; Howard Wessenberg, engineer, and Paulette Wolozin, formerly of WATR, Waterbury, secretarial and artist.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

OTHER FELLOWS' VIEWPOINT

The ANPA Protests

TO the Editor of BROADCASTING:

I am much interested in an article which appears on page 101 of your issue dated July 1, entitled, "ANPA Media Data Full of Omissions".

Apparently the writer of this article failed to read our study, "Newspaper, Magazine and Broadcast Expenditures in 1935", upon which the article comments. I am enclosing herewith a copy.

For the past 13 years, the Bureau of Advertising has released dollar figures showing newspaper expenditures of leading advertisers. In each instance we have stated that such lists covered only a certain number of accounts which our facilities have enabled us to reasonably estimate. In recent years, at the request of advertisers and agents, we have included with these newspaper figures data showing the expenditures in magazines and chain broadcasting.

No effort has ever been made to include the expenditures of all magazine advertisers, or all radio advertisers. It has been clear to research people who have used our figures that our basic list was a list of newspaper advertisers. Obviously, however, such a list of advertisers includes those spending most of the money that is being spent for magazine or radio advertising.

The article in your magazine states:

"The breakdowns naturally give newspapers the best showing generally, which they would have had in any case in view of their larger number and scope."

The number of newspapers in the country fails to have very much of a bearing on the amount of money which advertisers spend for newspaper advertising. If this were true, the weekly newspapers, which number more than 11,000, would get the bulk of all advertising money, instead of the dailies.

Further down you state:

"Even with the hand-picked group of companies selected, they show a rise in chain broadcasting from 1930 through 1935. Whereas in 1930 network radio claimed 5.3 cents of the ANPA selected group's advertising dollar, in 1931 the figure was 8.1 cents . . .".

Prayer Answered

"I WISH someone would bring me a drink of water," Gary Breckner, baseball announcer of KNX, Los Angeles, muttered July 17 during a baseball broadcast. The tiny daughter of a Monrovia, Cal., listener sympathetically poured a pitcher of water down a loudspeaker where it was rerouted to a rug.

On page 2 of our study, you will note that we reproduce the national advertiser's dollar from 1930 to 1935. It is clearly stated that this national advertiser's dollar is a separate analysis from the individual figures which we quote later on in the study. We show that during 1935, all national advertisers spent a total of $366,612,000 in newspapers, magazines, outdoor, car cards and chain broadcasting.

The breakdown of the individual advertisers we show indicates that 387 national advertisers covered spent $231,107.000 in newspapers, magazines and chain broadcast. The difference between these two figures should certainly indicate that we were not using what you term a "hand-picked list" in the national advertiser's dollar figures we show.

If you have any questions about any studies we issue, we would welcome your asking us about them. This, it seems, would be fairer than printing a review of something with which you are not very familiar.

ALLEN B. SIKES,
Eastern Manager,
Bureau of Advertising,
American Newspaper
Publishers' Ass'n,
New York City.

July 17, 1936.

[Editor's Note—While it is true that the ANPA study does not embrace a complete list of national advertisers, its purport was clear to the editor, who *did* read the report. As in the case of the ANPA convention displays last April, the whole tenor of the report seemed designed to discount radio in favor of newspapers, omitting entirely spot and local advertising expenditures and ignoring entirely some of the biggest accounts on the air which also spend considerable money in printed media. Mr. Sikes must be aware that any comparisons made with chain broadcast expenditures alone are incomplete and misleading, albeit the networks do account for more than 50% of radio's dollar volume. The ANPA had available, for its gross estimates, the monthly NAB statistical reports, which are broken down according to networks, national non-network and local, but it apparently prefers not to recognize those figures. The ANPA should know, as everybody in advertising knows, that networks *alone* do not represent American radio either in research, fact or actual activity, yet its report was titled "Newspaper, Magazine and *Broadcast* Expenditures in 1935".]

STANDARD RADIO Inc., Hollywood, announces addition of 20 sides of added sound effects to its sound effects library.

Hookup of WOR - WG For Cudahy, Continent

TWO special hookups of WO Newark, and WGN, Chicago, a ranged through Mutual Netwo and using Mutual lines, have be signed for important sponso starting soon. A one-hour pr gram Sundays, 9-10 p. m., starti Aug. 9, will be sponsored by Co tinental Baking Co., New Yo (Wonder Bread). A year's co tract with Cudahy Packing C Chicago, for its Old Dutch Clea er, has been signed for the t stations, starting Sept. 28, Monda through Fridays, 10:15-10:30 p.

The Continental bread progra will be titled *Wonder Show* a will feature old-time melodram beginning with the famous *Unc the Gas Light*. It will feature Ja Smart, the *Happy Wonder Bake* and a cast of 75 actors, from t WOR Playhouse atop the N Amsterdam Theater, New Yo Batten, Barton, Durstine & O born Inc., handles the account.

The Cudahy show will be key from WGN, and is to be handl by Roche, Williams & Cunnyn ham Inc., Chicago. The Cuda company, for Old Dutch Cleans on Sept. 28 is also starting *Ba elor's Children* on a special n work of 7 CBS stations Monda through Fridays, 9:45-10 a. m.

Gruen's New Series

GRUEN WATCH Co., Cincinna for its Gruen Watchmaker's Gui which sponsored the *Washingt Merry-Go-Round* on the four ba Mutual Network stations last f and winter, on Sept. 18 will retu to that network with a new sh originating at WOR, to be hea Fridays, 8-8:30 p. m. Plans the program include signing Fra Hawks, the famous flyer, for show to be titled *Time Flies W Hawks* who will tie it up with plane which he is now building special flights, some of which m be broadcast from the plane. Garmo Corp., New York, is agen

New Wisconsin Group

PLANS to sell four Wisconsin s tions as a group, though they not be linked as a network, w disclosed July 28 by Weston, Fr man & Allen, new station rep sentative organization at 520 Michigan Ave., Chicago. It is p posed to call the group the W consin Lake Shore Group. It comprise WENP, Milwauk WTAQ, Green Bay; WHBL, S boygan, and WRJN, Racine.

One Ice Cream Manufacturer In Your City Is Interested In More Sales!

YOUR STATION and Ice Cream Radioaids are the solution to his problem — For further information about Ice Cream, Laundry, Bread, Used Cars, Loans, Furniture Radioaids*

Write or Wire

RADIOAIDS INC.

1357 North Gordon Street — Hollywood, Cal.

** Jewelry Radioaids ready for release August First. Audition samples now available.*

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

BEST BY TEST
Now You Be The Judge
100% shadowgraphed Needle

Your transcriptions are at their b with the best needles.

Eliminate surface noise by using need made to fit the requirements.

STEEL CUTTING NEEDLES FO ACETATE.

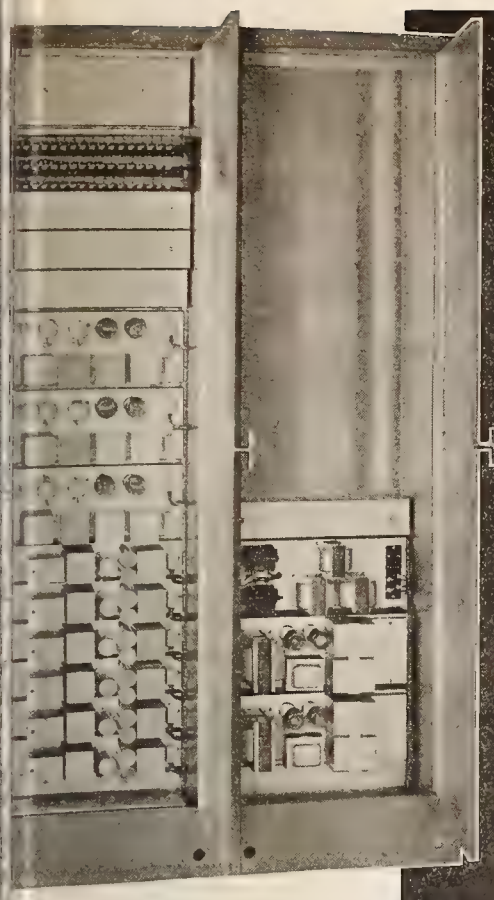
Playback Needles for all Transcriptio

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W.
ACTON CO.
370
7th Ave.
New York
City



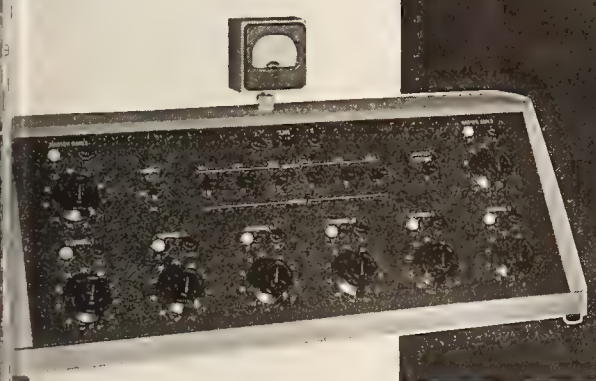
Sen fo Sam



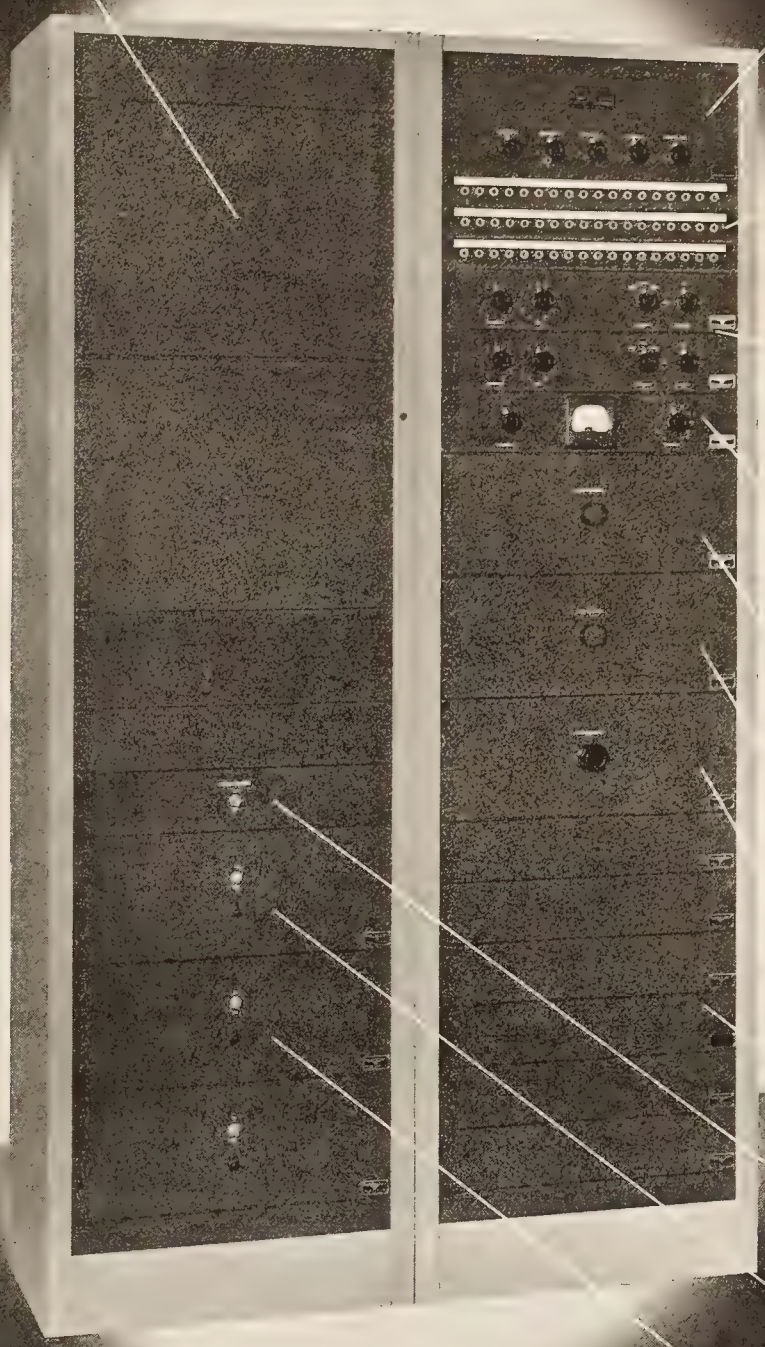
echanical beauty and accessibil-
re features immediately apparent
glance inside the cabinet. The
rior finish in contrasting black
gray is conservatively modern in
earance and suggests technical
iency which is more than skin
p.

★

he Mixing Console provides finger
control of the six input circuits
the three main amplifiers. Oper-
n of the system is clearly indicated
an ingenious system of pilot lights
an arrangement is made so that
lifier channels can be instantane-
y interchanged without interrup-
of program.



12F SPEECH INPUT ASSEMBLY



Space for additional monitoring, terminating or telephone equipment.

TYPE 272B OUTPUT SWITCHING PANEL—includes relays for control of amplifiers, speakers and output lines. Connections are provided for control of warning lights.

TYPE 265A JACK PANEL—A total of 54 circuits are available at the jack panel, although normal operation requires no patching.

TYPE 116E LINE EQUALIZERS The series resistance and cut-off frequency of the equalizing circuits are adjustable over a wide range.

TYPE 62A VOLUME LEVEL INDICATOR. Range: minus 20 to plus 36 decibels. A three position switch allows the volume level to be read on any one of three circuits without the use of patch cords.

TYPE 7H PROGRAM AMPLIFIER

TYPE 7H AUDITION AMPLIFIER—can be substituted for the program amplifier by means of the amplifier selector key on the control console.

TYPE 7H MONITORING AMPLIFIER

TYPE 6B PRE-AMPLIFIER—A total of six pre-amplifiers may be used with input connections for any type of microphone.

MASTER POWER SWITCH

THE TYPE 414A CONTROL CIRCUIT POWER SUPPLY—provides 12 Volts D. C. for operation of indicating lamps and relays.

TYPE 409C POWER SUPPLY Duplicate rectifiers increase reliability.

CAREFUL PLANNING OF FACILITIES in the 12F Speech Equipment is of interest, but of more importance is the technical excellence of every amplifier and component part, each of which contributes toward unsurpassed performance.

The 12F Speech Input Assembly is specifically designed for broadcast stations desiring to transmit, monitor and rehearse programs with one set of equipment.

More elaborate arrangements of equipment are available for large stations. Specifications can be submitted after study of individual requirements.

COLLINS
RADIO COMPANY

CEDAR RAPIDS - - IOWA

NEW YORK CITY, 11 West Forty-Second Street

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JULY 15 TO JULY 30, INCLUSIVE

Decisions . . .

JULY 17

APPLICATIONS GRANTED:

WAVE, Louisville—CP new equip.

KWTO, Springfield, Mo.—Modif. CP re antenna.

KALB, Alexandria, La. — Transfer control to W. H. Allen.

WCAX, Burlington, Vt.—Transfer control to Marie Jackson Forbes.

KIDO, Boise, Id.—CP move trans., vert. radiator.

KUJ, Walla Walla, Wash. — Transfer control to H. E. Studebaker.

KSUN, Lowell, Ariz. — Change equip., vert. radiator, increase 100 w to 100 w 250 w D.

W9XAA, York Twp., Illinois—CP change trans., equip., increase to 5 kw.

WKBZ, Muskegan, Mich.—CP trans. site, new radiator.

WAAB, Boston—CP new equip.

W2XMN, Edwin Armstrong—Modif. CP additional freq.

KFWB, Hollywood — Modif. CP trans. site, new equip., antenna.

WDOD, Chattanooga—Auth. auto. freq. control.

W2XF, New York—License for CP increase 5 to 12 kw.

KFH, Wichita—License for CP change equip., increase to 5 kw D.

WHBL, Sheboygan, Wis.—License for CP equip., vert. antenna, move trans.

WKBI, Cicero, Ill.—Modif. license CST to EST.

WEHS, Cicero, Ill.—Modif. license re spec. hours.

WHFC, Cicero, Ill.—Modif. license CST to EST.

KYA, San Francisco — CP amended to move trans. locally, new equip., increase 1 to 5 kw 1230 kc 1 kw unltd.

WDBO, Orlando, Fla.—CP move trans. locally, vert. radiator, 1 kw unltd. 580 kc.

WABI, Bangor, Me.—CP move trans. locally, vert. radiator, change equip., change from spec. to unltd., increase to 100 w 250 w D.

WAPO, Chattanooga—Modif. CP change equip., antenna.

WSB, Atlanta—Renewal license.

NEW, Puerto Rico Adv. Co., Mayaguez, P. R.—Amended applic. CP 1370 kc 100 w N 250 w D spec.

Mutual Brdcstg. System Inc., Chicago—Extension auth. exchange programs with CKLW.

RENEWAL OF LICENSES (temporary basis)—KNX, Los Angeles; KWJJ, Portland, Ore.; KWKH, Shreveport, La.; WBAP, Fort Worth; WCCO, Minneapolis; WESG, Elmira, N. Y.; WFAA, Dallas; WJAG, Norfolk, Neb.; WNYC, New York; WOV, New York; WPG, Atlantic City; WWL, New Orleans; KGBZ, York, Neb.; KMA, Shenandoah, Ia.

SET FOR HEARING—KXL, Portland, Ore.; KTHS, Hot Springs, Ark.; NEW, Dixie Brdcstg. System, Valdosta, Ga.; WSPA, Spartanburg, S. C.; NEW, Vincennes Newspapers Inc., Vincennes, Ind.; KFI, Los Angeles; WJR, Detroit; WSM, Nashville; WHDH, Boston; WCFL, Chicago; KEKA, Pittsburgh; KGO, San Francisco; WSMK, Dayton, O.; WGBI, Scranton, Pa.; WDRC, Hartford; NEW, Farnsworth Television Inc. of Pa., Springfield, Pa.

ACTION ON EXAMINERS REPORTS:

NEW, Carl S. Taylor, DuBois, Pa.—Denied CP 780 kc 250 w D, sustaining Examiner Hyde.

WISN, Milwaukee — Denied CP change equip., move trans., increase 250 w 1 kw D to 1 kw unltd. 1120 kc, reversing Examiner Dalberg.

WGBF, Evansville, Ind. — Granted CP change equip., increase 500 w to 500 w 1 kw D 630 kc Simul. D and Share N with WOS and KFRU, sustaining Examiner Hyde.

WQDM, St. Albans, Vt.—Granted CP new equip., move trans. locally, change 1370 to 1390 kc, increase 100 w to 1 kw spec., sustaining Examiner Dalberg.

KNX, Los Angeles—Granted renewal license 1050 kc 50 kw unltd., granted auth. transfer control from Edwin Earl, Guy C. Earl Jr., Naylor Rogers, Ranson Henshaw, Calmon Luboviski, Paul G. Hoffman Co. Inc. to Columbia Brdcstg. System Inc., effective Sept. 15.

ORAL ARGUMENT (on examiners' reports) — On Oct. 22: NEW, Petersburg Brdcstg. Co. and WLBG Inc., Petersburg, Va.; WHB, Kansas City; KFOX, Long Beach, Cal.; NEW, B. A. Thompson, Santa Cruz, Cal.; NEW, William B. Smullin, Sacramento, Cal.; NEW, Howard N. Mitchell, Sacramento, Cal.; NEW, Press Democrat Pub. Co., Santa Rosa, Cal.; On Oct. 29: NEW, Miles J. Hansen, Julius Brunton & Sons Co., Harold H. Hanseth and Fresno Brdcstg. Co., Fresno, Cal.

SPECIAL AUTHORIZATIONS — WOW, Omaha, extension temp. auth. 5 kw N; WHAS, Louisville, extension temp. auth. 50 w test; WJWJ, Hagerstown, Md., extension temp. auth. 50 w; WDBO, Orlando, Fla., extension temp. auth. added 750 w N.

RATIFICATION — KFBB, Great Falls, Mont., granted CP move trans. locally, new equip. & radiator.

MISCELLANEOUS—Eagle Brdcstg. Co., KGFI, denied further hearing of applic. Gulf Coast Brdcstg. Co. new station 1330 kc 250 w 500 w LS; NEW, C. E. Wilkinson Co. Inc., Mason City, Ia., denied stay of action 7-2-36 denying applic. Mason City Brdcstg. Co. and Northern Iowa Brdcstg. Co. for new stations, in effect a denial of applic. of C. E. Wilkinson Brdcstg. Co. for new station Mason City; NEW, Hunt Brdcstg. Assn., Greenville, Tex., denied reopening hearing applic. CP Greenville; WAAB, Boston, denied reconsid. action setting for hearing applic. modif. license; KXL, Portland, Ore., same re renewal; Black River Valley Brdcsts Inc., Watertown, N. Y., denied dismissal applic. Brockway Co. for CP new station at Watertown; KVOS, Bellingham, Wash., denied subpoenas re transfer stock and renewal; Pittsburg Pub. Co., Pittsburg, Kan., denied postponement decisions on applic. Pittsburg Pub. Co., Joplin Brdcstg. Co. and Wichita Brdcstg. Co.; Wayne Brdcstg. Co., Hamtramck, Mich., denied reconsid. refusal CP new station; WBBR, New York, granted permission withdraw applic. CP without prejudice; WRAW, Reading Pa., denied motion dismiss WBBR applic. as in default; WWL, New Orleans, granted extension exp. auth.; KWKH, Shreveport, La., granted extension exp. auth.; NEW, Lookout Brdcstg. Corp., Chattanooga, granted dismissal applic. CP; NEW, Panama City Brdcstg. Co., Panama City, Fla., granted dismissal applic. CP.

JULY 22

APPLICATIONS GRANTED:

NEW, Carlsbad Brdcstg. Co., Carlsbad, N. M.—CP 1210 kc 100 w unltd.

WCAT, Rapid City, S. D.—CP move trans., studio locally.

KFAB, Lincoln—Extension exp. auth. Synchro.-WBBM.

WBBM, Chicago—Same.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N.

KIRO, Seattle—Extension exp. auth. unltd. 710 kc 1 kw.

WPTF, Raleigh, N. C.—Extension exp. auth. LS-8 p. m. PST 1 kw; extension exp. auth. aux. trans.

KPPC, Pasadena, Cal.—Antenna measurement.

WPRP, Ponce, P. R.—Modif. license re hours.

KFPY, Spokane—Consent transfer control to T. W. Symons Jr.

KANS, Wichita—Modif. CP trans. & studio at Lassen Hotel, change equip.

WMEX, Boston — CP move trans. to Milton, Mass., change 1500 to 1470 kc, increase to 5 kw directional (Commissioner Case dissented).

KEHE, Los Angeles—Modif. CP move trans. near Baldwin Hills.

WJBC, Bloomington, Ill.—License for CP 1200 kc 100 w N 250 w D Sh.-WJBL.

WHBU, Anderson, Ind.—License for CP 1210 kc 100 w N 250 w D unltd.

KSCJ, Sioux City, Ia.—License for CP aux. trans.

WLAP, Lexington—Auth. transfer control to J. Lindsay Nunn.

KWSC, Pullman, Wash. — CP change equip., increase to 5 kw D subject Rules 131, 132, 139.

SET FOR HEARING—NEW, Walter H. McGenty, Rice Lake, Wis.; NEW, Lenawee Brdcstg. Co., Adrian, Mich.; NEW, Hannibal Brdcstg. Co., Hannibal, Mo.; NEW, C. W. Corkhill, Sioux City, Ia.; NEW, Isadore Goldwasser, Anniston, Ala.; NEW, Jesse G. Bourus, Everett, Wash.; WMAS, Springfield, Mass.; WOR, Newark; WJEJ, Hagerstown; WNAC, Boston; KRKO, Everett, Wash.

ACTION ON EXAMINERS REPORTS:

WOL, Washington—Granted CP change equip., move trans., change 1310 to 1230 kc, increase 100 w to 1 kw unltd., reversing Examiner Dalberg.

NEW, W. H. Kindig, Hollywood—Denied CP 1300 kc 1 kw Sh.-KFAC, reversing Examiner Hill.

KFAC, Los Angeles—Granted renewal license, sustaining Examiner Hill.

WLBF, Kansas City — Granted modif. license 1420 to 1310 kc 100 w unltd., reversing Examiner Walker.

RATIFICATIONS:

NEW, C. W. Snyder, Wichita Falls, Tex.—Denied reconsid. and grant applic. CP.

MISCELLANEOUS — WDGY, Minneapolis, granted return last applic. Natl Battery Brdcstg. Co. new station St. Paul under Rule 104.7; NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., hearing applic. CP new station 1480 5 kw D postponed to 9-21-36; KFN Shenandoah, Ia., granted applic. increase hours subject removal WILL 890 to kc; NEW, Birmingham, denied requ withdraw without prejudice applic. 1200 kc 100 w N 250 w LS unltd.; WGI Albany, Ga., reconsidered and granted new trans. site, move studios, antenna.



EXECUTIVE'S HOBBY—Many a broadcast engineer is also a licensed radio amateur, but relatively few men on the commercial side of broadcasting go in for "ham" activities. An exception to the rule is Lawrence W. McDowell, dynamic commercial manager of KFOX, Long Beach, Cal., who knows his kilocycles as well as his contracts. He is shown at his elaborate 400-watt amateur transmitter in his home, W6LZU, from which he has talked by code and radiophone to other "hams" throughout the world. Larry McDowell himself built the first KFOX as a 100-watter, and saw it through successive stages to its present 1,000 watts. As a youngster in high school he worked for Powell Crosley in Cincinnati when WLW was being planned.

Examiners' Reports . . .

KGKO, Wichita Falls, Tex. — Chief Examiner Arnold recommended that Commission affirm its order of Oct. 14, 19 granting applic. CP new equip., m trans. near Fort Worth, and move stud to Fort Worth.

NEW, Dorrance D. Roderick, El Pas Examiner Hill recommended (I-256) t applic. CP 1500 kc 100 w unltd. be grant

NEW, Ted R. Woodard, Kingsp Tenn. — Examiner Walker recommen (I-257) that applic. CP 1210 kc 100 w be denied.

NEW, Jonas Weiland, Kinston, N. C Examiner Walker recommended (I-2 that applic. CP 1200 kc 100 w 250 w be granted daytime only subject Rule and denied nighttime.

NEW, Kidd Bros., Taft, Cal.—Exami Hyde recommended (I-259) that app CP 1420 kc 100 w D be granted.

NEW, Navarro Brdcstg. Assn., Co cana, Tex.—Examiner Hill recommen (I-260) that applic. CP 1310 kc 100 w be granted.

NEW, Earl Weir, St. Petersburg, Fl Examiner Dalberg recommended (I-2 that applic. CP 1370 kc 100 w unltd. granted.

NEW, Sioux Falls Brdcst. Assn., Si Falls, S. D.—Examiner Hill recommen (I-262) that applic. CP 1200 kc 100 unltd. be granted.

NEW, Jefferson Brdcstg. Co., Birmi ham; Wilton Harvey Pollard, Huntsv Ala. — Examiner Seward recommen (I-263) that applic. Jefferson Brdcstg. for CP 1200 kc 100 w 250 w LS unltd. denied; that applic. Wilton Harvey lard for CP 1200 kc 100 w unltd. granted.

NEW, Marysville - Yuba City Publis Inc., Marysville, Cal. — Examiner B recommended (I-264) that applic. CP kc 250 w D be granted.

KRLC, Lewiston, Id. — Examiner recommended (I-265) that applic. change from 1420 kc 100 w unltd. to kc 250 w unltd. be granted.

NEW, Fred A. Baxter, Superior, Wi Examiner Dalberg recommended (I-2 that applic. CP 1200 kc 100 w unltd. granted.

WJBO, Baton Rouge, La. — Exam Dalberg recommended (I-267) that ap CP change 1420 kc 100 w unltd. to 112 500 w spec. be granted if pending ap WISN and WHB are denied; other that it be denied.

Applications . . .

JULY 15

NEW, Continental Radio Co., Wash ton—CP 1230 kc 1 kw unltd., amende trans. site Montgomery Co., Md., d tional antenna.

WOR, Newark—CP new trans., ante increase 50 to 500 kw.

NEW, George M. Haskins, Hya Mass.—CP 1210 kc 100 w 250 w D u

WMBR, Jacksonville, Fla. — CP trans., change 1370 to 1120 kc, 100 w w D to 1 kw.

KOVC, Valley City, N. D. — Modif. new trans., antenna.

WLBL, Stevens Point, Wis. — CP trans., antenna, change 2½ kw spec 5 kw D, move trans. to Auburndale.

KGFW, Kearney, Neb.—CP new an na,, move studio, trans. to Omaha.

Standard Radio Inc., Hollywood—A trans. transcriptions to foreign count

APPLICATIONS RETURNED — N John Glebauskas, Athol, Mass.; WC Burlington, Vt.; WHP, Harrisburg; N KMJB Brdcstg. Co., Minot, N. D.; N KMOK Brdcstg. Co., Valley City, N. NEW, KFLW Brdcstg. Co., Mandan, N

JULY 17

WESG, Elmira, N. Y.—Extension auth. 850 kc D to sunset New Orlean

NEW, Gen. Elec. Co., Schenectady- 790 kc 250 w midnight to 6 a. m.

WCBM, Baltimore—CP new trans., tenna, move trans. to Cold Spring L

WMMN, Fairmont, W. Va. — Modif cense change name to Monongahela V Brdcstg. Co.

HAS, Louisville — Exp. auth. new
., increase 50 to 500 kw etc., amended
exp. auth. to CP.
FLA-WSUN, Clearwater, Fla. — Vol.
n. license WFLA only to Florida West
t Brdcstg. Co. Inc.
AML, Laurel, Miss. — CP new trans.,
locally.
DAI, San Antonio — CP move trans.,
ase 50 to 500 kw, new trans., antenna.
W, Vincennes Newspapers Inc., Vin-
es, Ind.—CP 1200 kc 100 w 250 w D

tual Brdcstg. System—Extension auth.
mit programs to CKLW.
W, Julio M. Conesa, Ponce, P. R.—
en. exp. 100 w.
PLICATIONS RETURNED—KGFW,
ney, Neb.; NEW, Albuquerque Pub.
Albuquerque, N. M.; KGA, Spokane.

JULY 20

W, WEEI Brdcstg. Corp., Medford,
—CP apex 100 w.
W, James F. Hopkins Inc., High-
Park, Mich.—CP apex 100 w.
AC, Nashville—CP new trans., an-
change, increase 5 to 50 kw.
D, St. Louis—Modif. license re radia-
toward WKRC.
KBB, East Dubuque, Ill.—License for
new trans.
W, Sioux City Brdcstg. Co., Sioux
Ia.—CP 1420 kc 100 w 250 w D unltd.
W, Journal Co., Milwaukee — CP
kc 1 kw unltd.
OR, Colorado Springs, Col.—Vol. as-
license to Out West Brdcstg. Co.
OA, Tuscon, Ariz. — Modif. CP re
., vert. antenna, increase 500 w to
, move trans. locally.
PLICATIONS RETURNED—WAAB,
n; WAML, Laurel, Miss.

JUNE 22

AD, Watertown, N. Y.—CP change
to 1270 kc, spec. to D, new trans.,
na, move trans.
AR, Fall River, Mass.—Modif. CP
e equip., increase power to further
es equip.
SV, Washington—Modif. license move
from Alexandria, Va., to Earle
Washington.
HP, Harrisburg — CP new antenna,
trans. locally.
W, World Pub. Co., Tulsa, Okla.—
40 kc 1 kw unltd., directional N.
W, Broadus McSwain, Raleigh, N. C.
1210 kc 100 w D.
MT, Cedar Rapids—Modif. CP new

W, Courier-Post Pub. Co., Hannibal,
CP 1310 kc 100 w unltd., amended
0 w 250 w D, change equip.
L, Seattle — Modif. license 1270 to
kc, increase 1 kw 5 kw D to 5 kw
N.
RN, Bakersfield, Cal.—Amend CP ap-
to McClatchy Brdcstg. Co.
NC, Lewiston, Mon.—Modif. CP new
, increase 100 w to 100 w 250 w D.
LM, Salem, Ore.—Auth. transfer con-
rom Walter L. Read to H. B. Read.
OS, Marshfield, Ore.—Auth. transfer
ol from H. B. Read to Walter L.

JULY 23

RC, Cincinnati—Extension exp. auth.

BO, Orlando, Fla.—Extension exp.
added 750 w D.
AF, Chicago—License for CP new
, change power, move trans., studio.
RN, Bakersfield, Cal.—Vol. assign.
McClatchy Brdcstg. Co.
KO, Everett, Wash.—CP new trans.
PLICATIONS RETURNED—WCAX,
gton, Vt.; NEW, Science Surveys
Cleveland; WJAY, Cleveland.

JULY 27

XBS, Waterbury, Conn.—CP 100 w
r station in New Haven to synchro-
n 1530 kc; CP 100 w booster sta-
n Bridgeport.
AN, Providence — Modif. CP new
, etc. move trans. site.
OL, Columbus — License for CP
e equip.
LY, Lima, O. — Modif. CP move
, studio.
KB, Miami Beach — CP increase to

BD, Peoria — License CP change
, move trans.
JB, Marshalltown, Ia. — Modif. CP
al antenna, move trans.
W, Chas. Porter, E. T. Eversole,
, Mo. — CP 1420 kc 100 w unltd.
led to D.
TN, Watertown, S. D. — CP new
, vertical antenna, change 1210 to
kc, 100 w to 250 w 500 w D, move
, asks freq. KGDY.
OY, Huron, S. D.—CP change 1340
10 kc, from 250 w D to 100 w N
w D unltd., change equip., vertical
na, move trans., contingent KWTN

MV, E. St. Louis, Ill. — CP new
, increase 100 w to 100 w N 250 w D.
KBD, Portland, Ore.—Modif. CP ex-
completion.

Negotiations for Acquisition by Bulova Of WLWL Appear to Be Near Agreement

BULLETIN

NEGOTIATIONS were in progress the night of July 30, as BROADCASTING went to press, under which it appeared likely that an agreement would be reached whereby Mr. Bulova's offer to take over the CBS end of the WLWL deal would be accepted, with Mr. Iraci securing all or part interest in WNEW.

MORE confusion has been added to the unceasing efforts of WLWL, New York Paulist station, to procure full-time operation through the enforced sale of WOV, New York Italian-language station, by the injection of Arde Bulova, New York watch manufacturer, and of a mysterious new application by a New York Protestant Episcopal church for the WOV facilities.

Having procured last month a tentative deal with John Iraci, owner of WOV, to sell his station to WLWL for $300,000 as part of a deal whereby WLWL would have obtained full time, and then would have leased or sold its station to CBS, it appeared just a fortnight ago that the deal would be consummated by Aug. 3. Then Mr. Bulova, part owner of WNEW, New York, and identified with the ownership of at least four other stations through arrangements with other individuals, became connected with the venture by offering to take over the CBS end of the WLWL deal.

Even this, however, did not stop the confusion, for the FCC on July 29 announced the receipt of the application of the St. Michaels Protestant Episcopal Church, Brooklyn, through Rev. Edward Warren Cromey, its rector, for WOV's facilities on 1130 kc., with 1,000 watts daytime operation. This application, which is in proper form, means that this case automatically must go to a hearing unless it is withdrawn. The FCC, obviously, could not approve a deal for the sale of WOV either to the Paulists or to CBS or to Bulova until this hearing is over and a decision rendered.

Mr. Bulova's Activity

WITH the sale of WOV, and junking of the station insofar as New York is concerned, and with several other station and frequency shifts and consents—all of which presumably would have been worked out — it was planned to make WLWL a full-time 5,000-watt station in New York, in lieu of its present two hours a day. Then CBS was to have taken over the station, paying to the Paulists an additional $75,000. But Mr. Bulova stepped into the picture by an application of WCOP, Boston, in which he is also financially interested, for full time on the 1130 kc. channel occupied by WOV in New York. This application would scotch the entire plan worked out in connection with a full-time WLWL.

Mr. Bulova, according to best available information, offered to take over the entire CBS end of the deal under conditions which he believed would be satisfactory. Whereas under the arrangement with WLWL and CBS, Mr. Iraci would be forced out of the broadcasting business, it is reported that under the Bulova deal, Mr. Iraci would become part owner of WNEW and be in position to move his WOV business to that station, thereby remaining in broadcasting.

One report was that CBS offered to allow Mr. Bulova to supplant it in the negotiations if satisfactory to the Paulists. But the Paulist group maintained it desired to carry out the original arrangement with CBS rather than deal with Mr. Bulova. The Paulists would be guaranteed 15 minutes per day over the full time WLWL under the CBS deal, with one hour on Sundays for religious programs.

Mr. Bulova is reported to be identified not only with the ownership of WNEW and WCOP, but also of WTFI, Atlanta, WNBC, New Britain, and WELI, New Haven. It is reported that Rep. John J. O'Connor, chairman of the House Rules Committee, has interested himself in the Bulova phase of the transaction.

There have been many political ramifications to the WLWL-WOV deal. Some of the recriminations against radio and the FCC in Congress have been traced to it. There has been rather general anxiety to have it settled.

Progress of Negotiations

IN GENERAL, the original channel shifting provided that WLWL, now operating only a few hours a week on the 1100 kc. clear channel, upon which WPG is the dominant station, would get full time on that channel in New York through the voluntary relinquishing of it by WPG. Then WOV, by purchase, would be removed from its 1130 kc. daytime assignment, and WPG would take that assignment in Atlantic City, procuring full time through consent of KSL, Salt Lake City, dominant station on the channel. WPG would operate with 1,000 watts and the $25,000 expense of new equipment would be absorbed by CBS as part of the transaction. Consents of other stations which might be affected by the deal also would have to be procured.

WLWL for several years has sought full time. The fight has been led by Father John B. Harney, Superior of the Paulists, and by James P. Kiernan, listed as commercial manager of the station.

KFVD, Los Angeles — Amended CP to directional N.

APPLICATIONS RETURNED — KTW, Seattle; WHIO, Dayton; NEW, Creston News Adv. Brdcstg. Co., Creston, Ia.

JULY 29

WOCL, Jamestown, N. Y.—CP change equip., increase from 50 to 100 w amended to omit power increase, make further equip. changes.

NEW, WCAU Brdcstg. Co., Philadelphia —CP high-freq. 100 w.

KMLB, Monroe, La. — CP change 1200 to 1210 kc, move trans., amended to increase from 100 w to 100 w 250 w D, omit freq. change.

WRR, Dallas — Modif. license intermittent or simul. operation WRR-KVPA on single radiator.

W9XJL, Superior, Wis.—License for CP gen. exp.

APPLICATION RETURNED — KGDY, Huron, S. D., modif. license D to unltd. 250 w.

JULY 30

WCAX, Burlington, Vt.—CP new equip.

NEW, Virgil V. Evans, Gastonia, N. C. —CP 1420 kc 100 w unltd.

WLBC, Muncie, Ind.—License for CP as modif. re equip., power.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—CP 1480 kc 5 kw D amended to give trans. site as Wicker Park, directional antenna.

KGFW, Kearney, Neb.—CP new antenna, move trans., studio, amended to new trans.

KYOS, Merced, Cal.—Modif. CP vertical radiator and approval trans., studio sites.

NEW, Loyal K. King, Pasadena, Cal.—CP 1480 kc 250 w D.

APPLICATIONS RETURNED—WBNY, Buffalo; KPDN, Pampa, Tex.; WRR, Dallas.

Add Examiners' Reports

NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal. — Examiner Hyde recommended (I-268) that applic. CP 1190 kc 250 w D be granted if applic. Clark Standiford for station at Visalia is not granted before this case is considered.



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CBS Signs Philharmonic

NEW YORK Philharmonic - Symphony Society will continue to broadcast its regular Sunday afternoon concerts exclusively over the CBS for the next six seasons, according to a new contract recently negotiated on a five-year basis. It will be in force following termination of the present agreement in the spring of 1937.

NEW YORK CITY'S board of education has passed a resolution providing that all new school buildings be equipped with a central radio system, with loud speakers in every classroom and auditorium.

THE SCHOOL OF EXPERIENCE

W9XAL
W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

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FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

Purdue and National Television Granted Right to Use Medium Frequency Channel

ALTHOUGH major television experiments are expected to take place in ultra-high frequencies, the FCC at an en banc session July 21 granted Purdue University authority to continue its visual broadcasts on its present 2,750 - 2,850 kc. to Sept. 15 and after that date on 2,000-2,100 kc. National Television Corp., New York, was given special authority to use 2,000-2,100 kc. up to Sept. 15 for tests of its claimed "narrow band" visual system, a decision to be rendered after observation of these tests.

The new intercity police radiotelegraph network will occupy the 2,750-2,850 kc. band after Sept. 15 and also will be assigned frequencies in the 2,000-2,100 band with provision that the network will not interfere with Purdue's visual broadcasts. Other services using the latter band are broadcast relay and fixed private and government services.

The FCC ruling followed a hearing July 14-16 on the protests of Purdue and National against amendment of Rule 229 to eliminate television from the 2,000-3,000 kc. band. Purdue has operated an experimental visual broadcasting station W9XG since 1932 on the 2,750-2,850 band and National Television sought a license on 2,000-2,100 kc.

Narrow Band

THE HIGHLIGHT of the testimony on behalf of the Purdue station was that its experimentations had demonstrated a wide rural and small-town coverage which could not be accomplished by ultra-short television stations in large cities with their restricted areas of dissemination. The most interesting proposal of National Television was the description of a potential narrow band of only 3,470 cycles for the transmission of television of from 60-100 lines definition.

A trio of FCC technical experts —Telegraph Assistant Chief Engineer E. K. Jett, Broadcast Assistant Chief Engineer A. D. Ring and Dr. L. P. Wheeler, technical information director — presented their views of the needs of modern television as well as the frequency requirements in the two bands, 2000-2100 kc. sought by National Television and 2750-2850 by Purdue. Lieut. Jett pointed out that since the FCC Rule 229 amendment, eliminating television from these lower ranges, the government had taken over a number of frequencies in the 2750-2850 kc., while there had been in 2000-2100 kc. a number of government and commercial fixed stations. In the latter case there were three non-government stations which were broadcast pickup stations. He mentioned the intercity police network due to go in the Purdue band of 2750-2850 kc. and declared it would be impossible for it to operate simultaneously with television.

Describing the processes of television picture elements, scanning and details, together with the scientific phases of the art, Dr. Wheeler testified that low definition would not be satisfactory to the receiving person and did not believe enough information had been furnished by National Television to prove its contention of narrow band transmission. He added his view that such a system did not seem possible. Mr. Ring described the present assignments in the lower frequencies to television, citing that Purdue was the only active station out of 11 assignments and gave his views on this low-definition performance. Contrary to press reports to the effect that the FCC engineers had given contradictory reports in their testimony and had been forced to withdraw conclusions under cross-examination of Edward H. Gerber, National Television counsel, Mr. Gerber in his oral argument before the Commission lauded the testimony of Lieut. Jett, and made no concerted attempt to cast aside the other technical views.

For National Television, Lieut. Comdr. Edward H. Loftin, USN retired, reported on tests which he had observed on two occasions in that concern's laboratory during this year. He claimed that it had resulted in narrow band television through superimposing modulating frequencies of 20,000 and 40,000 cycles on the carrier frequency and that images had been sent with only 1735 cycles on each side of resonance. He thought this usage had value in wire communication.

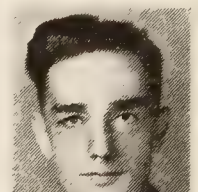
The two Purdue University professors—Charles F. Harding and R. H. George — described the results of their experiments and transmissions with their television station W9XG since 1932. They stressed that they had received reports of highly satisfactory reception from a number of sections of the country, including many listeners 700 to 800 miles from the stations and one, 1,050 miles away.

Aero School on Air

BOEING SCHOOL OF AERONAUTICS, Oakland, Cal., to call attention to its summer course in aeronautics, on July 17 started a two-weeks campaign, using one-minute spot announcements twice daily on KGO, KYA, KJBS, San Francisco, and KROW, Oakland. J. Walter Thompson Co., San Francisco, is the agency.

WBNX, New York, broadcast as usual late in July while its transmitter house in Cliffside, N. J., was turned completely around during alterations preparatory to going to 1 kw.

CBS Appoints Bowman As West Coast Engine



Mr. Bowman

APPOINTED the newly c ated post of visional chief gineer of C handling its cific Coast ope tions, Lester Bowman, chief gineer of WJ Washington, one of the n work's crack technicians, left Los Angeles July 29 to make headquarters with Donald Tho burgh, recently appointed Pac division vice president of C While the main offices of both Thornburg and Mr. Bowman be in the expanded KNX stu and office building, they intend keep the staff of KNX more less intact in line with CBS poli Mr. Bowman asserted he has intention of dropping any of technical staffs of either KNX KFSO, San Francisco, whose ch engineers will simply report him, while he reports to Edwin Cohan, CBS technical director New York. Mr. Bowman's fi task will be the modernizing their studio and transmitter plan

Succeeding Mr. Bowman WJSV is Clyde Hunt, who si Coolidge days has been handl all presidential remote broadca However, before taking his post, Mr. Hunt is accompany the Roosevelt party on its nadian tour which started July Mr. Bowman joined CBS in N York in 1929, having forme been a student at Valparaiso U versity and a ship operator. was sent to Washington at end of 1932 when CBS took o WJSV. He has frequently b called upon to handle special C outside broadcasts, including maiden trip of the *Normandie* the Jack Hylton broadcasts fr a later *Normandie* voyage.

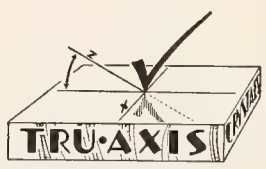
Kelvinator in West

H. S. BASSFORD Co., San Fr cisco, Northern California distr utors for Kelvinator refrigerato on July 16 started a ten-w campaign using quarter-hour W transcriptions weekly on KFI KJBS, KYA, KSFO, that c and KLX, Oakland. M. E. Har Adv. Agency, San Francisco, the account.

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TRU-AXIS LOW DRIFT CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 CPS/Degree C./per Megacycle and tested for this drift over a 50° C. range.

Fully mounted in precision Isolantite air-gap holder.



$42.50

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ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION

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IN THE CONTROL ROOM

R. POPPELE, chief engineer of R, Newark won the President's in the Annual Handicap Tournat at Crestmont Country Club, st Orange, N. J. The cup is rded annually by Herbert N. auss of L. Bamberger & Co. Three ories are required for permanent session.

B. HANSON, NBC chief engineer Ted Smith, in charge of transter sales for RCA Mfg. Co. in w York sailed July 21 aboard the S. *Statendam* for Europe. Mr. son will study the operating nique and engineering systems of major broadcasting companies in land, Holland and Germany, ding five weeks on his tour. Mr. ith, whose trip was described as vacation", plans a six-weeks stay England, France and Germany.

NEST WILMSHURST, formerly NBC on the West Coast, has ed the engineering staff of WFIL, ladelphia.

PENNY, formerly of WMAQ, cago, WJR, Detroit and other sta-s, has joined the control staff of AR, Cleveland. Kenneth Sher-, WGAR transmitter engineer, critically injured in an automo-accident.

ARLES BRANNEN, formerly of I.O, Janesville, Wis., and Glen tin, formerly of KGFX, Pierre, D., have joined the engineering f of WDAY, Fargo, N. D.

XIE MUNDINE, chief control rator of WOAI, San Antonio, is vering from an appendicitis oper-n.

LIOTT MAERSCH, formerly f engineer of KNOW, Austin, ., has taken the place of A. M. odford, WBAP, Fort Worth, who ed the Fort Worth Frontier Cenhial.

IFTON M. TODD, chief operator WNAX, Yankton, S. D., is out of hospital after an operation for endicitis.

Y LYON, development engineer of R, Newark, addressed the Boon-N. J. Rotary Club luncheon 21, speaking on radio broadcast-Mr. Lyon was guest of honor in of the series of luncheons to nton boys who made good.

ANK FUGAZZI, engineer of C and WMAL, NBC Washington ions, and Mrs. Fugazzi are par-of a daughter, Joan, their first d, born in June.

CLINTON NORMAN, formerly lio engineer, has been promoted ssistant chief engineer of KTHS, Springs, Ark.

BERT D. WOLFE, master con-engineer of WNAC-WAAB, Bos-and Mrs. Wolfe (nee Doris John-) are the parents of a boy born July.

RL CAMPBELL, technician of X, Los Angeles, is the father of oy born July 16.

RRY LUBCKE, director of tele-on of the Don Lee Broadcasting tem, on July 14 was interviewed Francis Coughlin of the WGN, cago, continuity staff on his tele-on experiments. The program was dcast over the combined Mutual Yankee networks.

IZABETH KINIRY, formerly of NBC service department, has ed the engineering department of R, Newark.

L TOTTEN, veteran NBC rts announcer, will go into es of the Brookfield Zoo, Chi-o. with a portable microphone, ing what the animals are doing.

EQUIPMENT

NEW equipment announced by RCA Mfg. Co., Transmitter Sales Section, in literature made available July 25, includes the uni-directional microphone (Type 77-a), making possible uniform wide-angle response from the front side, and negligible response at all frequencies from the back; an improved velocity mike (Type 44-b); the junior velocity (Type 74-a); a monitoring amplifier, (Type 94-c); tri-amplifier (advanced type 58-A), claimed to be an entirely new speech input unit; new remote pickup equipment (Type 62-2), and a collapsible microphone stand (Type 59-A).

KYA, San Francisco, which was granted an increase to 5,000 watts, daytime power, will completely reorganize its technical equipment, including the installation of a vertical radiator. The new transmitter will be located at Bayshore and Third street, that city. Present transmitter is now atop the Whitcomb Hotel. Installation of new equipment will be under supervision of Paul Schulz, KYA chief engineer.

WMC, Memphis, plans construction of a new transmitter house on Thomas Road, near Memphis, and a 681-foot vertical radiator, of the four-sided nontapered type. Fred J. Sexton Co. is contractor.

General Electric Testing New Broadcast Circuit

TO EXPERIMENT with a new type circuit for broadcast reception and transmission, General Electric Co., operators of WGY, Schenectady, on July 17 filed with the FCC Broadcast Division an application to operate between 12 midnight and 6 a. m. on its 790 kc. channel with 250 watts. The station is regularly licensed for 50,000 watts. Details of the experiments were not divulged.

W2XAD, international shortwave adjunct of WGY, Schenectady, increased its daily schedule of operation by adding 1¾ hours to its broadcasting time on July 15. The station operates daily including Sundays on 15,330 kc. from 10 a. m. to 3:45 p. m. Formerly it signed off at 2 p. m. W2XAF, sister station of W2XAD, operating on 9530 kc., will continue to broadcast from 4 p. m. until midnight.

G. C. BEADLE, program director of British Broadcasting Corp. has been named director of staff training in the training reserve to be formed Oct. 1 to create a personnel reserve.

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If you are revamping to comply with FCC Rule No. 132, you will probably need an approved low drift crystal. We offer them for immediate delivery at $50.00 each including mounting.

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Evanston, Ill

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BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Time Spots

TIME and telephone are combined at WIBX, Utica, N. Y., to get maximum merchandising benefits for station programs. Dale Robertson, vice president and general manager, concocted a promotional idea which he believes every station can adopt. When a telephone call comes in for the time—and the number is legion — the switchboard operator responds: "One moment please . . . We think you will enjoy the John Doe program at 8 tonight. The correct time is 9:31." Mr. Robertson explains the programs commented on are alternated so that each Monday all of the Monday programs are read, and so on.

Transfers Approved

TRANSFER of the control of KUJ, Walla Walla, Wash., from Louis Wasmer to H. E. Studebaker, who purchased it from the operator of KGA and KHQ, of Spokane, some months ago, was approved by the FCC Broadcast Division July 17. The transfer of control of KALB, Alexandria, La., also a 100 watter, to Walter H. Allen, chief electrician of the municipal power company there, was also approved.

FLORIDA STATION... FORM NAB DIVISIO...

FLORIDA'S 15 broadcasting sta... tions met in Gainesville July 2... 27 and organized the Florida A... sociation of Broadcasters, the tent... such state organization to b... formed as an affiliate of the NA... Fred W. Borton, WQAM, Miam... was elected president; W. Walt... Tison, WFLA, Clearwater, vi... president; Garland Powell, WRU... Gainesville, secretary - treasure... Senator John Beacham, WJN... West Palm Beach, and Fra... King, WMBR, Jacksonville, me... bers of the executive committee.

The meeting was called b... Major Powell, director of th... state and University of Flori... station, WRUF, and he served a... chairman of the organization mee... ing. The association passed n... merous resolutions, including... pledge to support the NAB. ... also resolved to study radio co... ditions in Florida with a view ... correcting many local and sta... problems.

A committee, headed by Ma... Powell was named to take ste... toward establishment of a 1,00... watt shortwave station at Gaine... ville with a series of direction... antennas to feed stations of th... state with important programs e... enating from WRUF. A code ... ethics was adopted on practic... of members and several comm... tees were appointed.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Positions Now Open. Announcer - Continuity. Woman for shopping program. Engineers who can transcribe Transradio code. Engineer-announcers. Program director (100 w). Other positions opening for fall. Register now with National Radio Department, Cleveland Vocational Bureau, Schofield Building, Cleveland.

Wanted: Radio salesman for station in Northwest . . . straight commission. No drawing account. Highest commission paid and opportunity to make upwards of $5,000 a year. Address Box 529, BROADCASTING.

Need additional combination first class announcer salesman and copy writer. Must have ideas and be able to sell them; good personality and dependable. Give salary expected, experience, etc. Station KDFN, Casper, Wyoming.

Situations Wanted

Experienced transmitter-press operator; now employed; desires offer from progressive station. Box 530, BROADCASTING.

A capable, thoroughly trained sales and station director seeks new connection, 8 years of successful regional and local station operation as background. Will call for interview at convenience of interested party. Address Box 518, BROADCASTING.

Manager, experienced sales manager and general manager, presently employed Metropolitan station, desires affiliation elsewhere. Prepared to interview interested party anywhere and discuss situation. Box 526, BROADCASTING.

For Sale

IRE PROCEEDINGS — complete with index, good condition, 1927 - 1932 inclusive. Thomas Wildman, Mitchellville, Iowa.

For Sale: 100 watt radio station, established 1923. Near Memphis, Tenn. Approximately $4,000,000 retail sales volume (1933). Excellent investment. Box 531, BROADCASTING.

Wanted to Buy

Willing to pay cash for outright purchase of radio station. Box 525, BROADCASTING.

Wanted to Buy (Cont'd)

Want turntable and cutting assem... for coated discs. State make, particula... Box 527, BROADCASTING.

TRANSCRIPTIONS WANTED — Sm... foreign radio station requires various... ries of used or discarded transcripti... programs, five to fifteen minutes. G... complete details and lowest price. Box 5... BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7... field strength measuring unit (nev... direct reading; Astiline Angus Automa... Recorder for fading on distant statio... GR radio frequency bridge; radio oscil... tors, etc. Reasonable rental. Allied ... search Laboratories, 260 East 161st Stre... New York City.

For Sale—Equipment

Western Electric 304-A, one kilow... transmitter, complete with one set of tu... and partial set of spare tubes; also sp... 700-A oscillator. Fully AC operated. Gu... anteed in first class mechanical and el... trical condition. Equipment removed fr... service because of increased power. Crat... ready for immediate delivery. Original c... $18,000. Offered at $7,000 f.o.b., Columb... S. C.

FCC memo 243 lists the 304-A equipm... "as satisfying the requirements of g... engineering practice" promulgated in ... cordance with Rule 132.

G. Richard Shafto, Station WIS, Colu... bia, S. C.

Western Electric 1 Kw 106-B Transmitter

This equipment is an excellent operat... condition, having been taken out of se... ice only because of an increase in pow... Supplied complete, with two sets of tub... spare parts and duplicate sets of mo... generators and pumps. Designed for op... ation from 220 Volt DC supply, but ... be easily modified for AC operation.

The transmitter is available immedi... ly and can be inspected at any time. C... respondence is invited from anyone int... ested in securing this equipment at ... unusually attractive price. Box ... BROADCASTING.

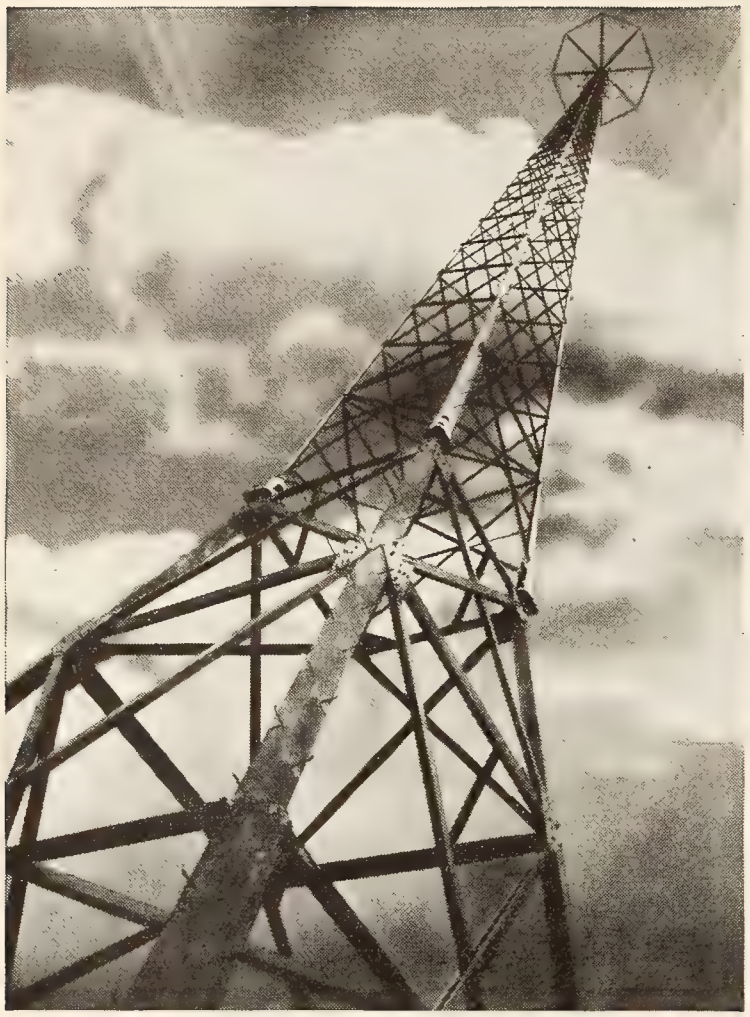
★

POWER AT WLW . . .

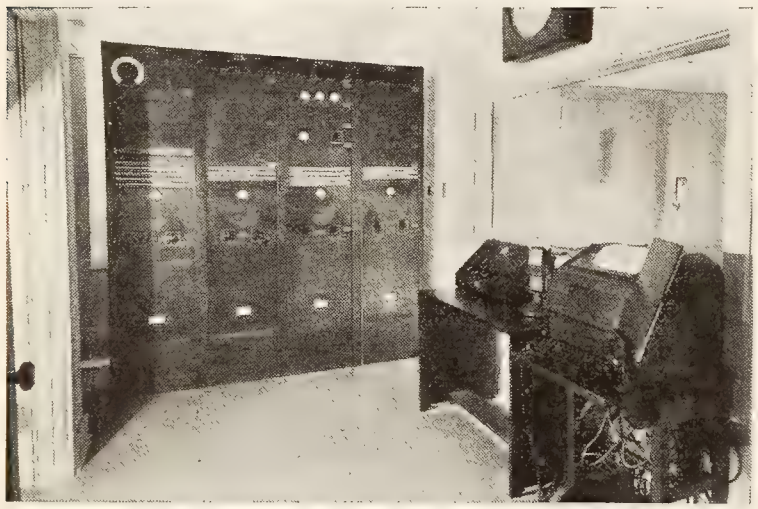
is in the program department as well as in the transmitter.

The selling power of WLW program ideas and the excellence of WLW production account for the fact that more local originations—by far—are sponsored this summer than ever before.

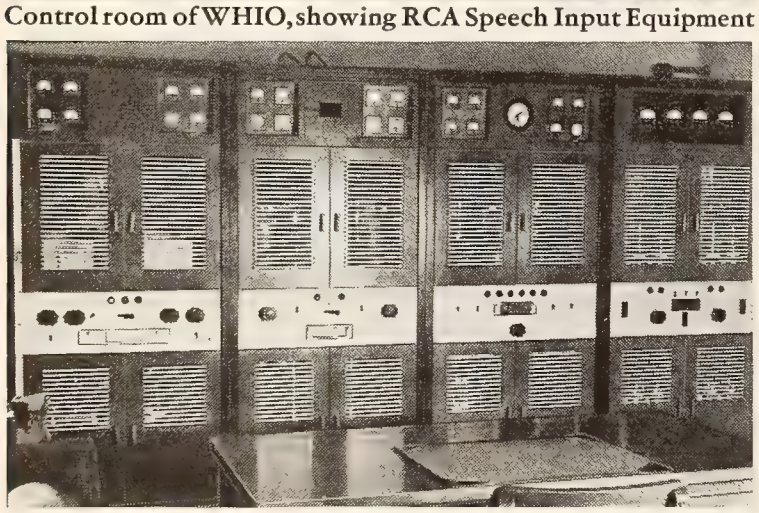
THE CROSLEY RADIO CORPORATION -- CINCINNATI



Latest type antenna used by WHIO



Control room of WHIO, showing RCA Speech Input Equipment



WHIO's new 5 KW 5-C Transmitter by RCA. The two units to the left are the station's original RCA 1-D, 1000 watts, retained as a part of the high-powered transmitter

"ALWAYS A GOOD SHOW ON WHIO"

AN RCA-EQUIPPED, NBC BASIC RED AND BLUE STATION

When WHIO joined the NBC Basic Red Network, February 9, 1935, it had 1000 watts. The transmitter was the famous RCA 1-D. The following October the station was made a member of both NBC Networks, Red and Blue. On June 28, 1936, WHIO took another important step forward, when it increased power to 5000 watts l.s.

This power increase was accomplished at minimum expense. The original 1-D equipment was retained; two new units were installed; and thus the RCA 5-C, 5 KW transmitter was created on the spot. This swift and economical method of increasing power is one of the outstanding advantages of the RCA principle of coordination. Apparatus so constructed can be expanded by additions at any time.

Along with WHIO's growth in network association and in power went an increase in sponsor regard. One product, for instance, realized an 18% increase in sales. Another sponsor pulled 71,712 votes from only 12 shows. And a telephone survey showed 66% of interviewed listeners were tuned to WHIO.

Address Transmitter Section: RCA MANUFACTURING CO., Inc.
Camden, New Jersey • A Service of Radio Corporation of America

RCA Transmitter Section

New York, 1270 Sixth Ave. • *Dallas,* 2211 Commerce St. • *Chicago,* 111 No. Canal St. • *San Francisco,* 170 Ninth St. • *Atlanta,* 492 Peachtree St.,

BROADCASTING

Broadcast Advertising

Vol. 11 • No. 4

WASHINGTON, D. C.
AUGUST 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



. . . One GOOD HOSE IS WORTH A dozen BUCKETS



● If time is no object, you can water a sizeable plot of ground, bucket by bucket. But where cost and results are important, you naturally prefer equipment big enough for the job.

Since cost and results are vital to radio advertisers, there is a natural preference for Station WHO, with 50,000 watts, as the profitable means of selling Iowa by radio. In contrast to compact metropolitan markets, Iowa stretches over 200 miles north to south, over 300 east to west. To sell Iowa you have ground to cover, a fact which makes WHO's high-powered transmitter of unusual value to the advertiser.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147

National Representatives FREE & SLEININGER, Inc.

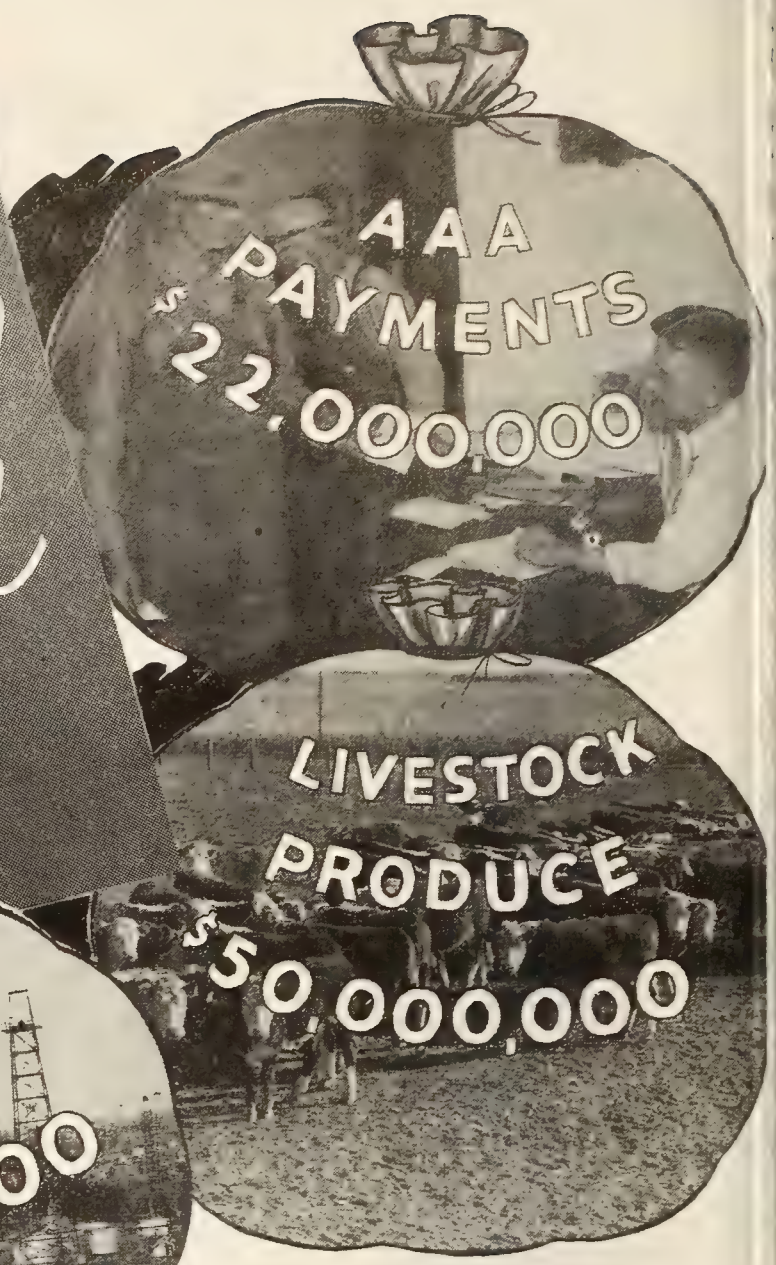
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

The Farmer's in the Dough in OKLAHOMA!



WKY will have importan
say as to how, whe
and where it is spen

OKLAHOMA'S wheat, small grain and alfalfa crops already are safely stored. Valued at more than $27,000,000 today, over 70% of this year's wheat will be held for rising prices . . . prices conservatively estimated to go 20% higher.

Cotton, a hot weather crop, promises a full, normal yield which will add $64,000,000 to farm incomes.

The farmer's bankroll from livestock, poultry and produce will top $50,000,000 this year . . . his income from oil leases, rentals and royalties will well exceed th $55,000,000 mark.

AAA payments, purely "velvet will increase farm buying powe still another 20 to 25 millions.

Yes, Oklahoma farmers have th money this year to buy the thing they need and the things goo advertising will make them wan . . . Make them want YOUR pro uct. Get your story told . . . g your product sold through th radio station that interests Okl homa most . . . the station t which Oklahoma listens most . .

WKY • Oklahoma City

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

***Representative*—E. KATZ—SPECIAL ADVERTISING AGENC**

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Announcing

The

NEW YANKEE NETWORK

WNAC BOSTON, MASS.

WEAN PROVIDENCE, R. I.

WICC BRIDGEPORT, CONN.

WMAS SPRINGFIELD, MASS.

WTIC HARTFORD, CONN.

WTAG WORCESTER, MASS.

WCSH PORTLAND, MAINE

WLBZ BANGOR, MAINE

WFEA MANCHESTER, N. H.

WNBH NEW BEDFORD, MASS.

WSAR FALL RIVER, MASS.

WLLH LOWELL, MASS.

WATR WATERBURY, CONN.

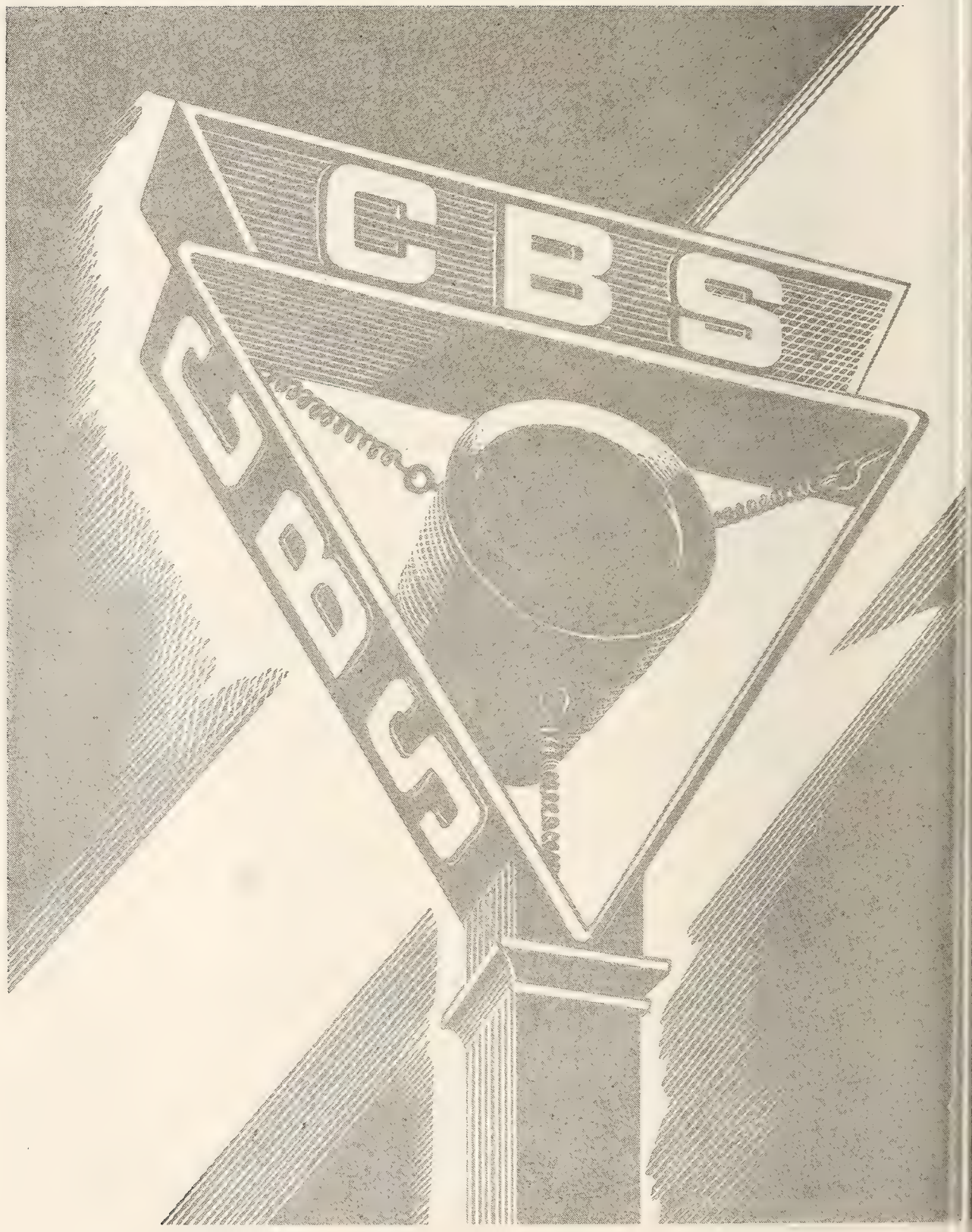
We are now accepting definite orders for preferred time for Fall. For available time and rates write, phone or wire

THE YANKEE NETWORK, INCORPORATED

21 BROOKLINE AVE., BOSTON

or the office of EDWARD PETRY & CO., INC., nearest you—

New York • Chicago • Detroit • San Francisco


CBS

CAUSE & EFFECT

More people are listening to Columbia than ever before.

So—more advertisers choose Columbia than ever before.

And still more people tune-in Columbia.

. . . that's the A B C of it.

THE COLUMBIA BROADCASTING SYSTEM



"... radio ... newspapers ... posters ..."

THE other night we heard a road contractor plugging his 60-foot highways in one-minute spots.

"That", thought we, "is silly. *WE* wouldn't have sold it to him."

And the funny thing is that we really wouldn't! Maybe *we're* the crazy ones, but we honestly believe that the only sure way to get ahead in our business is to prescribe no medicine that we wouldn't take ourselves, if the positions were reversed.

If you're having a tough time deciding between radio and other media—if you're wondering how *best* to do some unusual job — if you're puzzled by conflicting claims and counter-claims . . . then give us a ring. We believe you'll find that we can help simplify your problem, and earn both your confidence and your thanks.

FREE, JOHNS & FIELD, INC

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	111 Sutter	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 4353	Richmond 6184

WIS	(NBC)	Columbia	WKZO	(MRN)	Kalamazoo
WHKC		Columbus	WNOX	(CBS)	Knoxville
WOC	(CBS)	Davenport	KFAB	(CBS)	Omaha-Lincoln
WDAY	(NBC)	Fargo	KOMA	(CBS-SBS)	Oklahoma City
KTAT	(SBS)	Fort Worth	WMBD	(CBS)	Peoria
WDRC	(CBS)	Hartford			

WPTF	(NBC)	Rale
KTSA	(CBS-SBS)	San Anto
KTUL	(CBS)	Tu
KVI	(CBS)	Taco

and

Southwest Broadcasting Syste

BROADCASTING
and
Broadcast Advertising

ol. 11 No. 4 WASHINGTON, D. C., AUGUST 15, 1936 $3.00 A YEAR—15c A COPY

Warner Return Quiets Copyright Turmoil

Four Years of Peace Foreseen Except for Legislative And Legal Battles; Schubert Catalog Is Still Out

WITH THE return of Warner Bros. music publishing houses to the American Society of Composers, Authors & Publishers after a futile seven-month attempt to go it alone, comparative peace is expected for the next four years in the relations of broadcasters and their clients with music copyright owners, except for redoubled efforts by music users to reform existing copyright laws and seek fair payments for music performed on the air.

The Warner realliance with ASCAP means that all of the country's broadcasting stations now have contracts that run until Dec. 31, 1940, for the catalogs of practically all of the leading publishing houses. During that time there is little likelihood of any change in the present royalty payment formula, whereby stations pay 5% of their "net receipts" plus sustaining fees to ASCAP. ASCAP's income from broadcasting for this year is expected to reach $4,000,000, as against $3,200,000 in 1935.

Reinstatement of Warner houses Aug. 4, with their catalogs of admittedly desirable though not indispensable music, brought a sigh of relief from broadcasters, radio advertisers and agencies alike. There disappears all of the confusion over performances and checking and rechecking of numbers, imminent danger of infringement suits, and the return to the air of many theme songs of previously established value.

Warner Not to Rebate

AS REPORTED exclusively in the Supplement to the Aug. 1 issue of BROADCASTING, the return of the Warner houses was effected upon application of the motion picture subsidiaries exactly as scheduled. The company retains its seniority among ASCAP members, as of Dec. 31, last, but gets no added monetary concessions, and does not share in ASCAP receipts for the seven-months of its insurgency.

It has developed, however, that only six of the seven Warner publishing houses have been reinstated in ASCAP. The seventh, which is in dispute with Warner, is the Schubert Music Publishing Co., which controls 50% of what is said to be a rather inconsequential catalog embracing only two production schedules of any popular merit. Harms Inc. and Schubert each own the half of the company.

The two important music schedules in this catalog are *Student Prince* and *My Maryland*. The most important number is *Yours Is My Heart Alone*. These two operettas have been placed on the restricted list by Harms, along with all compositions involved, as a means of safeguarding against possible infringement actions. Other numbers in the catalog were said to be non-existent insofar as performances are concerned.

Warner, it was stated officially Aug. 11 on behalf of the companies, does not plan to rebate to the some 290 stations money which they have paid it in music performance fees since the first of the year. Prorated refunds for payments made beyond Aug. 1, on which date Warners' return was effected, however, will be made to the few stations which paid in advance. It is not known how much money will be involved in these refunds, but the sum probably will not exceed a few thousand dollars.

It is figured roughly that possibly $175,000 in license fees was committed to Warners by stations which preferred to protect themselves via that route. However, it is known that many stations, suspecting a possible return of the motion picture subsidiaries to ASCAP, did not remit, and that in the aggregate not more than some $75,000 or $80,000 was paid in.

It is indicated strenuous efforts will be made to procure rebates retroactive to Jan. 1 on the primary grounds that licensed stations would be unjustly penalized. The contention is that stations which did not take Warner licenses and which were sued for alleged infringements, are having the slate wiped clean, while the licensees who acted in good faith suffer the financial burden of the Warner-ASCAP breach.

Warner companies which have returned to the ASCAP fold are Harms Inc., T. B. Harms Co., M. Witmark & Sons, New Yorld Music Corp., Remick Music Corp., and Victoria Publishing Co. Among the composers whose writings are now performable under ASCAP contracts, at no increase in ASCAP rates, are those of Jerome Kern, Sigmund Romberg, Otto Harbach, George Gershwin, Victor Herbert, Oscar Hammerstein and Vincent Youmans. All told, some 35,000 songs in the Warner catalogs are returned to radio performance.

While efforts were made on all sides to avoid gloating over the Warner capitulation, and thus make its return as graceful as possible, it was an open secret that reaffiliation with ASCAP was the only course left. It bolted ASCAP last Dec. 31 because it wanted more than the $350,000 it received during 1935 for its repertory, plus a like amount for its composer members. Not only did it fail to realize anything approaching that sum from its broadcasting contracts, but it felt immediate repercussions in its most vital spot—box office receipts for its musical motion pictures.

Suits Dismissed

REFUSAL of the major networks, plus more than half of the most important stations, to accept Warner licenses struck Warner operations with telling effect. Unloading of some 200 infringement suits against stations, networks, hotels and night clubs, seeking nearly $4,000,000 in damages, fizzled too. Not a single suit went to trial.

Despite all this, the broadcasting industry took an "all is forgotten" attitude, though mindful of what may happen in the future under the existing antiquated copyright laws and with all desirable music mobilized under the ASCAP banner. There was plainly evident the feeling that the industry must fortify itself with desirable legislation along the lines of the Duffy Bill, which died at the last session of Congress as a victim of ASCAP lobbying and which would have removed from ASCAP its formidable $250 minimum damage weapon.

Also ascertained was the fact that Herman Starr, Warner vice president and president of Music Publishers Holding Corp., Warner music subsidiary, who negotiated the separate contracts with stations and headed the onslaught against ASCAP at the time of its defection, has been relieved of his music obligations. It was said he is devoting his time to "other Warner interests". He was not involved in the negotiations for the Warner reinstatement, which were carried on by Joseph H. Hazen, staff attorney of Warner interests in Hollywood, and A. M. Wattenburg, New York attorney.

Return of Warner houses also strengthens measurably the government anti-trust suit against ASCAP alleging it to be a monopoly in restraint of trade. While the broadcasting industry is somewhat divided on the advantages of

(*Continued on page 56*)

Longer Licenses for Stations Are Anticipated Within a Year

THE efforts of broadcasters to procure a longer span of license-life from the Federal government, hitherto futile, may be rewarded with success this year, whatever the outcome of the presidential elections in November.

For the first time in the last half-dozen years, Administration leaders have begun to prick up their ears on the longer license plea, and it is now rather openly hinted in FCC higher circles that at least a one-year license, in lieu of the present six months franchise, will be forthcoming. Republican spokesmen also have indicated that they favor an increased license tenure for broadcasting stations and, should they come into power next year, one of their first acts, they indicate, will be that of extending broadcasting station licenses for at least three years, which the existing law allows.

Practically from the beginning of organized broadcasting in 1927, when the original Radio Commission was created, broadcasters were united in their plea for longer licenses. Until two years ago, licenses were issued for only three months. Then the Radio Commission magnanimously doubled the license period to six months, the FCC continuing them on that basis.

Need of Stability

THE PLAINT of the broadcasting industry has been that the short license period does not encourage development of the industry and does not give it the stability it warrants on the basis of the tremendous investments in station facilities and personnel. There is also a feeling that it hampers program development and "editorial selection". These arguments have never been broken down with any degree of logic by the FCC. The only answer has been that the Commission desired to keep the broadcast structure sufficiently fluid to allow changes in assignments that would result in serving a greater number of people.

With the reallocation hearing scheduled for next Oct. 5, it is

(*Continued on page 41*)

Spot Disc Service Broadened by NBC

Clients of Network May Place Discs Now on Any Station

TRANSCRIPTION facilities of NBC will be made available to its network clients for spot transcription placements on any stations selected by its advertisers, in an important change in policy announced Aug. 10 by President Lenox R Lohr.

While there was no elaboration of a one paragraph announcement by Mr. Lohr setting forth that the network henceforth will sell transcriptions in the spot field, the step was interpreted to mean that the network will engage in manufacture and recording of transcriptions for placement on any and all stations. Heretofore NBC Transcription Service has been limited to "tailor-made" programs for advertisers for placement on stations generally, but it has not permitted advertisers to record network programs for placement on stations other than those associated with its networks.

Provisions of New Rule

THE POLICY, which becomes effective immediately, specifies: "NBC will sell electrical transcriptions whether recorded from NBC network programs or from studio productions, for broadcasting over any stations selected by the client."

The new rule, it is presumed, means that any NBC network account can record off the line its network program, or make studio productions for transcriptions and place them on any stations they desire, whether NBC or associated with any other network.

The upsurge in transcription spot business during the last few months, plus the demand from network advertisers to be permitted to record off the line, it is believed, led to the change in policy.

Grove on Mutual

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine) on Sept. 28 starts Gabriel Heatter, WOR news commentator, on seven Mutual stations in a 26-week series which may later be extended to the Don Lee segment of Mutual on the West Coast. The programs will be heard Mondays through Thursdays, 7:45-8 p. m., on WFIL, WBAL and WCAE, with rebroadcast at 9 p. m. to WOR, WGN, CKLW, WAAB. Heatter will be opposite Boake Carter on CBS for Philco, in Philadelphia, Pittsburgh and Baltimore. Heatter will not handle the commercials. The programs will be keyed from WOR. Stack-Goble Adv. Agency, New York, has the account.

Kellogg-WSM Football

WSM, Nashville, will broadcast all 1936 games of the Vanderbilt football team under sponsorship of Kellogg Co., Battle Creek (cereal). N. W. Ayer & Son Inc., Philadelphia, is the agency. Arrangements were begun last spring by Harben Daniel, WSM commercial manager, since in the Southeast Conference each college has its own radio policy and it is necessary to obtain broadcast rights for a game from both teams. Last autumn Kellogg sponsored the last four Vanderbilt games on WSM.

Our New York Headquarters

NEW headquarters with an augmented staff have been established by BROADCASTING Magazine in New York City. With Howard London continuing in charge of news, and Norman Goldman as newly-appointed New York advertising representative, offices have been established in Suite 701, 1270 Sixth Ave., Rockefeller Center. The telephone number is Columbus 5-3815. Mr. London for the last two years has been New York correspondent of BROADCASTING. Mr. Goldman on Aug. 1 joined BROADCASTING after four years in the sales promotion department of WLS, Chicago.

Bread Disc Series For Local Bakers

W.E.Long Co. to Use Radio in Promoting Travel Movie Film

W. E. LONG Co., Chicago, operating a research and advertising service to bakers, is planning to record and place 39 quarter-hour transcriptions for use this fall by independent bakers throughout the country.

The program will feature an adventure series based on Ace Williams, cameraman, who recently made a world tour for W. E. Long Co. in search of facts about bread. It will be tied into a motion picture film based on Williams' adventures as well as newspaper advertising and point-of-purchase merchandising.

Merchandising Tieups

CAMPAIGNS are to start in individual markets shortly after the opening of school. The series is designed to last a year or more since the original series of 39 transcriptions can be continued indefinitely. The motion picture film is to be shown in Radio City Music Hall under auspices of the New York Museum of Science and Industry, according to the Long company.

The radio plot, while aimed mainly at children, also is designed to appeal to all ages. Commercials will be directed principally toward building interest in the motion picture. The newspaper campaign will include testimonials from Ace Williams. A recipe booklet will be used as a giveaway. In the Aug. 1 issue of BROADCASTING it was incorrectly stated that the Long discs already were being cut. The contract has not yet been awarded.

Major Networks' Billings Attain Record for July

HAVING achieved record billings for any six-month period during the first half of this year [BROADCASTING, Aug. 1], the major networks on Aug. 20 will report their largest July billings in history. According to advance unofficial reports to BROADCASTING, CBS will show gross billings for time sales of about $1,300,000, an increase of about 42% over the same month last year. The combined NBC networks will report gross billings of about $2,450,000, a 10% increase and a considerable gain over June of this year.

Mutual Network's July billings, already reported, ran $109,561 for its basic and associated stations, which compares with $58,446, the same month last year, being a gain of 87.4%. The July billings also gain slightly over MBS billings for June, which amounted to $104,510.

Morgan May Join NBC

REPORTS persist, though they are still unverified, that Clayland T. Morgan, publicity manager of the French Line, will shortly join NBC in an administrative capacity under President Lenox R. Lohr. If he accepts the post believed to have been offered him, he will not become a vice president nor will he displace any present official of NBC despite recently published reports that new vice presidential appointments are to be made. Mr. Morgan came to the attention of NBC when he handled the publicity details, including the radio rebroadcasts, of the maiden voyage of the *Normandie* last year.

Committee of 15 Asks Station Data

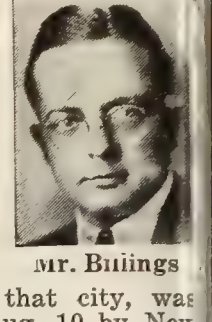
ANOTHER appeal to stations, agencies and radio advertisers to submit all researches bearing on station coverage and listener habits, was made July 8 by Paul F. Peter, secretary of the Joint Committee of Fifteen representing the NAB, ANA and AAAA which has established an office in the Graybar Bldg., New York, as the first step toward creating a radio research bureau to serve all three branches of broadcast advertising on a cooperative basis.

Having recently issued its census of radio homes by states and counties [BROADCASTING, July 1], the Joint Committee's technical committee met late in July in New York and, after discussing the duties to be undertaken by Mr. Peter, ordered him to start first on coverage data.

Mr. Peter stated that, following his questionnaires to stations, agencies and advertisers which were supported by a letter to stations from James W. Baldwin, NAB managing director, about 90 responses were received. These brought forth data from nearly that many stations, the major networks and about a dozen agencies. More data is needed, said Mr. Peter, to give the Joint Committee material with which to start. He seeks every bit of data in the radio files of agencies as well as stations in order to determine proper methods to be employed in collecting authentic basic data for the medium as a whole. The information on individual researches, it was promised, will be kept entirely confidential.

The NAB, at its recent Chicago convention, voted $10.000 toward support of the radio research bureau to be used when needed. More than a year ago NBC committed $20,000 and CBS $10,000 for the project. These funds have been used in the preliminary work of the joint committee and now are defraying the overhead of Mr. Peter's office.

BILLINGS DIRECTOR OF HEARST IN WEST



Mr. Billings

THE transfer of Ford Billings, manager of WCAE, Pittsburgh, to Los Angeles to direct West Coast activities of Hearst Radio Inc. and to supervise the construction of KEHE, Hearst-owned station in that city, was ordered effective Aug. 10 by New York headquarters of Hearst Radio. Mr. Billings arrived in Los Angeles on that date, taking up his duties at once and preparing to make that city his permanent home. He was succeeded at WCAE by Leonard Kapner, commercial manager.

Mr. Billings recently completed an assignment for Hearst to visit Los Angeles and San Francisco and to recommend organization details. He has been manager of WCAE for the last two years coming from KSTP, St. Paul. He first entered radio at the original WHK, Cleveland, later was on the staffs of WHAM, Rochester; WGR Buffalo, and WMAK, Buffalo. Then he went to WLW, Cincinnati, as station director.

Fidler Goes to St. Louis For J. Walter Thompson

FRED H. FIDLER, account representative of the J. Walter Thompson Co. in San Francisco, handling the Shell Oil account, will be transferred to St. Louis Sept. 1 to assume management of the agency's office there. He succeeds Arthur Farlow, who returns to San Francisco Oct. 1 to resume his former duties as account executive.

With Mr. Fidler's transfer, several other changes will take place in the San Francisco offices of the agency. Norman Strouse, formerly head of the media department, becomes account executive on the Shell Oil Co. account; Fred Wilmar will be transferred from traffic to the media department to work with Robert Thurmond, and Phipps Rasmussen becomes head of the traffic department with Gordon Steedman as his assistant. Personnel changes were announced by Lynn Baker, vice president and Pacific Coast manager for J. Walter Thompson Co. in San Francisco.

U. S. Alcohol Spots

U. S. INDUSTRIAL ALCOHOL Co., New York (Super Pyro, anti-freeze), will use spot radio for the first time in a fall campaign to begin about mid-October. Plans are still in the making but it is believed that about 20 stations will be used in the cold-weather areas of the United States. Lambert & Feasley Inc., New York, has the account.

TONY WAKEMAN, sports announcer of WJAS, Pittsburgh, who won the recent Atlantic City Headliners Club medal for the best news broadcast of 1935 in recognition of his coverage of an eye-witness account of the Johnstown flood over WJAS and CBS, on Sept. 1 will join WOL, Washington as sports and feature announcer

A Banker Appraises Radio as a Medium

By R. E. DOAN
Denver National Bank, Denver, Col.

Broadcasts Offer Ideal Means of Creating Confidence In the Sponsor and Arousing a Friendly Feeling

WHEN media want to do a bit of self-promotion, they take a big capital "I" and hang a song and dance around it. The result may be spiral bound and quite impressive. But much more effective is the view of the outsider, the unbiased buyer, who doesn't have to conceal any dry rot in the family tree or salaam to any sacred cows. Mr. Doan, a financier and writer, has written a piece about radio from a banker's viewpoint and for bankers' consumption. It appeared in the July issue of the "Financial Advertisers Association Bulletin" in the radio section, conducted under supervision of Joseph F. Cornelius, of First National Bank, Spokane.

"IS BANK radio advertising effective?"

"Can radio be used to supplant other advertising media?"

"What about the uncertainty of radio circulation?"

"What place should radio occupy in a bank's advertising budget?"

These are but a few of the typical questions which should and often do occur to a prospective radio advertiser — yet comparatively few books on bank advertising give adequate answers. Many are content to treat radio as an academic question instead of considering its practical aspects as a modern bank advertising medium. And far too many radio advertisers, not alone in banking but in other lines of business, are inclined to overlook many of the important elements essential to a successful use of this medium.

Not An Experiment

SOME hear of the marvelous results gained by other advertisers, decide on a radio effort, sign up for time on the first station whose salesman happens along at the psychological moment, then throw together a program and they're off. And, indeed, they are "off" in most cases. Radio, like any other advertising medium, demands a certain amount of planning, familiarity with its possibilities, sales effort, etc. So, let us review and endeavor to solve a few of the problems connected with properly utilizing this "fourth dimension" in advertising.

In the first place radio has long ceased to be an experimental proposition. It is now recognized by the advertising profession as a practical, major medium. A few facts will help to illustrate the place radio holds today.

According to latest estimates, nearly 23,000,000 homes in the United States are radio-equipped nearly 70% of the families in this country own and use radio receiving sets.

To add to its popularity, the last few years of reduced family incomes have increased interest in radio as an economical means of entertainment, education, and contact with the rest of the world.

In determining the effectiveness of radio as an advertising medium, many things may be taken into consideration—things not peculiar to any one business, but of equal interest to all advertisers. To begin with, all businesses—banks especially—have the problem of "humanizing" their services or wares to the general public. Without such "humanizing" effort, the public is inclined to look upon a bank as cold, impersonal, interested only in profits and not at all in the individual's problem. Until radio made its appearance on the advertising horizon, personal contact—word-of-mouth advertising—was about the best way to dispel this public feeling toward banks. Of course, to utilize this method, it was necessary to first get the prospective customer in the bank, and to demonstrate a sincere interest in his or her problems at that time; or to make use of every opportunity to have officers or other representatives of the institution address public gatherings to get across this "humanizing" touch. Newspapers, magazines, direct mail, outdoor advertising, window displays—all such media had, and still have, a definite place in informing the public generally or in drawing the prospect into the bank where personal, word-of-mouth, contact could be made. But the printed word has never been able to replace word-of-mouth contact in effectiveness from a selling standpoint.

Auditory Superiority

ANY EXPERIENCED salesman will confirm this, and psychological investigations definitely show that auditory suggestion is more effective than visual; that auditory impressions of an advertising nature are recalled and recognized later better than similar visual impressions.

In short, radio is based upon the oldest and most effective form of advertising, and if for no other reason than this would soon have established itself firmly as a major medium.

Most advertisers instinctively realize that radio has great possibilities, but many are held back, or at least somewhat awed, by the uncertainties and problems of utilizing this medium. For example, one of the most common objections to radio, from an advertiser's standpoint, is its "shortlived" nature—the fact that if a program is not heard when broadcast it is never heard, whereas a newspaper advertisement, a folder, or other such printed forms are available for reading indefinitely.

This is a valid consideration, but not a real objection. The logical answer to radio's so-called "shortlived" nature is to be found in program-quality and merchandising. If you have a truly good program, and if you interest your prospective audience in it by properly selling it to them, you need have no fear on the "short-life" score. People will arrange or rearrange their time and activities to listen to a really good program, and they will convert their friends to listeners, thus quickly building up a faithful and receptive audience.

How Many Listen?

THERE are many other considerations in any comparison of radio with other media. As an illustration — there is comparatively less competition on the air than in a newspaper. One's attention is not as readily distracted from a good radio program to another program as from one newspaper advertisement to another, or as from an advertisement to editorial copy. One logical reason for this is the fact that a really good radio program is not merely an advertisement—it is entertaining or educational, thus eliminating the necessity of seeking elsewhere for these desired qualities. Another reason is the physical effort required to tune out one program and get another as compared to the ease with which a person can glance from one part of a printed page to another.

Of course, the listener, if he is not interested in the program, can and most certainly will tune out the station or cease to listen attentively. In like manner, however, if he is not interested in a newspaper advertisement he can even more easily shift his gaze to another ad or to news copy; if he is not interested in a folder he can easily throw it into a wastebasket, etc.

We could continue to make comparisons, but the inevitable conclusion is that radio really offers no more hazard than other media when properly utilized.

Another question often brought up by prospective advertisers is the uncertainty of radio "circulation". As will be readily realized by any intelligent advertiser, no definite circulation figure can be given for any one radio program or even for any one station. No one can know for a certainty just how many people will listen to a specific program. A certain percentage of possible listeners will undoubtedly be away from home when any one program is on, others will have some other station tuned in, still others will not have their radios turned on, etc.

And this uncertainty puzzles the advertiser. He is inclined to wonder just what guaranty he has that he will get the ears of his audience. The answer is that he has no such guaranty. The number of listeners to any one program depends to a great extent upon just how interesting that program is, upon how well it has been merchandised to the prospective audience, and upon other things.

It is well to realize, however, that this indefiniteness is not peculiar to radio. We have been taught to rely so much upon the number of subscribers to a newspaper, the number of persons passing a billboard daily, or the number of people on our mailing list as "circulation", that we expect some such figure from radio.

But, let us stop and analyze these "circulation" figures for other media. How many of those who pass a billboard actually see it? How many pause long enough to really get the message? How many of those who subscribe to a newspaper actually glance at the page upon which our advertisement appears? How many recipients of a direct mail piece read it?

In these and practically every other medium uncertainty as to reception of any message exists. People walking or driving by a billboard may have other things competing with the board for their attention, such as traffic, conversation with a friend, etc. People who receive direct mail may be too busy to read it at the time; they may put the folder away for future perusal and then forget about it.

A Major Medium

SUBSCRIBERS to a newspaper have many likes and dislikes. Some may read nothing but the sport page, others nothing but the financial page, still others only the front page. Some may not have time to read the paper at all on the very day our advertisement appears. And a large percentage of newspaper subscribers ordinarily haven't sufficient time to read even all of the news items let alone the ads. And yet many advertisers rely upon the number of passersby, the number on mailing lists, and the number of subscribers to a newspaper as indicative of the readers, or "circulation", of such media.

We could go through practically every other form of advertising with the same critically analytic method and demonstrate the fallacy of "circulation". But the foregoing should be sufficient to clearly indicate that radio is not peculiar in its uncertainty of reaching a definite number of people at any one time.

The problem sums up, to a great extent, in this fashion: We

(*Continued on page 53*)

Philco Discloses Its Television Progress

By MARTIN CODEL

Clear Images Shown by Big Set Manufacturer Indicate It Will Be Important Factor in the Visual Field

FIRST in radio set sales during the last three years, Philco Radio & Television Corp., as its name implies, does not intend to be left at the post when television inevitably arrives in the not far distant future. Whether Philco will confine itself to the television set manufacturing field, or enter also into the visual field as a broadcaster, its officials are unprepared as yet to say—but the indisputable fact that that company will be a substantial factor in television was pointedly demonstrated Aug. 11 when it disclosed for the first time what its laboratories have been doing in visual radio research and development.

Privileged to be one of a party invited to Philco's demonstration at Philadelphia, I can best begin this layman's description of what was shown by repeating the conclusions published in these columns last year after visits to the Baird television laboratories in London [BROADCASTING, June 15, 1935] and the RCA laboratories in Camden [BROADCASTING, Dec. 15. 1935].

Television, I wrote then in effect and repeat now, is a technical reality that fascinates the observer and must baffle the imagination of those who can only read about it. It isn't ready for the home as yet, partially due to technical "bugs" remaining to be overcome but more largely due to economic obstacles. What is being shown in the Philco laboratories and field tests, as in RCA's, is so *remarkably good* that, price and technical factors being favorable, the public should accept television in a big way once it is publicly introduced through adequate broadcasting facilities.

A "Tremendous Industry"

THAT Philco officials share this view, though they have elected to remain silent until now, probably fearful of what too much talk about television might do to radio set sales during the reviving market of the last few years, was indicated by Larry E. Gubb, Philco's president, when he told the gathering before the demonstration began:

"We don't believe television is just around the corner, but we do believe that when it does come it will be a tremendous industry." Mr. Gubb did not go beyond this, except that in a prepared statement issued by Philco he was quoted as predicting, cryptically: "Commercial television will not come during 1936."

But J. M. Skinner, president of the associated Philadelphia Storage Battery Co. and president of the Radio Manufacturers Association, whose statement on television's standard needs was delivered on behalf of the entire radio industry before the June conferences of the FCC on the future uses of the ultra-shortwaves [BROADCASTING, July 1], went a step further in disclosing Philco's official state of mind when he asserted:

"Philco's only object in these experiments is a good picture, comparable to home movies in definition. We do not think we have achieved this yet. We want a stable broadcasting structure built up. We are not interested in patents except in a defensive way. We expect to be part of any patent pool formed for the television industry, which seems to be the only solution if we are to avoid chaos. We think at this time that a patent pool like the one in the automobile industry, in which all can participate, is the only way to avoid monopoly."

Frequency Needs

MR. SKINNER went further into details of the RMA standards placed before the FCC, and ended by pleading with the press to cooperate toward the end that the FCC assign to television the ultra-shortwave bands between 42,000 and 90,000 kc. (with the exception of the 56,000-60,000 kc. assigned to the amateurs). "If the FCC doesn't grant these channels," he asserted, "you can kiss television goodbye, for a long time at least."

These short talks and one other by Sayre M. Ramsdell, Philco vice president, in which he asserted that after eight years of quiet work on television Philco thinks "the time now ripe" to show what it has, were the preliminaries to an exhibition that was more convincing than Baird's and just as convincing as RCA's. Mr. Ramsdell did add one other point which indicates how the research mind works and how the executives guiding their costly experiments are thinking: He announced that the apparatus about to be demonstrated will shortly be torn down to make way for newly designed apparatus capable of even higher picture definition!



TELEVISED STILL — Time exposure picture of Jean Muir, film star, taken during Philco's demonstration directly off the fluorescent cathode-ray screen. This picture is "off the air" and was built up at the rate of 345 lines framed 60 times per second.

Taken to the North Philadelphia suburban home of William H. Grimditch, Philco chief engineer, we were seated before four large console sight-and-sound receivers placed in a row in the recreation room. Music was being played as we inspected the sets, each having six control knobs—three, we were told, for controlling the received images and three for the sound. Within a few moments the first pictures began to come through from W3XE, Philco's experimental visual broadcasting station atop the factory seven miles away, operating with 1,000 watts on the 51,000 kc. carrier frequency for picture transmission and on 54,250 kc. for the synchronized sound.

Only two of the sets were operated, permitting easy view for those in the three tiers of seats on either side of the room. The pictures were framed on the fluorescent ends of oval cathode-ray tubes 12 inches in diameter and reflected on vertical mirrors (see photos herewith). The framed pictures were approximately 9½ x 7½ inches in size, built up by electrical bombardments within the tubes that figuratively "painted" 345 line images 30 times per second, interlaced to give the optical illusion of 60 framings per second.

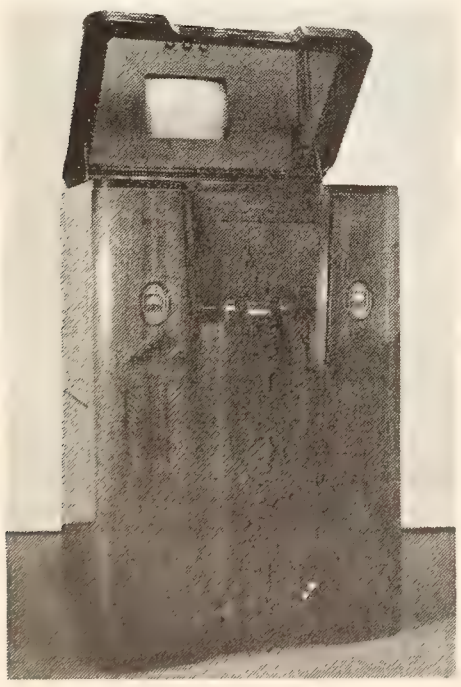
The first pictures were stills—one of Jean Muir, another of Olivia DeHaviland and the third of Joan Blondell, all movie actresses. They were clear and pleasing, mounted in black and white and lacking nothing in detail to distract the eye. Next came the front page of a Philadelphia newspaper. The streamer headline and the lesser headlines were easily readable, but the type was not. Then a hand brought forth first a package of Camel cigarettes and then a watch, practically actual size, and their clarity even to the point of reading the inscriptions called forth easy visions of how television eventually will be used for trade mark, package and commodity demonstrations.

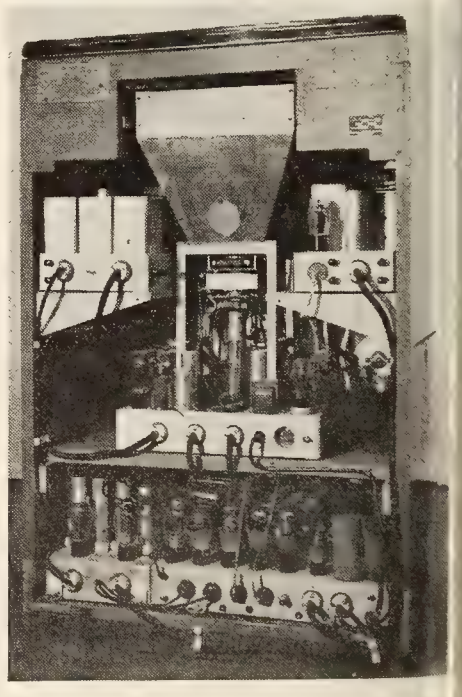
Girls and Commentator

THE moving images started with two girls from the Philco plant, both obvious brunettes, one singing a classical number and the other a popular song. Every detail of their features, their grimaces and their dress designs could be seen clearly. When the television camera was drawn away to show them in full length with their piano accompanist, the pictures were still clear but it might not be so easy to recognize the persons if you met them on the street later. Detail was lost as the camera took in wider ranges.

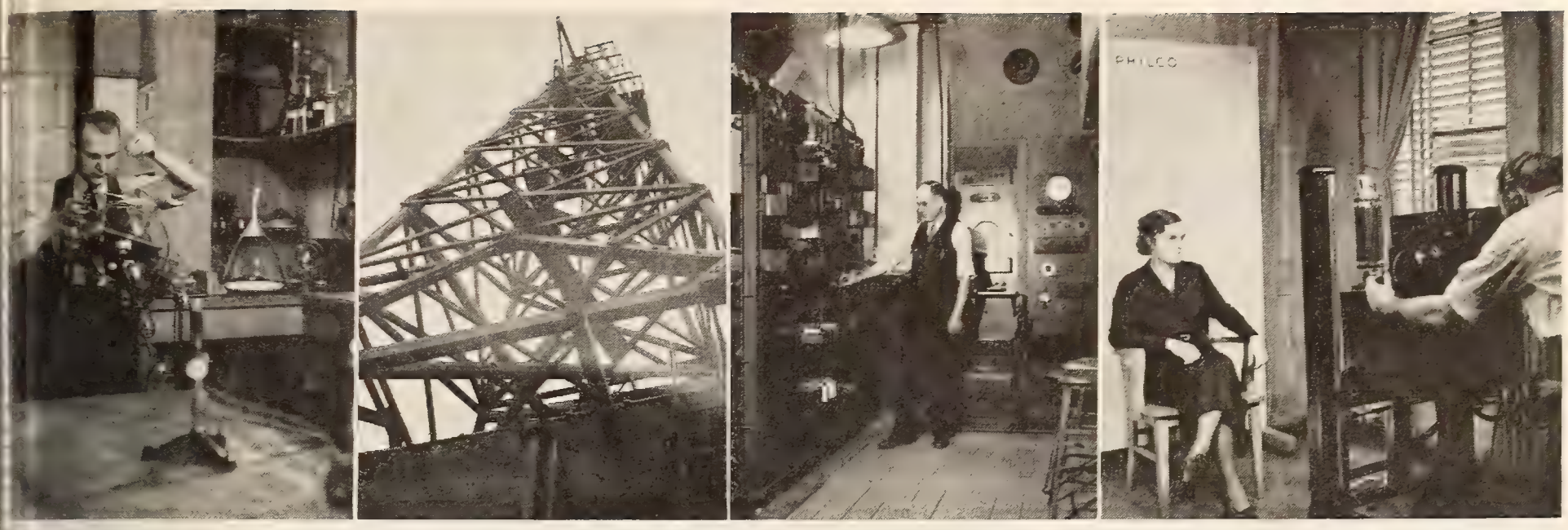
Next, the Philco announcer introduced Boake Carter, seen sitting at a desk and heard reading the script of one of his broadcasts. Mr. Carter's features were similarly clear; but when he bent his head forward to read his manuscript, some slight distortion was evident, indicating how the future radio speaker will be at a loss before a television camera unless he memorizes his script. Mr. Carter took up a telephone, called the Grimditch home and for 10 minutes or more conversed with various persons at the viewing end. The sound synchronization was always perfect.

A 15-minute Grantland Rice sportsreel of motion pictures, run off through a special projecting machine at the transmitting end, was the next demonstration. The subject, jungle and underwater





THE TELEVISION RECEIVER—At left is the console cabinet for sight and sound reception, showing the mirrored cathode-ray screen in vertical position. At right is a rear view of this experimental model of a television receiver, showing the highly complex structure with its 36 tubes. The cathode-ray projecting tube, in which bombardments of electrons "paint" the picture in black and white on the screen, is pear-shaped and stands upright within the shielding at the top. Its oval end is 12 inches in diameter, on which 9½ x 7½ in. pictures are framed.



T PHILCO'S LABORATORIES—At extreme left, Engineer Carl Shuann is working on the "electric eye" tube employed in the television ckup camera. The next picture shows the wooden antenna tower atop hilco's plant in Philadelphia, about 200 feet above ground level, from hich the light-to-electricity impulses are broadcast simultaneously with nchronized sound; this tower was struck by lightning recently, causing a serious blowout of tubes and damage to other sending apparatus. The third picture shows the television and sound control panels at the transmitter; note the oval monitor tube back of the control man, who watches the images surmounted thereon to see that they are properly focused just as a broadcast control engineer watches his pointers. The picture at extreme right shows the studio, with girl being televised.

hots, was poorly selected because uch detail was lost and the picre soon became tiresome.

Finally, the camera was pointed t-of-doors on the roof of the hilco plant, where two employes gaged in a boxing exhibition folwed by an employe quartet singg popular songs. These were ll-length shots. The action was ear, but the facial expressions ere not. Again was shown the ss of detail suffered when the mera is moved farther away om the televised subjects.

The best viewing could be done hen seated directly in front of e cathode-ray screen not more an six feet away. Whatever the ctures may have lacked in defition, they did not suffer from reak effects such as were seen the RCA Camden laboratories, used by ignition interference om passing motor cars a few rds away. The Grimditch home well out in the open; the reiving antenna surmounted a himney, and was a crude wooden fair standing not much more an 25 or 30 feet above the round level.

Complicated "Works"

OMPARISONS with other televion pictures are difficult to make view of the eight months that ve elapsed since the RCA's picres were seen and the 15 months nce Baird's were seen in London. e Philco receiving set, like CA's, employed a multiplicity of bes — 36, to be exact. As the ctures accompanying this article veal, the set's "innards" comise a veritable maze of circuits d devices.

The Philco pictures, compared retrospect, are not as large as ird's but are much clearer than ird engineers demonstrated even ile transmitting over wires. ey are only slightly larger than CA's, which are built up 343 es per image 30 times per secd interlaced to form 60 framgs per second. They are just out the same so far as general pect is concerned but I believe ey are not quite as sharply deeated. RCA's pictures, it will recalled, are seen through a ghtly greenish tinge; Philco's

(*Continued on page 55*)

British Television Experimenter Shows Large Pictures and Claims Movie Size

USING only a filament lamp as a light source, a new television system employing mechanical scanning and reproduction and capable of projecting pictures up to theatre size has been demonstrated in London by the Scophony Co., British radio manufacturers, and has aroused keen interest among technical and other observers. The system was demonstrated to the editor of *Television & Short Wave World,* among others, and he reported enthusiastically on what he saw, which he asserts completely disproves the contention that nothing above 120 lines can be handled mechanically. He intimates also that cathode ray television by no means enjoys sole sway, predicting "Scophony is going to play a large part in the world of commercial television".

"I was actually given a demonstration of a full-length reel from the Jessie Matthews film *First a Girl,* followed by a Mickey Mouse cartoon," he writes. "The picture was shown to me on the so-called Junior Receiver, which is actually in the nature of a control receiver, constructed for checking up the transmitter and amplifier equipment. The size of the picture on this Junior Receiver is 10 x 8 inches. The picture left nothing to be desired in quality. There was real entertainment value in it. The definition was remarkably good, and the lines, which are sometimes evident in the case of the cathode ray tube, were beautifully blended one into the other on the Scophony receiver; in fact, one had to be within a few inches of the screen to observe that there were any lines whatever. The standard was 240 lines, 25 pictures per second.

Movie Size Images

"THERE is no difficulty in the case of the Scophony receiver in switching over from this standard to 405 lines interlaced, or vice versa, and actually the commercial Home Receiver has been designed to handle easily both standards.

* * *

"It was even a greater and most pleasant surprise for me to be given by the Scophony engineers an opportunity of seeing the first experimental results—actually only one or two days old—of a picture on the so-called Medium-screen Receiver. The size of the picture was 5 x 4 feet, again of the standard 240 lines, 25 pictures per second. The receiver was still in the process of being adjusted and tuned up, but even so the results on the screen were simply astonishing. The brilliance was more than adequate.

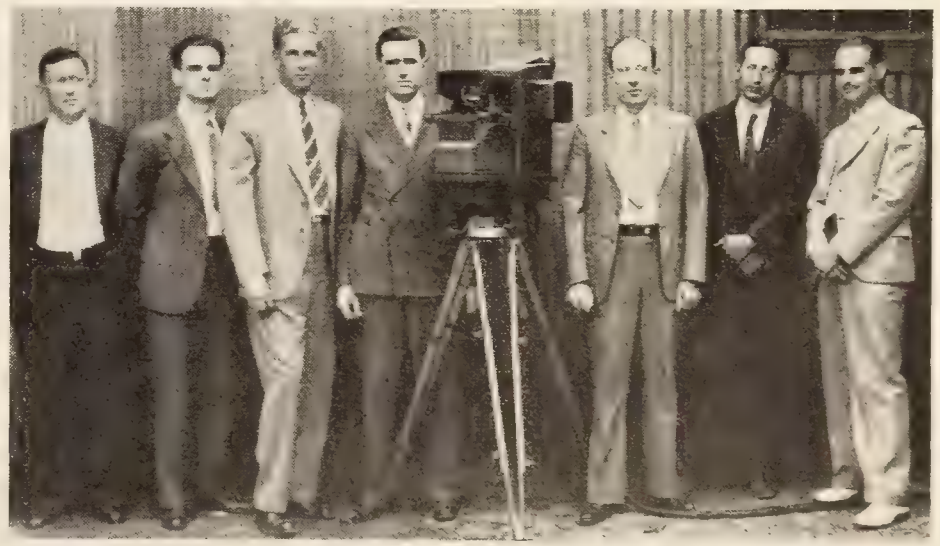
"This type of receiver uses all the basic features of the Scophony system, evolved for dealing with the present type of transmission as adopted by the BBC. [The BBC, under orders of a Parliamentary committee, is this summer introducing a combination of the EMI and Baird cathode ray transmitting and receiving systems.] There are the split-focus, the beam converter and the light control. This type of receiver is intended for demonstration in public halls, big stores, schools and the like. An arc is the only light source."

The Home Receiver, the observer continues, using a filament lamp as light source, showed a 16 x 12 inch picture on its first laboratory model, while another larger device than the Medium-screen Receiver is being built intended for a picture 13 x 10 feet.

"From what I was able to examine in the case of the Medium-screen Receiver," the editor of the British periodical adds, "I see no reason why a good picture, with adequate illumination, should not be achieved by Scophony in the near future for presentation in large cinemas. My previous remarks about the unique achievement of the Medium-screen Receiver would, of course, apply with even greater force to the large screen receiver."

Bowes Moves Staff

PREPARING for his CBS series under Chrysler sponsorship, Major Edward Bowes, impresario of the *Amateur Hour,* on Aug. 15 will move his large radio staff into elaborate new quarters in the former Hammerstein Theater Bldg., currently known as the Manhattan, at 52nd & Broadway, New York. The theater itself is being converted into a modern Radio Playhouse by CBS for the Bowes and other audience shows. Major Bowes starts on 90 CBS stations Sept. 17, Thursdays, 9-10 p. m. (EDST).



PHILCO'S TELEVISION CREW — Left to right: S. F. Essig, W. N. Parker, A. F. Murray (chief television engineer), F. J. Bingley, P. J. Konkle, H. Branson and U. S. Bean. Note the television camera in the center, heart of the Philco visual broadcasting system.

Increase of 12½% Is Recorded In Sales of Time for Half Year

Volume of $51,802,179 Is Shown for Six Months; Regional Network and National Spot Lead Field

RADIO advertising volume continued its march to higher levels during the first six months of the current year, according to statistics compiled for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Total gross time sales of the medium during the period exceeded those of the first half of 1935 by 12.7% and amounted to $50,802,179.

Radio continued to lead the major media in rate of increase, national magazine volume during the same period having gained but 10% and newspaper lineage 8.3%. Only national farm paper advertising surpassed radio in relative rate of growth, increasing 25.3% over the corresponding period of the preceding year.

Regional and Spot Lead

REGIONAL network and national spot advertising continued to lead the radio field. Regional network volume exceeded the 1935 level for the first six months of the year by 38%, while national spot business experienced a gain of 34.1%. National network volume rose 7.9% and local broadcast advertising 5.5%.

Advertising volume for various portions of the medium during the first half of the current year were as follows:

National networks	$28,181,976
Regional networks	644,473
National non-network	11,527,860
Local	10,447,870
Total	$50,802,179

In the field of non-network advertising local station volume continued to show the greatest rate of increase, exceeding the 1935 level by 34.5%. Clear channel and high powered regional station volume increased 16% and regional station non-network advertising rose 21.6%. Non-network volume in the South and Mid-West continued to show the greatest gains over the preceding year.

The outstanding development in the rendition field was the marked strength shown by electrical transcriptions during the period under review. Total transcription business registered an increase of 50.4% over the corresponding months of 1935. National transcription volume gained 52.3% while local volume rose 41.8%. Local volume has made a consistently strong showing since the development of transcription libraries.

In spite of the increase in the transcription business, live talent programs continued to feature strongly. National live talent volume continued its upward trend and showed a gain of 37.2% over the corresponding period of last year. Local live talent business increased 8.3%.

Of particular interest was the decline in announcement volume, when contrasted to the development of sponsored program business. In the national field announcements declined 11.2% as against the first half of 1935, while in the local field a decrease of 5.8% occurred. This tendency has been a consistent one throughout the entire six-month period and seems to indicate a definite trend toward programs as against mere announcements.

Auto Volume Again Leads

THE outstanding development in the field of radio advertising sponsorship was the strong showing of the automotive industry. National network automotive advertising during the first six months of the current year exceeded the 1935 level by 28.6%.

The greatest gain in automotive volume, however, occurred in the national spot field, where an increase of 106% was experienced. Local automotive advertising rose 47.3%.

Regional network and national spot gasoline and accessory advertising rose 47.3% and 34.4% respectively as compared to the same period of last year. Regional network drug volume gained 88.3% and national spot business 21.1%. As a result of national network policies regarding drug advertising, volume in this field declined 29.1%. Local drug volume dropped off by 34.2% from the 1935 level.

National network and regional network beverage advertising rose materially, as did food advertising on all portions of the medium except national networks, where a 2% decrease was experienced. Marked gains occurred in national spot radio set and tobacco advertising. Retail store advertising gained 7.7%.

June advertising volume figures, released at the same time as the six months report, indicated that 1936 had succeeded in breaking the summer slump to a greater extent than any previous year. The decline in June from May levels during the current year was but 7.3% as compared to 12.7% in 1935 and to 21.6% in 1934. Trends in June were largely the same as those exhibited for the six month period as a whole.

Disparities in NAB and Census Data On Sale of Broadcast Time Explained

PUZZLING disparities between the 1935 broadcast advertising figures prepared by the U. S. Bureau of the Census [BROADCASTING, Aug. 1] and by the National Association of Broadcasters in its own industry survey are partially clarified in an analysis made Aug. 6 by Dr. Herman S. Hettinger, University of Pennsylvania economist and NAB research specialist who directs the NAB monthly business index.

Compiled in response to numerous requests from within the industry, the Hettinger comparisons bring out that the greatest discrepancy between the government and industry figures occurs with respect to local and national spot business. NAB estimates were $17,063,688 in 1935 for *total* national spot and $19,281,735 for local. The Census report of *net* sales showed $13,805,200 for national spot and $26,974,676 for local. Dr. Hettinger claims the NAB figures are closer to accuracy for various reasons which he outlines.

Dr. Hettinger emphasized that his reports are projected from monthly figures on individual accounts received from a 40% sample of the industry's station volume, whereas the Census report was based on annual figures. Moreover, he declared, annual station estimates may tend to inflate the local rather than the national figures. The unusual thing is that the NAB estimates for non-network business were lower than the census returns.

Figures Being Revised

THE Census Bureau's report, made public July 21, is in the nature of a "preliminary" report, it is emphasized, and is subject to revision when the final figures are released, probably within the next few months. Further analysis may tend to reconcile some of the present disparities. While the Census total of approximately $86,500,000 for the industry may not be revised, it is entirely possible that the categorical breakdowns will be subject to change.

Comparison of Totals

THE NAB statement follows in full text:

"The gross time sales for the medium in 1935, as given by the NAB was $87,523,848. The gross revenues, as given by the U. S. Bureau of the Census, were $86,492,653.

"Actually, the correspondence between the two figures is not as great as this indicates, nor should it be. The Census figure includes $6,875,110 revenues from the sale of talent and miscellaneous sources. Deducting this figure leaves $79,617,543 as the revenue from the sale of time. The Census figure is therefore 9% lower than the NAB figure.

"This lack of correspondence is explainable by the fact that the two sets of figures are collected on a different base. The Census figures represent net sales. In this instance, discounts arising out of the length of the broadcast series contracted for and similar promotional discounts are subtracted from gross billings, though agency commissions, considered a sales expense, are not deducted. The NAB figures represent gross billings, i.e., all time sold billed at the one time rate. Because of its simplicity, this latter method has been the customary form of stating advertising volume by media.

"Available data make possible a comparison of the NAB and the Census estimates with regard to national and regional advertisers.

"The NAB report of national and regional network gross billings for 1935 showed a total of $51,178,425. This figure was not the result of sampling, but constituted a complete report of the networks in question.

"The Census report for national and regional network net time sales for the same year was $39,737,867. Thus it was revealed that there were discounts of 22.4% to be deducted from gross billings of networks before net sales were arrived at.

"Discounts in the national non-network or national spot field are generally similar to those applicable in the network field. It is probable that the shorter series of broadcasts utilized by the smaller regional advertisers may reduce the average discount slightly. Assuming the existence of discounts of between 20% and 22.4% in the national non-network field, it is possible to calculate estimated gross billings on the basis of the $13,805,200 volume of this type of business reported by the Census. Such a calculation reveals estimated gross billings of between $17,256,000 and $17,802,000. Both of these figures are slightly higher but extremely close to the reported figure of the NAB for 1935, that of $17,063,688. This seems to confirm once more both the general accuracy and the conservatism of the NAB statistics.

National-Local Business

"THE most important discrepancy between the two sets of figures is with regard to the proportion of total business represented by national and regional non-network advertisers and local broadcast advertisers. According to the NAB estimates national non-network volume accounted for $17,063,688 in 1935 and local broadcast advertising for $19,281,735. These two figures are approximately equal.

"In the case of the Census report of net sales, national non-network volume is $13,805,200 (this has been reconciled to the NAB estimates in the preceding paragraphs), while local broadcast advertising is given as $26,074,676.

"Two problems present themselves at this point. The first, already alluded to, is the discrepancy in the two reports as to the proportion of non-network business represented by national and local advertisers. The second discrepancy is the fact that the combined national and local non-network *net sales* of the Census report are greater than the NAB *gross billings* by $3,534,163.

Obtaining Accuracy

"TURNING to the first problem that of the relative proportion of national and regional business and of local business comprising the non-network total for the medium. It is probable in this instance that the NAB figures are closer to the actual situation than are those of the U. S. Census. This is true for the following reasons: The Census estimates are the result of the reports of the various stations to the Bureau of the Census. The division of business into national and regional on the one hand and local on the other is certain to be a extremely rough estimate on the part of the great majority of stations. Studies leading to the development of standard cost accounting for radio stations, conducted in 1934, indicated only the roughest separation of business along national and local lines by stations.

"In addition, it is quite probable that station estimates tend to inflate the local rather than the national figure. Where national advertisers and local agencies combine, and where such combined advertising is carried at the loc

(*Continued on page 46*)

ALL EYES ON KANSAS

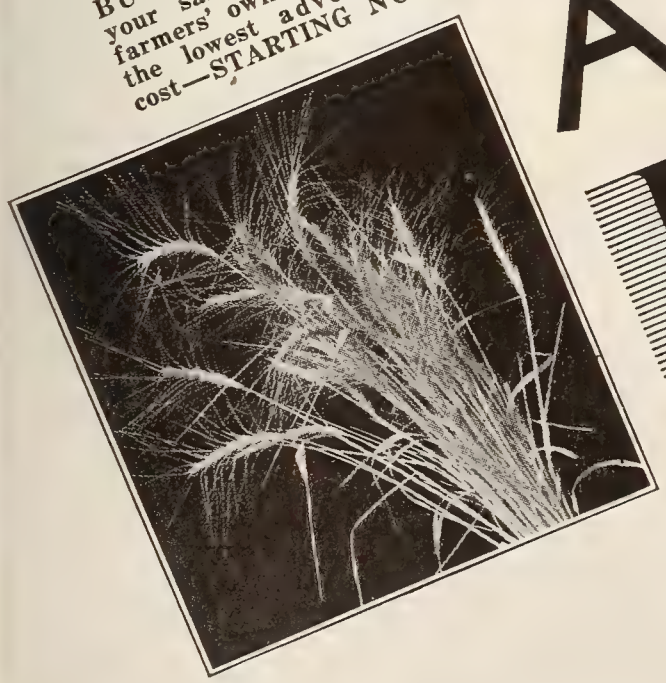


In addition, there will be millions of dollars flowing into Kansas from corn, oats, barley, potatoes and from hogs and cattle. Real wealth in cash.

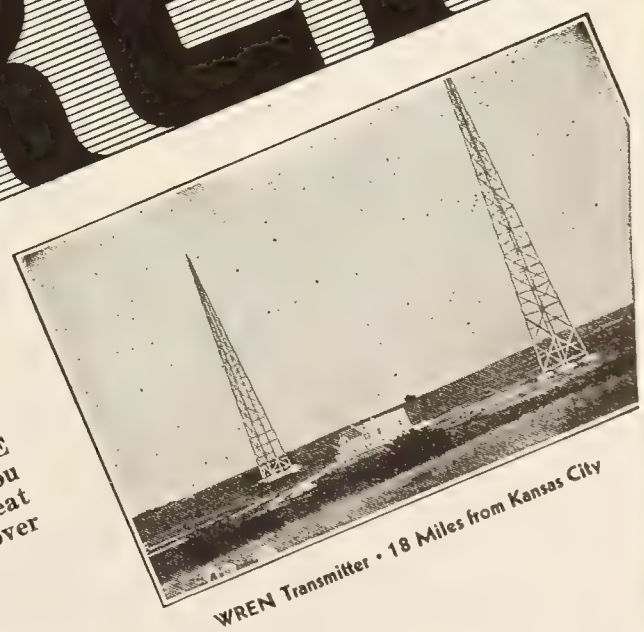
"Yellow Gold" — that's what the farmers of Kansas call wheat. This year there are 134,000,000 bushels—a bumper crop—worth approximately $134,000,000.

Kansas has the money again to enrich every line of manufacture. The greatest all-round rich farm and stock country in the world is NOW LOOKING FOR THINGS TO BUY. WREN will tell your sales story in the farmers' own language at the lowest advertising cost—STARTING NOW!

ALL EARS ON WREN



CENTRALLY LOCATED to serve Kansas City, Topeka, St. Joseph, and all surrounding cities and farm communities, WREN combines the BIGGEST RURAL and METROPOLITAN AUDIENCE in the middle west. If you want to sell to those wheat dollars, advertise over WREN.



WREN Transmitter • 18 Miles from Kansas City

Political Parties Booking Time For Busy Broadcast Campaigns

Democrats Buy Pre-Farm & Home Hour Period Twice Weekly; Goodyear Signs Literary Digest Poll

RADIO divisions of the political parties were marking time during the last fortnight, still gearing their organizations for the bigger broadcasting campaigns to come between now and the presidential elections in November and apparently sitting tight until the speaking plans of their candidates are more definitely formulated.

All sorts of fantastic stories and rumors were going the rounds regarding the time-buying plans of the parties, including one story that Roosevelt and Landon may be sponsored in network series by a big automobile manufacturer — a story that met instant denial at Republican and Democratic headquarters. When these candidates make political speeches, whether on a scheduled or sporadic basis, their time will be bought and paid for only by their national committees.

Aside from the Democrats' eleventh hour switch from the Mutual Network to CBS early in August for their *Happy Days* series, and the Republicans' continued sponsorship of the William Hard periods on NBC-Blue network five nights weekly under the new title of *News for Voters* [BROADCASTING, Aug. 1], political broadcasting activity on the part of the major parties was relatively quiescent during the last two weeks.

Digest Poll Sponsor Sought

THE PARTY radio chieftains were still planning to buy "one-time shots" for their big guns for the most part and, while considering plans for widespread use of transcriptions and spots, had entered into no definite contracts beyond buying local time for G.O.P. Chairman Hamilton's current Western speaking tour [BROADCASTING, Aug. 1]. The next big Democratic hookup is scheduled for Aug. 19, 8:30-9 p. m. (EDST) when, keyed from CKLW, Detroit-Windsor, Chairman Farley is to speak over 10 or more Mutual Network stations. The Democrats have also reserved the 10:15-11:15 p. m. (EDST) on a 45-station CBS network Aug. 21 for a pro-New Deal symposium by four businessmen. This program will be heard from 10:45-11:15 p. m. (EDST) and was placed through Loomis & Hall Inc., Miami agency.

NBC on Aug. 13 signed Goodyear Tire & Rubber Co., Akron, to sponsor the *Literary Digest* presidential poll on a nationwide Blue network, tentatively scheduled to start Sept. 2 and to be heard Mondays, Wednesdays and Fridays, 7:15-7:30 p. m. (EDST). Arthur Kudner Inc., New York, is the agency.

The only other new orders for time on the networks came through from the Communist Party of America which, taking advantage of the "equal opportunity" clause of the radio law, has budgeted itself for $60,000 worth of radio time and has already purchased the following periods: Aug. 28, 10:15-10:30 p. m. on NBC-Red; Sept. 7, 10:15-10:30 p. m. on NBC-Blue; Sept. 21, 10:45-11 p. m. on NBC-Red; Oct. 2 and 9, 10:45-11 p. m. on NBC-Blue; Oct. 23 and 30, 10:45-11 p. m. on NBC-Red, and Nov. 2, 10:45-11 p. m. on NBC-Blue, all EST.

In addition, the New York district of the Communist Party on Sept. 7 and Oct. 5, 12, 19, 26 will use a special state hookup comprising WEAF, WGY, WBEN, WSYR, WHAM. Candidates Browder and Ford are now on a speaking tour of 85 cities, where it is expected time will be bought locally where possible. Their talks are being recorded for later placement on local stations. Alexander Thractenberg is campaign manager and also handles radio.

Unable to clear time on the Mutual Network and supplements, which had a definite order for the series starting Aug. 4, the Democrats on Aug. 5 shifted their *Happy Days* series, heard thereafter on Tuesdays, 10:45-11 p. m. (EDST), to a network of 45 CBS stations, including the Don Lee group. The account is scheduled to run 13 weeks and was placed through U. S. Advertising Corp., New York. Tentative plans now are to buy 15 minutes additional per week until the elections on a hookup of MBS that will comprise 30 stations if time can be cleared and an adequate lineup of stations procured.

The Democrats, in addition, have arranged with NBC to buy the 15-minute periods Tuesdays and Thursdays, preceding the *Farm & Home Hour* on the NBC-Blue network, to be handled by Mrs. Cur-

(*Continued on page 51*)

Youngest of All!

KNX, Hollywood, claims the youngest regular announcer in Jackie Kay, 2½-year-old daughter of Jack Kay, master of ceremonies of the Breakfast Club. KNX puts it this way: "This curly-headed, dimpled bit of pep puts real professional punch behind her commercials, her salesmanship stacks up with the best of them and her enthusiasm is undeniable."

Princess Pat on ABC; New NBC Series Signed

PRINCESS PAT Ltd., Chicago (cosmetics) this month is launching a spot series and new network program. The spot campaign consisting of 18 half-hour transcriptions, started Aug. 14 on 17 Affiliated Broadcasting Co. stations and is booked for 6:30-7 p. m. (CST). Stations are KFIZ, WBOW, WCLO, WCLS, WEOA, WHBF, WHBL, WHBY, WIL, WKBB, WKBH, WOMT, WRJN, WROK, WTAX, WTRC, WWAE.

A new program replacing its *Tale of Today*, which signs off a special NBC network Aug. 23, will be started Aug. 30, using the same 6:30-7 p. m. period. The network consists of WEAF, NBC-Red key, and a split Blue list of WMAL, KDKA, WTAM, WMAQ, WGY. New basic Red stations are to be added as they become available, it is understood. Talent for the new program has not yet been selected. McJunkin Adv. Co. is agency.

JIMMIE WALLINGTON, radio announcer, and Betty Jane Cooper, actress, were married Aug. 12 in Grosse Pointe, Mich.

WILBUR STARK, formerly of Friend-Weiner Adv. Co., New York, on Aug. 13, joined the sales staff of WMCA, New York.

A & P Cancels Gypsies After 12 Years on Air

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain grocer) has notified NBC it will discontinue the *A & P Gypsies* on an NBC-Red network, Mondays 9-9:30 p. m., after the Sept. 7 broadcast. The program is NBC's oldest commercial, having come from WEAF when the network was organized in 1936. It has always featured Harry Horlick's orchestra and has been on the air, either locally in New York or on an NBC network for 12 years. A & P is not expected to cancel its Thursday night CBS hour program with Kate Smith, scheduled to get under way Sept. 13, though it has been slashing its advertising considerably during the last month due to the recent Robinson-Patman Act of Congress restricting chain store activities. Paris & Peart, New York, handles the A & P account.

Gravy Master Extending

DRYDEN & PALMER Inc., Long Island City, N. Y. (Gravy Master), is extending its spot campaign throughout the East and Midwest. Utilizing Yankee Network, WOR and other Eastern stations during the last four months distribution and sale of Gravy Master, a gravy making preparation, has been so marked that radio is being contemplated in various other markets on a long-term basis. Women's participation periods are being particularly considered. Recently E. K. North, executive of Dryden & Palmer, was in Chicago looking over women's programs on local stations. At time of this writing the Chicago outlet had not yet been selected. Gravy Master is a new product and is using A & P Stores as an opening wedge for distribution. Samuel C. Croot Co., New York City, is the agency.

Oyster Shell Spots

OYSTER SHELL PRODUCTS Co., New York (poultry grit), is selecting a list of about 20 stations for an announcement campaign in the East and Midwest during the autumn. Husband & Thomas Inc., New York, is agency.

Transfer of KOMA and WACO To Hearst Radio Is Approved

TRANSFER of the remaining two stations of the four of the Southwest Broadcasting System group purchased by Hearst Radio Inc. last spring for approximately $350,000 was approved Aug. 13 by the FCC Broadcast Division at a special meeting. The sales approved were those of KOMA, Oklahoma City, for approximately $75,000, and of WACO, Waco, Tex., for $50,000.

On May 4 the Division had approved the sales of KTSA, San Antonio regional, and KNOW, Austin local, at $180,000 and $50,000 respectively. The fifth station of the former Southwest-owned group is KTAT, Fort Worth, sold by Southwest to Raymond Buck, Fort Worth attorney, subject to FCC approval. This transfer likewise was approved at the Aug. 13 meeting, the FCC reconsidering its former actions setting them for hearing, on its own motion.

With approval of the additional assignments to Hearst Radio, the number of stations owned by the newspaper organization was increased to 10. Previously, the FCC had set the assignment applications, along with that of KTAT, for a hearing presumably to have been held this fall.

Sold in the Spring

ARRANGEMENTS to sell the Southwest-owned stations were made last March by A. P. Barrett, of Fort Worth, principal owner of the stations, with Elliott Roosevelt, son of the President, at that time vice president of Southwest and later named vice president of Hearst Radio with headquarters in Fort Worth. Associated with Mr. Roosevelt in these negotiations was William P. Day, executive vice president of Lambert & Feasley Inc., New York advertising agency.

The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. WACO is assigned to the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assumed that these stations also will be under the regional direction of Mr. Roosevelt.

KTAT operates on 1240 kc. with 1,000 watts and does not have a national network affiliation. Mr. Buck is counsel for American Airlines Inc., the head of which is E. L. Cord, owner of KFAC, Los Angeles.

The 10 stations now owned by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles, and the Southwest stations—KTSA, KNOW, KOMA, WACO. In addition however, there is now pending before the District of Columbia courts a suit brought by Hearst Radio for special performance of the contract under which it had agreed to purchase WMAL, Washington, from the estate of the late M. A. Leese. The station now is operated under lease by NBC as a Blue outlet. Hearst Radio agreed to pay $285,000 for the station, but the heirs of the estate subsequently refused to deliver.

WREC "OUTSTANDING" AMONG 77 NETWORK STATIONS

Read What Campbell Soup Co. Says —



Campbell Soup Company

CABLE ADDRESS "CAMELSOUP"

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

July Thirteenth,
1 9 3 6.

Radio Station WREC,
Memphis,
Tenn.

Gentlemen:-

We have gone over carefully the recent reports made by stations of the Columbia Network on merchandising activities for our two programs, "Hollywood Hotel" and Burns and Allen.

We want you to know that we feel you are doing an outstanding job, equalled only by a half dozen stations among the entire seventy-seven on the Network we are now using. We feel certain that your fine work on our broadcasts must be producing excellent results in your unceasing efforts to build the audience of WREC.

Thank you again for your excellent cooperation.

Yours very truly,

CAMPBELL SOUP COMPANY,

J. E. McLaughlin
Advertising Department.

JEMcL:VS

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC — In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

"It ain't the individual
Nor the army as a whole,
But the everlasting teamwork
Of every bloomin' soul."

Wide-Range Transmission. Memphis' Most Modern Broadcasting Plant — 5,000 Watts Power.

Place your next campaign with WREC, and . . . "every bloomin' soul" will go to work for you. Try it—you'll be the winner.



NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST° AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS... AT NO INCREASE IN RATES

Main Street of the Air Counts Noses

Dr. W. B. Caldwell Inc. Obtains a Good Idea How Many Listen-in on 'Monticello Party Line' Disc Series

FOR a little choice chit-chat about the folkses, just turn the dial gently so no one will know that you're overhearing the traffic on Monticello's party line. You'll probably find yourself doing what counted thousands of others are doing—at least some of them have been counted. And that's why Dr. W. B. Caldwell Inc. is really crashing into radio in a big way this autumn and is tripling the list of stations for its popular transcription series.

By C. E. YOUNG

JUST about a year ago Dr. W. B. Caldwell Inc., Monticello, Ill. (syrup of pepsin), a unit of Sterling Products, introduced its *Monticello Party Line* on a group of Midwestern stations via Columbia Phonograph Co. transcriptions.

It was Sept. 20, to be exact, and was launched following the usual summer layoff by a sponsor that had been satisfied to spend about 12½% of its advertising appropriation for radio.

This autumn the station schedule's going to be different. Not so the program, however, for it has captured thousands of faithful followers in its present area. Some of the thousands have been counted, so Dr. W. B. Caldwell Inc. will spend 75% of its appropriation for radio this season, six times the ratio of not so many months ago. The number of stations used during the fall and winter will triple the present list.

And Do They Listen!

BUT boasts that the mail from this transcription program exceeds, in many cases, the response to nearly every other program of any sort, including live talent drama and the most generally accepted offerings of music, orchestral or vocal, pale almost to insignificance beside, for instance, the avalanche of silver wedding presents sent to Clem & Aggie Tuttle, two of the characters, on the occasion of the silver anniversary of their marriage, which was June 30. These gifts adorn and surround a table back of the desk of Maxwell R. Hott, vice president and a chief motive power of the Caldwell plant at Monticello.

The mail has been in response to occasional premium and sample offers, aside from hundreds of voluntary letters received daily at the plant. At the close of the first six weeks of the broadcast, the giveaway of samples totaled 57,750. At the end of the first 18 weeks the company was prepared for a distribution of 80,000 samples as the result of a three-day offer, but actually disposed of 192,650 samples. Later in the series an offer of flower seeds brought calls for 52,600 packets. This offer was made the first time at the very end of the show—even after the closing commercial.

The quarter-hour program is broadcast five mornings a week. It has remained on the air throughout the summer, of course, for the first time in its broadcasting history.

Caldwell still uses the same type of program with which it started. It still uses the same morning period. It still uses the same cast of characters. Its continuities are still being written by Sandra Michael, of Chicago, who wrote the first episode.

WHAS, Louisville; WHO, Des Moines; KVOO, Tulsa; WIBW, Topeka and WJJD, Chicago, are typical of the big list of stations it has been using from the start and will continue to use. Cramer-Krasselt Co., Milwaukee, Wis., is the agency.

Country Gossip

AS THE name suggests, the story is a series of episodes which have to do with the every day experiences and conversations on a typical rural party telephone line. The author has made the story the "Main Street" of the air and has so firmly implanted the characters and personalities of the members of the cast in the minds of the listeners that the fan mail is addressed to them in the names that they bear in the dramatized version of real life in the typical small town of Monticello, which, by the way, is a real Illinois town, having a population of 2,000. Radio has really put Monticello on the map.

In fact, the sponsors themselves never use the real names of the Chicago actors and actresses who play the parts when they have occasion to mention them in the publicity concerning the program, nor are real names used in personal conversation about the show, either in the plant or out of it. The author has not felt the necessity of mixing in any made-to-order melodrama nor unduly to stress comedy.

Three times the sponsors have conducted the simple "carton top" tests to find out, direct from the fans, just "how they're doin'" with the program and report that the results have shown bigger listening audiences each time, and in many cases actually have set all-time records. As a result of only three announcements for a cook book giveaway, for instance, WHO, Des Moines, reported receiving 34,217 letters.

The autumn episodes of *Monticello Party Line* are now being transcribed in the Chicago studios of Columbia Phonograph Co.



MONTICELLO CAST — On the floor, Paul Parker and Jimmy Miller. Standing, left to right, Sarah Peters; Clem Tuttle; Ken Griffin, announcer; Aggie Tuttle; Laurie Ellis, telephone operator; John Wintergreen.

PREHISTORIC CITY REVEALED

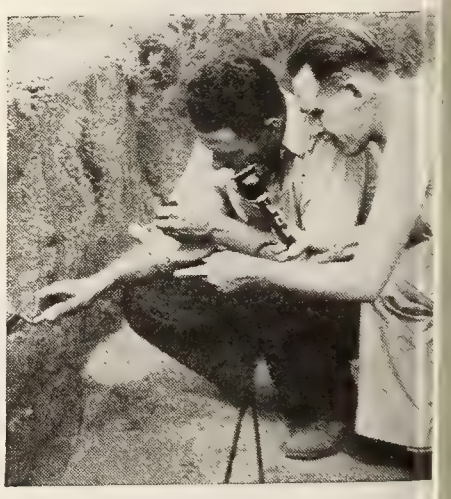
WOW Broadcasts From Ruins of Ancient Habitation And Reveals Mysteries of Indian Lore

WOW, Omaha, recently originated for NBC-Red network an educational program from the site of a prehistoric buried city near Lincoln, Neb.

Dr. Earl H. Bell, director of the University of Nebraska archeological survey, who had brought to his attention evidences indicating the existence of unusually large deposits of prehistoric Indian culture on the hills north of Lynch, Neb., discovered it to be the largest find of its kind in the history of the United States. Buried beneath from three to 12 feet of soil Dr. Bell discovered the broken pottery, bone and other evidences of a long dead civilization showing a city three miles long and a half-mile wide.

Telephone men from a small village worked day and night for three days bringing special wires to the scene of the broadcast. Harry Burke, program manager of WOW, opened the program, speaking from the top of the hill upon which the site was located. He immediately turned the program over to Foster May, WOW's special event director, who gave a graphic description of the surrounding country and the find itself. Carrying the microphone on a thousand foot extension cord, Mr. May accompanied Dr. Bell down the ladder into the diggings. Seated at the bottom of the deepest excavation the two discussed the details of the discovery, interspersing with comment on various relics and artifacts which were actually sticking from the walls near where they were talking. Dr. Be tentatively estimated the age o the city as from two to four thou sand years. Following this M May and Dr. Bell left this excava tion and made a short tour throug some of the rest of the digging

Throughout the entire broadcas Joe Herald, chief control enginee for WOW, had to sit inside a seda parked on the hilltop under blazing sun with a temperature c 125 degrees—so hot it almost mel ed the equipment.



LONG AGO—This was a city ar Foster May (right), WOW speci events director, asks Dr. Earl Bell, archeologist, about it.

Le Quatte Defends Standards of Radio

Points to American Programs' Superiority Over British

"RADIO copy censorship is just as rigid as is that of the other forms of advertising media. Having started with that idea, they need not reform as was necessary with some of the others."

H. B. Le Quatte, president of the Advertising Club of New York, paid this tribute to radio in a recent interview over WNYC New York, in which John Black author and assistant editor of *Textile World*, questioned him on broadcast advertising.

Asked by Mr. Black if he thought the United States ever would eliminate advertising from the air, as the British have done Mr. Le Quatte replied with a definite "No!" and invited listeners to make the comparison themselves by tuning in British programs. He reminded that British pay a $2 annual set tax and stated that the American plan seems more sound to him.

Feature of Radio

HE SAID that the important thought in commercial program material is to keep in mind that the listener "wants a program and not a sales talk." Queried on the future of radio advertising, he suggested that the medium is primarily "reminder" advertising and that the trend will be "less thought of the manufacturer and more of the listener."

The effect of advertising on prices, said Mr. Le Quatte, is to swell demand, which swells production, and that in turn reduces cost of production. Besides, he reminded, advertising speeds up turnover and produces lower selling cost, the combined processes resulting in savings to the consumer.



We're Just a Bunch of

OLD MAIDS!

Nobody seems to be exactly reticent these days, least of all we of the radio world. And a success story, it seems to us, is always permissible if it contains information that is going to help other people become successful. Yet, what do you find us doing here at WOR? Going around being conservative, that's what we do! Holding down our collective skirt and looking down our nose at the ballyhoo boys. Saying "Maybe" when we ought to be shouting: "You're darn right we CAN!" Whispering: *"A Mr. S. reports that his brief WOR dramatic sketch increased sales 60% without the aid of any other advertising, while plant production was doubled and distribution grew exceedingly well."* Whispering this, and the fact that there are 1,450,000 families in metropolitan New York alone with incomes that range from $6,000 down, when we should be shouting it from the housetops. But being old maids hasn't hurt us any. What we don't shout, our customers will tell you. They are up to their hips in the largest, most fruitful, most compact single market in the world and they're using that market's pet station to advantage. *You* might, too.

WOR

Radio Is Credited For Boom in Sales Of Record Industry

Jump of 150% Is Attributed Primarily to Broadcasts

A 150% gain in sales of phonograph records since 1933 is credited mainly to radio by executives of the music merchandising business, according to announcement by NBC. The boom in record sales as a result of broadcasting comes on the heels of a report July 27 by the National Piano Mfg. Assn., which convened in Chicago July 27, that radio deserved main credit for a 300% increase in piano sales during the past year [see BROADCASTING Aug. 1].

Thus radio, once considered the deadly enemy of the recording industry, now becomes its best friend by being primarily responsible for the upturn in sales, which have been jumping upward at a good rate since 1930.

It is pointed out by NBC that radio has not only educated listeners to appreciate music but has created in them a desire to participate to the extent of selecting their own programs and artists.

Advertising by Radio

RCA-Victor, one of the largest makers of records, uses radio extensively to advertise discs. At least a fourth of the commercial continuity on the NBC-Blue *Magic Key of RCA* program on 62 stations at 2 p. m. Sundays is devoted to record merchandise. The program is sponsored jointly by RCA Victor and affiliated RCA units. Besides, tieups are made by featuring Victor record artists on the *Magic Key*. Spot announcements also have been used by RCA Victor.

Another tieup for Victor records is capitalization of the Lucky Strike cigarette *Your Hit Parade* sweepstakes programs on NBC and CBS, with their popular contests for selection of popular songs each week. A display hanger listing Lucky Strike hit tunes in order of popularity is published each week. Copies of the hanger are sent to music shops, tobacco jobbers, retailers and even college fraternity and sorority houses "to make the public conscious of the fact that if a musical number is a Lucky Strike hit, it is also a Victor record hit."

Direct mail, newspapers and magazines also are tied into Victor promotion but radio is given major emphasis as "the one medium over which Victor recording artists themselves can be heard, and through which their own recorded selections may be duplicated and introduced to an ever-widening public."

New Ice Campaign

HURLY G. HURST has been appointed advertising director of the National Ice Advertising Inc., Chicago, and will direct a cooperative national advertising campaign in the interest of natural ice refrigeration. Mr. Hurst has resigned as president of City Ice Co., Kansas City, to take over this new assignment. Radio is contemplated as part of the fall advertising effort which is again being handled by Donahue & Coe Inc., New York. Last season the ice group sponsored *Parties at Pickfair* on CBS.

Peet Succeeds Dyke



Mr. Peet

ROY W. PEET has been named to succeed Ken Dyke, resigned, as advertising manager of Colgate - Palmolive-Peet Co., Jersey City. Mr. Peet is a grandson of Robert Peet, one of the three brothers who founded the old Peet Bros. Mfg. Co., Kansas City, which merged with the Palmolive Co. and then with Colgate to form the present firm. He has been serving as assistant advertising manager for C-P-P under Mr. Dykes and has been a member of the C-P-P advertising department since 1927.

NBC Slogan Contest

A CONTEST for a permanent NBC slogan was announced Aug. 4 by the Tenth Anniversary Committee. It is restricted to NBC employes. A total of $300 is being offered for five-word slogans typifying NBC service. First prize will be $100, second $50, third $25, fourth to eleventh $10 and twelfth to twentieth $5. The contest closes Sept. 1. Each entrant may submit a maximum of ten slogans but can receive only one prize. Three members of the Advertising Club of New York will be judges.

Celovision Disc Plans

PARAMOUNT PERMANENT WAVE Co., San Francisco (Celovision permanent wave), has appointed Dake Adv. Agency Inc., that city, to direct its national advertising. Along with other media, five-minute dramatic transcriptions, being cut by Titan Productions Inc., San Francisco, will be placed on various Western stations in a fall campaign, date of starting to be announced later. Fred W. Rea is the account executive in charge.

Absolutely Free!

AND still they come—those I'll-give-you-if-you-give-me-but-no-cash-exchanged offers that the broadcasting industry at large so often has resolved against. Newest "give-away" offer is one from Electric - Vox Recording Studios, Los Angeles, proposing that stations carry its recording of Warren Stokes' movie gossip transcription, *Airing the Movies*, which costs stations "nothing at all". Nothing, of course, except that they must carry a five-minute talk on beauty and cosmetics also once a week for an unnamed advertiser. "That's all there is to it," says the covering letter.

Ridders Seek Station

HAVING recently acquired the *Duluth Herald* and the *Duluth News-Tribune*, J. E. Ridder, president of the Ridder Brothers, publishers of various newspapers, including the *St. Paul Dispatch* and *Pioneer Press*, which own half of WTCN, Minneapolis, has applied through the *Duluth News-Tribune* for a new 250-watt station in that city to operate on 950 kc. The Duluth-Superior area is now served by WEBC, and will shortly have the 100-watt KFFK moved there from Moorhead, Minn., under a recent FCC grant to the interests headed by Dalton LeMasurier. The Ridder brothers have an interest in the St. Paul baseball club of the American Association, and also publish the *New York Journal of Commerce, St. Paul Daily News, Aberdeen* (S. D.) *American & News, Grand Forks* (N. D.) *Herald* and *New York Staats Zeitung & Herald*, German-language newspaper.



BROADCASTING BEACH BLOWOUT — When Mrs. Edythe Fern Melrose, general manager of WJAY, Cleveland threw a beach party at her summer home, practically all of Cleveland's radio executives were there. Invited were members of the Cleveland Media Group, an organization composed of newspaper, radio station, outdoor and car card interests, for the purpose of mutual agreement on recognition of local and sectional advertisers. In photograph (seated, foreground) are: Mrs. Vernon Pribble, Mrs. Gene Carr, and Vernon Pribble, manager WTAM; second row, Dorothy Tuttle, WJAY; Robert S. Stephan, radio editor, *Cleveland Plain Dealer*; John Patt, general manager WGAR; Harold Southard, Bunny Osborn, Mina Kahn, Dave Kahn, WJAY; Mrs. Melrose; Walter Logan, WTAM; Mrs. Hal Metzger. Back row: Jimmie Bettis, Mendel Jones, WJAY; Gene Carr, WGAR; Ray Perkins, radio performer featured in Standard Oil of Ohio's *Stars of the Great Lakes*; Florence Mary Griffin, Griffin Advertising Inc., Cleveland; Tom Lewis, WTAM; Hal Metzger, WTAM, Mrs. John Patt, and Edgar Stern, Hartz Mountain Products Co., New York, spot advertiser.

Five Stations Quit NAB Membership

Three Withdrawn by Shepard; WSYR, WGST Also Leave

FIVE stations besides WCAU Philadelphia, have resigned from the NAB since the annual convention last month, mainly because of dissatisfaction with policies or projects of the trade association.

They are WNAC, Boston, WEAN Providence and WICC, Bridgeport three of the four stations owned by John Shepard 3d, Yankee Network president; WSYR, Syracuse headed by Harry S. Wilder, and WGST, Atlanta, principally owned by Sam Pickard, CBS vice president.

The first NAB defection occurred at the Chicago convention when Isaac D. Levy withdrew WCAU from membership following his speech attacking the administration of James W. Baldwin, managing director. At that time he announced he would form another trade association, but to date nothing along that line has materialized.

Opposes Copyright Plan

MR. SHEPARD asserted Aug. 5 that he had withdrawn three of his four stations because he was not in sympathy with the NAB Copyright Bureau project fostered by Mr. Baldwin to create a supply of public domain and other music, and for several other reasons. With one station—WAAB, Boston—remaining in the trade association, he declared he still is a member of the trade association. He emphasized that he was in no way fostering any anti-NAB movement and that he was not interested in the slightest degree in any plan of Mr. Levy to create another trade association.

A largely similar view was taken by Mr. Wilder, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly disliked the "network baiting". He declared also that he had no intention of joining any second association such as that outlined by Mr. Levy.

Since the Chicago convention, at which time the NAB membership stood at 407, two new stations have enrolled in trade association ranks. They are WSGN, Birmingham, a former member, and KGFW, Kearney, Neb. The present membership, taking into account the five resignations since the convention, totals 404.

Won't Sponsor Football

AGAIN announcing its policy of broadcasting collegiate football games without commercial sponsorship, WGN, Chicago, announced Aug. 6 that it has completed a schedule featuring Midwestern games for Saturday afternoons from Oct. 3 to Dec. 5. Manager Quin Ryan will again be at the microphone, with Carl Meyers handling technical details of all remotes, most of the games being carried from outside Chicago. Some of the WGN football broadcasts will be fed to Mutual Network. WGN will carry games from Northwestern, Illinois, Notre Dame, Chicago, Ohio State and Southern California stadiums.



The New York State Broadcasting System

- **WINS** *New York City*
- **WABY** *Albany*
- **WIBX** *Utica*
- **WMBO** *Auburn*
- **WSAY** *Rochester*
- **WBNY** *Buffalo*

6 KEYS

to the Richest Market in the World

Until yesterday there was no such thing as a New York State regional network. Today we offer you the keys to the richest market in the world ...at rates amazingly low.

TELEPHONE • TELEGRAPH • OR WRITE

The New York State Broadcasting System

114 EAST 58th. STREET, NEW YORK

ELDORADO 5-6100

NATIONAL REPRESENTATIVE HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Station Groups Getting Ready For FCC October Hearings

Clear-Channel, Two Regional and Local Groups Plan Cooperative Cases at Allocation Discussion

DESPITE assurances from the FCC that only evolutionary changes are contemplated and that no widespread reallocation is in view, battle lines are forming for the Oct. 5 "reallocation hearings" before the FCC Broadcast Division. Clear channel, regional and local groups and possibly a fourth group comprising certain regional stations will be represented.

Superpower of 500,000 watts, as fostered by the clear-channel group, along with duplication on clear channels, appear to be the main issues. Both the clear-channel groups and one of the regional groups already have been organized through retention of counsel and engineers, while the local group, represented by National Independent Broadcasters, as BROADCASTING went to press, still was considering counsel and engineering advisors.

Regional Organization

THE National Association of Regional Broadcasting Stations, formed to present the case of regional stations at the Oct. 5 hearings, completed its preliminary organization at a meeting in New York on Aug. 7. It announced the appointment of Paul D. P. Spearman, former FCC general counsel, as its chief legal counsel and of Dr. Greenleaf Whittier Pickard, consulting engineer of Boston, as chief engineering advisor.

John Shepard 3d, president of the Yankee Network, and chairman of the new regional group, announced the purposes of the organization in a formal statement, setting forth that it favored 5,000-watt night operation on regional channels; is opposed to 500,000-watt clear-channel stations; and favors duplication on clear channels on the theory that the exclusive use of a clear channel by a single station "is an economic waste of potential radio facilities in a large number of cases."

The executive committee of the regional group also filed with the FCC a petition asking 5,000 watts at night, and retention of the status quo insofar as regional assignments are concerned until after the new policy is decided upon. The petition asks that no new stations be licensed on regional frequencies and that no local stations be assigned on them until after the hearing.

Although the Shepard organization declared its membership is open to any station operating on a regional frequency, it was contended by W. C. Alcorn, vice president and general manager of WBNX, New York, that the organization is discriminating against regional stations on the higher frequencies. Mr. Alcorn on Aug. 4 sent a letter to all regional stations in the band 1220 to 1450 kc., setting forth this alleged discrimination and advocating that such stations provide for their "individual representation" at the hearings if their channels and investments are to be protected.

Mr. Shepard had declared that it was not the intention of his group to advocate 5,000 watts on certain designated channels only.

It developed that Mr. Alcorn had been invited to attend the Aug. 7 meeting of executive committee of Mr. Shepard's organization but that he did not see fit to do so in the absence of a "general invitation to all other radio stations". Mr. Shepard informed Mr. Alcorn he did not invite all stations to the meeting since it would have been impossible to effect an organization with several hundred present. As a result Mr. Alcorn made known his intention of proceeding with his plan to have the higher frequency regional stations represented separately.

Clear-Channel Plans

THE clear-channel group, which has had an organization active for more than a year, already has retained Louis G. Caldwell, Washington radio attorney and the first Radio Commission's general counsel, as its attorney, with the engineering firm of McNary & Chambers as its engineers. The main proposal of this group will be the retention of clear channels for exclusive high-power station operation and opposition to any East-West coast duplication on them, as fostered by the main regional group. The clear-channel stations also will favor a proposal whereby the minimum power on clear channels will be such as to permit 500,000-watt operation. Presumably they will propose that the present maximum power of 50,000 watts be made the minimum power.

There are now pending 12 applications for authority to use 500,000 watts power—equal to that of WLW. Hearings on these applications, however, will be held after the Oct. 5 hearings at a date yet to be set. The applicants are WHO, WHAS, WSM, KFI, WJR, WOR, KNX, WJZ, KDKA, WOAI, WGN and WLW, the latter seeking regular authority in lieu of its present experimental authority. Other applications, mainly from the network key stations in New York and Chicago, are contemplated.

Working with the clear-channel group, in addition to McNary & Chambers, is a technical committee comprising John H. DeWitt, chief engineer of WSM, Carl J. Meyers, chief engineer of WGN, and R. James Rockwell, WLW technical supervisor.

Who the local stations will retain has not yet been determined. Edward A. Allen, president of NIB, and owner of WLVA, Lynchburg, Va., is supervising the plans for representation at the hearings. Many local stations are known to be opposed to super-power operation on the ground that it will tend to undermine their business. It appears certain, too, that the locals will foster a horizontal increase in their night power perhaps to 250 or 500 watts.

In its formal announcement the Shepard regional group said the purpose of the Association is to make a thorough study of the problems confronting the Commission so far as they may affect regional broadcast stations, the statement said:

"The Association is convinced from information which it already has and from facts which are common knowledge that a large number of regional broadcast stations can and should be authorized to operate with 5 kw. or more power at night. Additional authentic data will be assembled and all of this information will be made available to the Commission at the Oct. 5 hearing. The owners of regional stations are convinced that the exclusive use of a clear channel by a single station is an economic waste of potential radio facilities in a large number of cases. Studies have been and will continue to be made to show the facts with respect to the exclusive use of a clear channel by a single radio station to the end that the Commission may be acquainted with all these facts and make the necessary changes in its rules and regulations so that such economic waste may be avoided in the future."

Studies will be conducted, engineering data gathered and evidence presented at the hearings, added the announcement, "to show what would result from the operation of stations with 500 kw. power". Other studies, it said, will include the selectivity of existing radio receivers and the selectivity of those being manufactured with the view to assisting the FCC in revising its separation tables. The general purpose of the organization will be to secure as much information and data as possible for use by the FCC upon consideration of changes in regulations which are to govern the future licensing and operation of stations.

The executive committee of the organization comprises Mr. Shepard, Edgar L. Bill, WMBD, Peoria; Walter J. Damm, WTMJ, Milwaukee; John J. Gillin Jr., WOW, Omaha; Herbert L. Pettey, WHN, New York; Hoyt Wooten, WREC, Memphis, and W. J. Scripps, WWJ, Detroit. In addition there are five regional chairmen, one for each of the five radio zones. They are: 1st zone, J. Thomas Lyons, WCAO, Baltimore; 2nd zone, J. H. Ryan, WSPD, Toledo; 3d zone, Henry W. Slavick, WMC, Memphis; 4th zone, Dean Fitzer, WDAF, Kansas City; 5th zone, Harry Maizlish, KFWB, Los Angeles.

Declaring that many questions had been conveyed to the executive committee concerning its functions, the announcement categorically answered them. It said the organization will in no way conflict with the NAB or attempt to "pull away" from it; that its present purpose surrounds the Oct. 5 hearing, since the NAB per se will not participate in the hearings; that the money collected (four times highest quarter-hour rate) is not considered annual dues, but will be used to cover the cost of the Oct. 5 hearing. with any remaining funds following the hearings to be proportionately returned to subscribers "unless at that time it is the general feeling of all members that the organization shall be maintained and continue for some specific reason or reasons affecting regional stations which are not now or may not at the time be within the province of the NAB."

Group Representation

TO THE question whether it was the intention of the organization to advocate 5,000 watts only on certain designated channels, the announcement said "positively not", but that the aims are to improve radio through the improvement of the facilities of regional stations and an analysis of the possibilities of increased nighttime power for those stations.

In further response to questions, the executive committee said that if stations were to attempt to appear at the hearings individually it would cost them as much individually as it is going to cost them as a group. The weight of the cooperative movement, moreover, it said, would make the presentation more impressive.

"Some presentation on behalf of regional stations must be made because it is known definitely that clear channels will make a presentation in favor of 500 kw. Under the law, if no one else makes any presentation and the Commission decides on 500 kw. there is little recourse except individual opposition to the several applications. In such a case, economic affect based on past experience, will have little value.

"If as a result of this cooperative moment, the Commission were to find it advisable to make no changes whatsoever, then the stations that had supported it would at least have retained what they have now; however, if no such cooperative appearance is made it is conceivable that because of the varied activities and influences much might be lost."

Answering the charge that the organization was limited to re

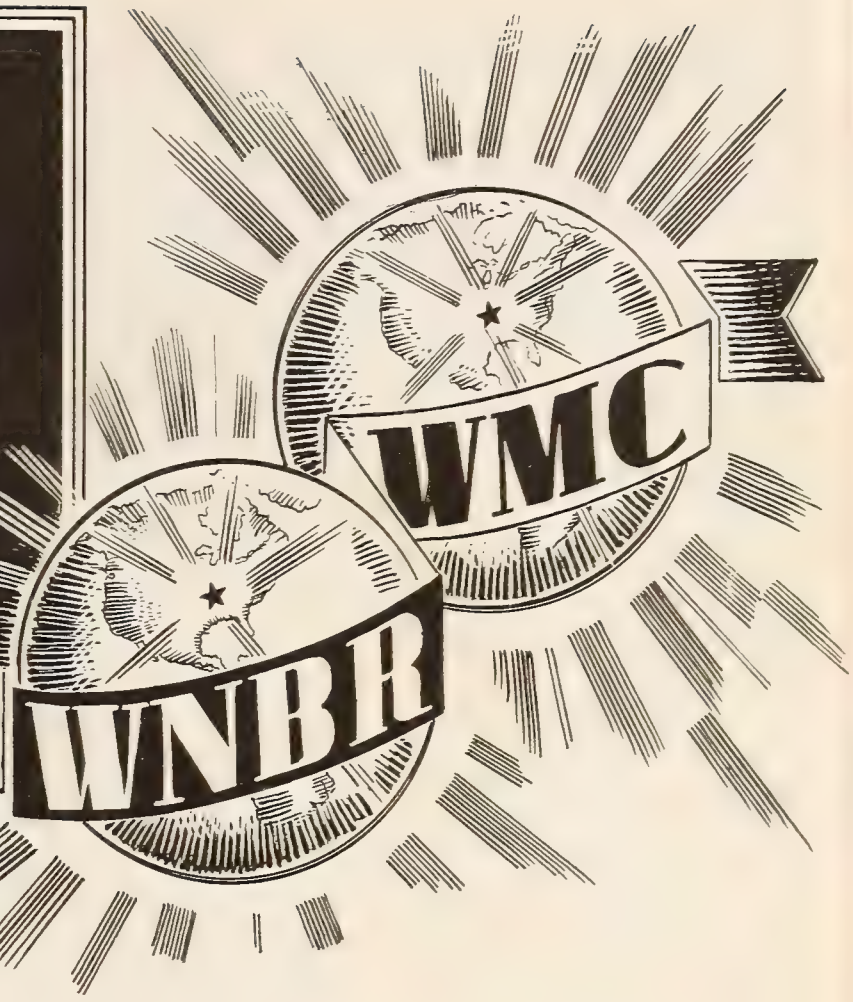
(*Continued on page 40*)



Toy Engine for NBC Transmitter

A MINIATURE broadcasting station on wheels is mobile unit No. 3, latest addition to technical equipment of NBC in San Francisco. Testing it out are (left to right), Don Thompson, special events producer, Archie Presby, announcer, and George Greaves, field supervisor. Eighteen inductor type microphones can be carried in the unit, and the equipment includes a 15-watt high-frequency transmitter, a new type of amplifier recently designed by NBC engineers, and a nickel-plated telescopic antenna, capable of being extended to meet the requirements of the frequency used. The transmitter will be operated on a small gasoline power engine instead of batteries, thus obviating the necessity of carrying heavy batteries requiring frequent recharge. A one-half horse power engine, small enough to classify as a toy, will supply sufficient power to operate the transmitter.

Another Radio Station For The Commercial Appeal



WMC

★★ Operating Power 5,000 Watts Days; 1,000 Watts Nights. 780 Kilocycles. 6:45 A. M. to 12 Midnight. Studios, Hotel Gayoso, Memphis, Tennessee.

WNBR

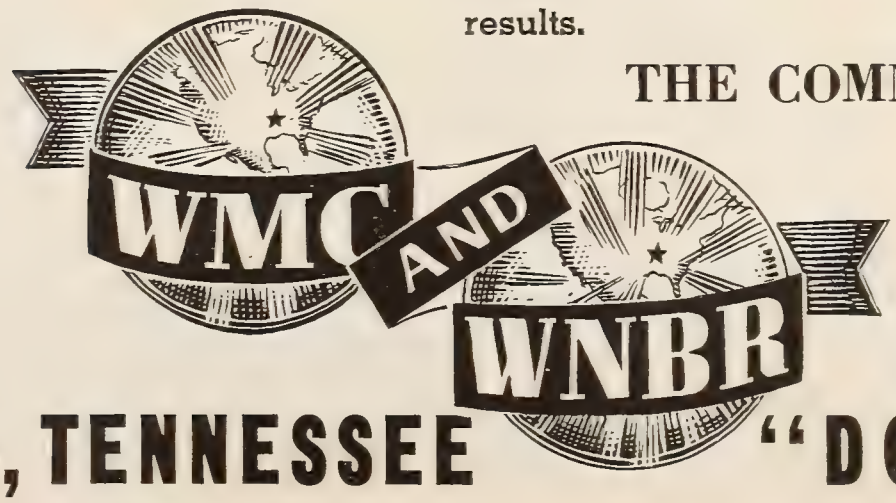
★★ Operating Power 1,000 Watts Day; 500 Night. 1430 Kilocycles. 7 A. M. to 11 P. M. —regional channel. Studios, Hotel DeVoy, Memphis, Tennessee.

Since 1929 radio listeners of Memphis have followed the finest of sports, news and civic programs from station WNBR. Since its inception, it has enjoyed able and talented directorship and won for itself a place of admiration with thousands of Memphians.

Today WNBR is under the banner of The Commercial Appeal and with expansion plans well under way WNBR is on the road to even greater popularity. In Memphis proper and the adjacent territory, listeners and advertisers are now enjoying a finer than ever service. All programs and advertising time over WNBR will enjoy the merchandising, program news features and support of The Commercial Appeal.—The South's Greatest Newspaper.

As has always been the case with WMC, radio station WNBR will present only the finest of programs and will thus hold a large and responsive listener audience.

For those who want to reach the rich and responsive Memphis market and the nearby territory at a saving rate, WNBR can and will show a good accounting of profitable results.



THE COMMERCIAL APPEAL

JAMES HAMMOND
PUBLISHER

MEMPHIS, TENNESSEE "DOWN IN DIXIE"

Merchandising & Promotion

Gasoline Dealers Have a Word—A Clip From KMOX—Infant Promoters—Fox Furs—Selling Salmon

TAPPING the opinion of gasoline dealers in Syracuse, WSYR, that city, learned that radio is overwhelmingly preferred by them as an advertising medium for petroleum products, the preference exceeding all other media combined.

Response to three questions presented to dealers, who did not know who was making the survey, follows:

1. Which one of the following advertising media have you found best in selling gas and oil advertised?—Radio 58%; Medium B 29%; Medium C 8%; Medium D 5%.

2. Which one of these four kinds of advertising do your customers talk about most when buying the gas and oil advertised?—Radio 61%; Medium B 15%; Medium C 7%; Medium D 2%; no medium 15%.

3. Which one of the following methods would you use if YOU were planning an advertising campaign on gas?—Radio 66%; Medium B 28%; Medium C 3%; Medium D 3%.

A hundred questionnaires were distributed proportionately among Shell, Richfield, Esso, Gulf, Purol, Tydol, Socony, Atlantic, Texaco, Sunoco, Cities Service, Amoco and Sinclair dealers, each of these companies using radio in some form. The study covered 48.3% of the filling stations in Syracuse, a city in which most of the stations are independently owned. Survey distribution was 72% to owners or managers; 15% assistant managers; 13% attendants. Of the stations covered 62% were independent, 26% leased from gasoline dealers and 12% operated by gasoline companies.

Dealers were not influenced in any way nor did they know who was making the survey. Bias and suggestion were eliminated from the questionnaires and from the interviews. Syracuse is not a cut-price gasoline market. Over 96% of the homes in the city are radio equipped. Half of the dealers had sets in their stations and 7.32 hours was the average time per day the radios were in use.

* * *

WOAI, San Antonio, set up remote equipment at the opening of a new chain grocery store and at the debut of a new dairy plant, with civic, business and public leaders taking part. Nevelow Brothers, chain tire store, promoted a "bring home the bacon" sale, giving a pound of bacon with every purchase. Announcements were used on WOAI. All about news broadcasts can be learned from *Newcasts*, 28-page promotion piece published by the station.

* * *

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., already has landed two new local accounts as a result of a series of broadcasts titled *Your Advertising Counsellor*, which he recently started. Mr. Sims points out merchandising and advertising trends and suggests types of programs suited to certain types of business.

THE Junior American Legion baseball finals for the Southeast, to be played at Charlotte, N. C., on Robbie's field Aug. 19-22 will be broadcast on WBT, under sponsorship of General Mills Inc. for Wheaties. General Mills is sponsoring the series more as a program for boys than as a baseball series. As a merchandising feature, any boy or girl under 17 years of age can see the first two games free by presenting two Wheatie box tops at the gate. General Mills is publicizing the all-southern finals in placing window strips and posters in every store in North and South Carolina.

* * *

OPEN a novel cardboard folder sent out by KMOX, St. Louis, and a photograph of the interior of a movie theatre appears. In the center of the stage is inserted a clip telling about a KMOX program. The promotion piece tells about the "trailer" service of KMOX, by which "trailer" advertisements of two sponsors for two weeks are shown at every performance of the 26 theatres operated by the St. Louis Amusement Co. Some 250,000 persons see the program-reminders every week, it is pointed out.

* * *

BOY and girl announcers deliver the spot announcements of Junge Baking Co., Joplin, Mo., on WMBH. One boy and one girl are used for a week, each reading one announcement a day featuring the slogan "Stay Young With Junge's." Behind the idea are three purposes: Suggest youth-giving vitality in Junge products; show youthful spirit of Junge organization; make pronunciation of the name "Junge" evident to everyone. Junior announcers are introduced by regular WMBH announcers and continuity is written from an adolescent viewpoint.

THE EMPORIUM in San Francisco, one of the largest department stores in the West, to advertise its anniversary sale, staged a series of twice daily quarter hour *Inquiring Radio Reporter* broadcasts on KJBS, that city, for four days, starting July 27. Dean Maddox, as the Inquiring Reporter, with a portable transmitter strapped to his back, wandered through the store questioning bargain-hunters on current topics, facts about the Emporium, current bargains and other subjects of general interest. It is said that this was the first time such a broadcast had ever been used by a Pacific Coast department store for promotional work.

* * *

TO ANNOUNCE the new 5,000-watt transmitter of KLZ, Denver, to its listening area and to promote interest in the dedicatory program featuring the opening of new studios and the inauguration of the transmitter, J. I. Meyerson, KLZ general manager, used 24,000 lines of paid advertising space in newspapers throughout its service range. The list of 121 newspapers carrying the ads, which included all dailies published on the Eastern slope in Colorado outside of Denver, 102 weekly newspapers and the *Denver Rocky Mountain News* is believed by Mr. Meyerson to be the first time a station has ever featured paid promotion of such magnitude.

* * *

I. J. FOX, Boston branch, broadcasting on WEEI, Boston, treats the studio audience to fashion parades after the program is over, with Priscilla Fortescue, WEEI fashion editor, staging the parade. The store remains open until 10:30 the evening of the broadcasts. Instead of giving away tickets, the sponsor merely announces on the program and in the press that everyone is invited to participate by calling at the store.

* * *

LEOPOLD MORSE Co., Boston (clothiers) is giving a pair of $5.50 shoes to the baseball fan who guesses the winners and subsequent scores of the Boston Bees and Boston Red Sox games played on Saturdays. The store is broadcasting on WHDH, Boston.



Name the Picture for Esso and Win a Prize

USING pictures of infants in humorous settings, Standard Oil Co. is offering 128 prizes to persons writing the winning titles. Instructions are given on the *Esso Reporter* programs being broadcast on a large number of Eastern stations through Marschalk & Pratt Inc., New York. Prizes consist of four university scholarships valued at $2,000 each, or cash awards if preferred, and 124 other cash prizes. Promotion in printed media and posters is also being used by Standard.

W9XBY, Kansas City, station operating on 1500-1600 kc. "high-fidelity" experimental band, has turned the tables on national advertisers and agencies by sending out its own questionnaire. Prospective advertisers and agencies were asked if and when they planned to use radio advertising in the Kansas City territory, what further information they desired about W9XBY, if they were particularly interested in studio programs, spot announcements, transcribed programs or transcribed announcements. Accounts were also requested to give the names and addresses of branch offices they wished to be placed on the station's mailing list.

W9XBY reminded these accounts that such information would enable them to send the exact information desired and according to the number of cards mailed to the station both advertisers and agencies were glad for this opportunity to express themselves. Information compiled from the returns has produced a great deal of valuable pointers to W9XBY as a guide in presenting available programs and periods to prospective advertisers.

* * *

HALE BROS. stores, San Francisco, San Jose and Sacramento and Whitthorne & Swan, Oakland are sponsoring *The Girl Who Knows Hollywood* on NBC-KGO using a weekly quarter, 11-11:15 Sunday mornings. Late flash news is obtained from MGM studios Hollywood designers supply style and a registered label indicates "authentic film fashioning" in furs. Frank Wright & Associates, San Francisco, has the Hale Bros. account and produces the programs.

* * *

HENRY AIMES ABOT, heard twice weekly in travel talks from San Francisco during the *NBC Golden State Menu Flashes*, under sponsorship of Golden State Co. Ltd. (dairy products), has turned author, having written a book entitled *Eating My Way Through Italy*. It's a combination of travel tales and foreign recipes and is volume one in a series *Eating My Way Around the World*. Golden State Co. Ltd., has published the 32-page book, which is highly illustrated.

* * *

A SPECIAL edition of the house organ *On the Level* was published early in August by KWKH and KTBS, Shreveport, La., to promote opening of new studios occupying an entire floor in the Commercial National Bank Bldg. A joint dedicatory program was broadcast at the opening of the new quarters.

* * *

SKINNER & EDDY Corp., Seattle (Peter Pan canned salmon) has sent to all its brokers a continuity used on the *Home Forum* of WRC, Washington, by Mary Mason, director of the program. Brokers were advised to read the continuity to acquaint themselves with vital questions of the salmon business. Miss Mason had used material from advance copies of the June publication of Associated Salmon Packers.

* * *

STERLING PRODUCTS Inc., New York, broadcasting on NBC, recently offered a heavy silverplated ladle with each purchase of a 25c or 50c tube of Phillips magnesia toothpaste.

Know WLS! What we did in JULY

- **PROOF OF RESULTS**

  In the first six months of 1936 WLS received 1,003,511 letters—47.8% contained proof of purchase.

- **AGENCY REPORTS RESULTS**

  The agency placing the advertising of a shoe cleaner on WLS reports "the factory running behind—under terrific pressure—they are jubilant".

- **HEAT WAVE**

  With torrid heat most of July, a hot cereal advertiser received over 4,000 box tops—Lulu Belle's personal appearances continued to break house and circuit attendance records—11,392 paid admission to the National Barn Dance—60% above last year's attendance.

- **LISTENERS PURCHASE**

  WLS listeners had purchased to August 1st 57,251 copies of the Family Album and 29,533 copies of the new songbook, "100 WLS Barn Dance Favorites". Each book sells for fifty cents.

- **RENEWALS—ORDERS**

  Ten Advertisers placed orders and seven advertisers renewed during July. 82% of these advertisers have used WLS before.

WLS 50,000 WATTS
The Prairie Farmer Station
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

THE PEOPLE'S



CHOICE

These radio stations are the Favorite Sons in their markets. They are the People's Choice.

As leading candidates for your Spot Broadcasting business they are running on a platform of a sound advertising dollar invested where it will bring you the best results.

Experienced Spot Broadcasters place their money on the People's Choice and win by a landslide.

Their advice — and ours — is: *Vote this ticket — straight.*

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK

TEXAS QUALITY NETWORK

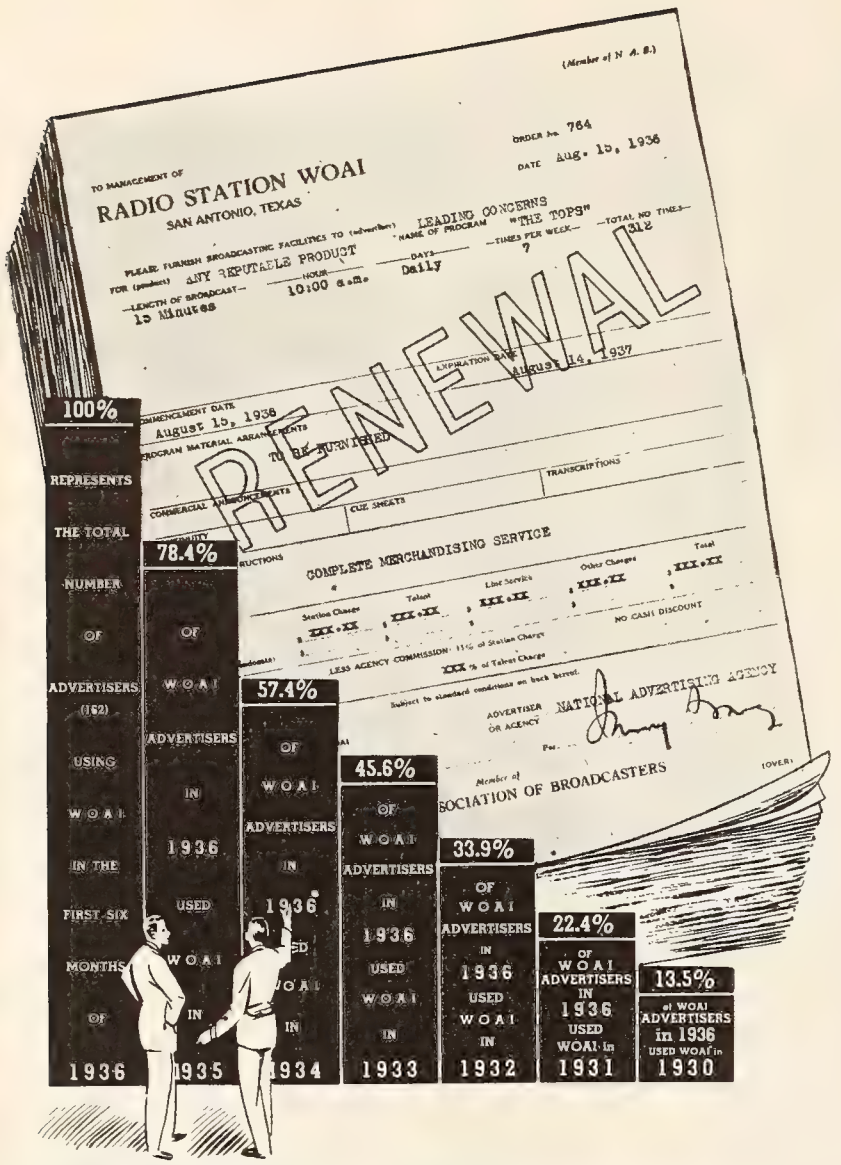
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO



WOAI Clients obtain results

The high percentage of clients remaining on WOAI year after year, (as shown on chart) plus the yearly increasing number of WOAI advertisers since 1930 leads to but ONE conclusion . . . RESULTS!

WOAI

50,000 WATTS • CLEARED CHANNEL
1190 KILOCYCLES

San Antonio

Represented nationally by Edward Petry & Co.
Affiliate • National Broadcasting Company
Member • Texas Quality Network

New Shepard Net Linked to Mutual, New York Groups

WAAB Will Feed Programs to Colonial Network Members

NOT ONLY will John Shepard's second new regional network in New England, to be known as the Colonial Network, become an outlet of the Mutual Broadcasting System when it gets under way Sept. 27, but it will also be linked with the newly reorganized New York State Broadcasting System of six stations and on occasions will feed and be fed from WHN, New York independent owned by the Loew theatrical interests.

This was revealed Aug. 10 by Mr. Shepard in amplifying the first exclusive announcement in the Aug. 1 BROADCASTING of his new network realignment plans resulting from the Sept. 27 shifting of the network affiliations in Boston of WNAC (Shepard-owned station which joins NBC-Red) and WEEI (which joins CBS under a management lease arrangement).

In addition to the new 13-station Yankee Network, Mr. Shepard's plans for the Colonial Network involve using WAAB, his second Boston outlet, as the key station feeding sponsored and sustaining programs to the following New England stations: WTHT, Hartford; WATR, Waterbury; WLLH, Lowell; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WSAR, Fall River, and the new WSPR, Springfield. WTHT, new local station owned by the *Hartford Times*, went on the air Aug. 12, and, despite earlier plans, will not join the Inter-City Group but will affiliate with Colonial and through Colonial with Mutual. WTHT started with Mutual sustainings pending the start of Colonial; its dedication was featured by addresses by U. S. Senators Lonergan and Maloney, Gov. Cross and civic leaders. Its directing head is Cedric W. Foster.

Mr. Shepard stated that, in addition to the foregoing stations, his other two stations — WEAN, Providence, and WICC, Bridgeport, both of which on Jan. 1, 1937, join the NBC - Blue network — will on occasions be linked with Colonial when time is available. Edward Petry & Co., he added, will represent both the new Yankee Network and the Colonial Network in the national field.

Regional Nets Overlap

THUS Mr. Shepard's two networks overlap to some extent, for the lineup of the new Yankee Network [see Aug. 1 BROADCASTING for further details] will be as follows: WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WMAS, Springfield; WFEA, Manchester; WTIC, Hartford; WTAG, Worcester; WCSH, Portland; WLBZ, Bangor; WNBH, New Bedford; WSAR, Fall River; WLLH, Lowell; WATR, Waterbury.

Some of these stations have other network affiliations which preclude their taking Mutual programs via Colonial, but all of the independents in the Yankee Network will become part of Colonial and will get programs (1) through Colonial for regional sponsors; (2) through Mutual; (3) through hookups with the New York State Broadcasting System [BROADCASTING, Aug. 1] comprising WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo, and (4) through hookups with WHN, New York, which has a wire connection with Shepard headquarters in Boston.

While representing the two regional networks nationally, Edward Petry & Co. will also continue to represent WNAC, WAAB, WEAN and WICC (the Shepard-owned stations) individually in the national field. Mr. Shepard announced that he had reappointed the Petry organization as exclusive representatives for these stations and for the Yankee Network for another five-year period on a non-cancellable basis.

"Holer-in-One"

DELL SHARBUTT, CBS announcer in New York, joined the ranks of the Holers-in-One when he negotiated the 165-yard, 17th hole at the Hillcrest (Long Island) Country Club with a single stroke. The ball dropped into the cup on the fly, never touching the ground in flight.

Oral Argument Expected In WOL Power Increase

LIKELIHOOD that the FCC Broadcast Division, in spite of a dispute over the expiration of time in which requests should have been filed, will grant oral arguments to the half-dozen parties protesting against its decision last month authorizing WOL, Washington, to become a regional station, was seen in official circles. Although the ruling may not be forthcoming until next month, it is felt the Division would prefer to avoid denying the oral arguments upon a technicality, and will set a date in September or October for them, in the meanwhile setting aside its favorable grant.

On July 22 the Division reversed the recommendation of Examiner M. H. Dalberg and granted the application of WOL for a shift in frequency from 1310 kc. with 100 watts to 1230 kc. with 1,000 watts. That same day WCAE, Pittsburgh; WFBM, Indianapolis, WRC and WMAL, Washington, Continental Radio Co., (Scripps-Howard Newspapers subsidiary) and Senator C. C. Dill, all applicants or interested in the WOL applications for interference or economic reasons, filed oral argument requests. They did so on the ground that the FCC acted prematurely and that the five-day period in which such requests are in order did not expire until the close of business July 22.

WOL is expected to become a Mutual Broadcasting System outlet even if it does not get its power increase. There are pending a half dozen applications involving new station facilities in Washington and litigation has been indicated.

ARTHUR GARBETT, NBC western director of educational broadcasts in San Francisco, has created a new system of teaching music composition, harmony and counter point which will be introduced and used in the Oakland, Cal., schools

Westinghouse

"The Pioneer of Broadcasting"

Announces The

Addition of

WOWO And WGL

FORT WAYNE · INDIANA

WITH the acquisition of WOWO and WGL, Fort Wayne, Westinghouse adds an important audience to its present millions of listeners, at home and abroad, who enjoy the programs of Westinghouse Stations KDKA, KYW, WBZ, WBZA, W1XK, W1XKA, W1XKB, W3XKA, W8XK and W8XKA.

WOWO — 10,000 Watts • CBS • 1160 Kc.

WGL — 100 Watts • 1370 Kc.

•

WESTINGHOUSE RADIO STATIONS

E. KATZ SPECIAL ADVERTISING AGENCY, *National Representatives*

New York • Chicago • Kansas City • Detroit • Atlanta • Philadelphia • Dallas • San Francisco

More Retail Sales!



The interior California area served by McClatchy Radio Stations **has more total retail sales than any STATE west of the networks basic areas — except California and Texas.***

*Source: 1933 U. S. Dept. Commerce Report on Retail Sales.

Above Average Purchasing Power

Here are Major Markets with unusually high per capita purchasing power worthy of your complete coverage by radio

KFBK Sacramento

KMJ Fresno

KWG Stockton - **KERN** Bakersfield

Only through these McClatchy Radio Stations can this great area be adequately covered.

Radio Representatives:

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919 N. Michigan Ave., CHICAGO

WALTER BIDDICK CO.
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1358 Russ Building SAN FRANCISCO
1038 Exchange Bldg. SEATTLE

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE

WOWO and WGL Are Reorganized

Westinghouse Making Plans to Improve Ft. Wayne Stations


Mr. Evans

APPOINTMENT of E. Katz Special Advertising Agency as national representatives for WOWO, Fort Wayne, Ind., was announced Aug. 10 by Walter C. Evans, manager of the radio division of Westinghouse E. & M. Co., which on Aug. 1 took over operation of the station along with WGL, Fort Wayne 100-watter.

The 10,000-watt clear channel station, purchased by Westinghouse at a cost in excess of $300,000 along with WGL, is under Mr. Evans' general management, with W. W. Dorrell, formerly of the Westinghouse headquarters staff at Chicopee Falls, Mass., as manager. An application for change in the name of the licensee of the two stations from Main Auto Supply Co. to Westinghouse Radio Stations Inc., was filed Aug. 12 with the FCC.

To Improve Equipment


Mr. Dorrell

THE PRESENT staff of the station, according to Mr. Evans, will be retained, but the exact organization has not yet been determined. J. B. Conly, of the general accounting department of Westinghouse at East Pittsburgh, Pa., has been appointed office manager. The station will continue as a CBS outlet.

Studios of WOWO will be remodeled and modernized while the equipment of WGL will be replaced. In addition to the signing of the Katz organization as national representatives, WOWO has contracted for the complete morning and evening leased wire reports of International News Service. The stations also have purchased the NBC *Thesaurus* transcription library.

Mr. Evans announced that on Aug. 15, Dwight Myer, plant manager of KDKA, Pittsburgh, will be transferred to Boston as plant manager of WBZ, and J. E. Baudino, WBZ, plant manager will go to Pittsburgh in the same capacity. The move, he said, is in accord with the Westinghouse policy of rotating supervisory personnel. Mr. Myer has been with Westinghouse since 1922 and Mr. Baudino joined the company in 1927.

Ralston to Return

RALSTON-PURINA Co., St. Louis (cereal), will return to the air Sept. 28 with a children's dramatic program, to be heard on NBC-Red network Mondays, 5:15-5:30 p. m., with rebroadcast to KSD at 6:15. For the last few seasons Ralston has featured *Tom Mix Stories*, but it is not known whether this program will again be used. Gardner Adv. Co., St. Louis, has the account.

★ If you speak THE LANGUAGE OF SALES, you can talk with WLW in your own language

★ For it is fundamentally SALES that give WLW its title . . .

THE WORLD'S MOST POWERFUL BROADCASTING STATION

THE CROSLEY RADIO CORPORATION - CINCINNATI



Did you ever drop a pebble in a pool?

REMEMBER how fascinating it was to watch? The minute the pebble struck ripple after orderly ripple spread out until the entire surface of the pool was covered with waves.

A campaign over WSM is like that. The minute your program goes on the air, things happen in the South. Nearly a million people, listening to their favorite station, are given the urge to buy your product. Hundreds of dealers, listening to their favorite trade barometer, make a mental note to stock your product—sure of a demand. And like the waves on the surface of the pool, your campaign spreads until it reaches and *covers* the whole WSM market, *a market predisposed to buy the products WSM-advertisers sell.*

WSM 50,000 WATTS

National Representatives, EDWARD PETRY & CO., Inc.

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

Nashville, Tennessee

NBC Accounts For More Than a Third Of RCA Gross; Major Source of Profit

THAT the NBC networks during the first six months of 1936 accounted for more than one-third of the gross income of their parent organization, RCA, is disclosed by a comparison of the RCA consolidated statement of income and surplus for that period with the gross income figures of the NBC-Red and NBC-Blue networks for the same period published in the Aug. 1 BROADCASTING.

What proportion of RCA's net income the two chains represented, is not revealed for the RCA consolidated statement, made public Aug. 4, does not break down its income and profit figures by subsidiaries. In broadcasting circles, however, the belief prevails, though it is not verified officially, that NBC accounts at present and during the last few years has accounted for the major part of RCA's net income.

The RCA statement discloses a total gross income from all sources during the first six months of this year amounting to $44,382,100.81 against $40,428,687.94 for the same period last year. Its net income for the period was $4,028,696.05 against $4,770,753.04 during the same period last year. From this net is deducted $2,264,916.43 for interest, depreciation, amortization of parents and federal income taxes, leaving a net profit for the six months of $1,763,779.62 against a net profit of $2,289,135.80 for the same period last year.

This net profit transferred to surplus, which amounted to $12,401,099.46 as of Jan. 1, 1936, brought RCA's surplus to $14,164,879.08 from which dividends of $1,667,532.88 have been paid, leaving a surplus as of June 30, 1936, of $12,497,346.20. This compares with a surplus as of June 30, 1935, of $10,425,632.68.

The NBC-Red network during the first six months of 1936 grossed from time sales $10,282,722, according to best available figures. The Blue network grossed $5,793,733. Their aggregate of $16,076,455 bulks large against RCA's gross from all sources of $44,382,100.81, which includes income from RCA Mfg. Co., RCA Communications Inc., Radiomarine Corp. of America and other subsidiaries.

Bigger Network Planned In Northern California

PLANS to increase the Northern California Broadcasting System to four owned and operated stations have been revealed by Ralph R. Brunton, owner of KJBS, San Francisco, and KQW, San Jose. Brunton has applied to the FCC for a permit to move KQW to Sacramento and to erect a new 250-watt station on 970 kc. in San Jose. He also has on file an application for a new fourth station in Fresno, Cal., hearing on which is scheduled for October.

In petitioning to move KQW to Sacramento, Brunton is asking for a power increase from 1,000 to 5,000 watts daytime on its present frequency of 1010 kc. Providing the FCC approves, KJBS will be moved from its present San Francisco location to a new building at 1476 Pine St., that city. The request also calls for a new frequency of 1080 kilocycles, instead of the present 1070. New studios embodying the latest developments in radio engineering and acoustic design, and a vertical radiating antenna 250 feet high, are planned. Besides KJBS and KQW, the NCBS is also linked up with KROW, Oakland, and KGIM, Stockton.

True Story Renews

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine), has renewed for 52 weeks, effective Sept. 4, its *True Story Court of Human Relations* on 25 NBC-Red stations, Fridays, 9:30-10 p. m., with a rebroadcast at 12:30 a. m. On Oct. 2, after the end of daylight time, the West Coast rebroadcast will be scheduled for 11:30 p. m. Arthur Kudner Inc., New York, has the account.

American Firms Expand Foreign Spot Business

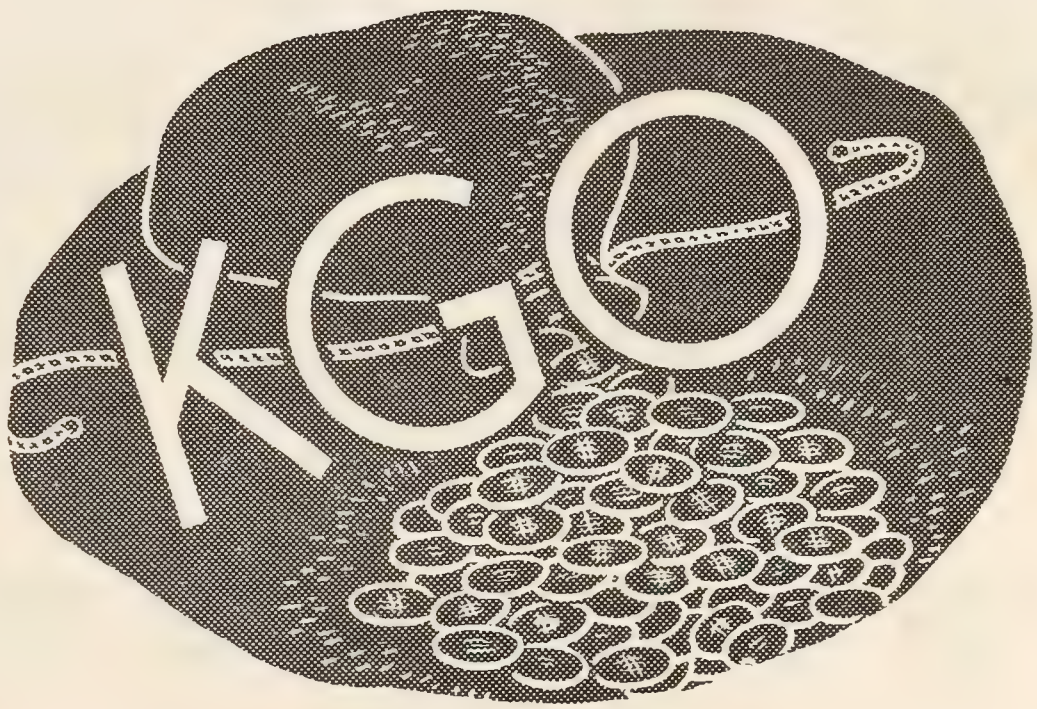
REPORTING booming activity in radio advertising in foreign countries which permit it, Conquest Alliance Co., New York representatives of foreign stations and program producers, announces the signing of 26 half-hour weekly amateur shows on LR4, Buenos Aires, for Lambert Pharmacal Co (toothpaste and brushes) through National Export Advertising Service, New York. It is also placing one-minute announcements for Carter's Little Liver Pills on WNEL, San Juan, Porto Rico CMJK, Camaguey, Cuba; CMKC Santiago, Cuba; CMW, CMCD and COCD, Havana.

Through Benton & Bowles Inc. New York, Conquest has purchased a series of Japanese-language announcements on KGMB, Honolulu for Colgate-Palmolive-Peet Co. Jersey City (Colgate Dental Cream and Powder); for Vick's Chemical Co. (Vick's Vaporub) it is placing 39 quarter-hour musical programs on KGMB and KHBC, Hilo through Morse International Inc. New York; for Dr. Nicanor Bole Inc., New York, it is placing one minute announcements on CMCD CMOD and CMCK, in Cuba, on HRN, Tegucigalpa, Honduras TGX, Guatemala City, and TIGPH, San Jose, Costa Rica.

Child Contest Judges

SIX distinguished authors, psychologists, educators and dramatists have been named as the board of judges for NBC's Children's Program Contest, which is offering $2500 in prizes for scripts on children's programs. The judges Louise Seaman, former editor of juvenile books for Macmillan Co. Dr. Rollo Reynolds, principal of Horace Mann School, New York City; Homer Croy, novelist and dramatist; Mrs. B. F. Langworthy president of the National Parent-Teachers Association; Mrs. Sidom Gruenberg, secretary of the Child Study Association of America; Dr. Arthur F. Payne, noted psychologist. A seventh member is yet to be selected. Over 4000 entries have already been received for the contest, which closes Sept. 1.

KEY TO A LIBERAL PURSE



And Key Station on the Pacific Coast Blue Network, KGO has a lot to offer advertisers. Serving an immensely wealthy community that spends more per capita than any other in the country, KGO delivers paying customers—and most economically. Let us give you the details.

KGO **7,500 WATTS**
NBC Pacific Coast Blue Network
SAN FRANCISCO

Completely programmed by NBC

FORD V-8

goes Coast-to-Coast

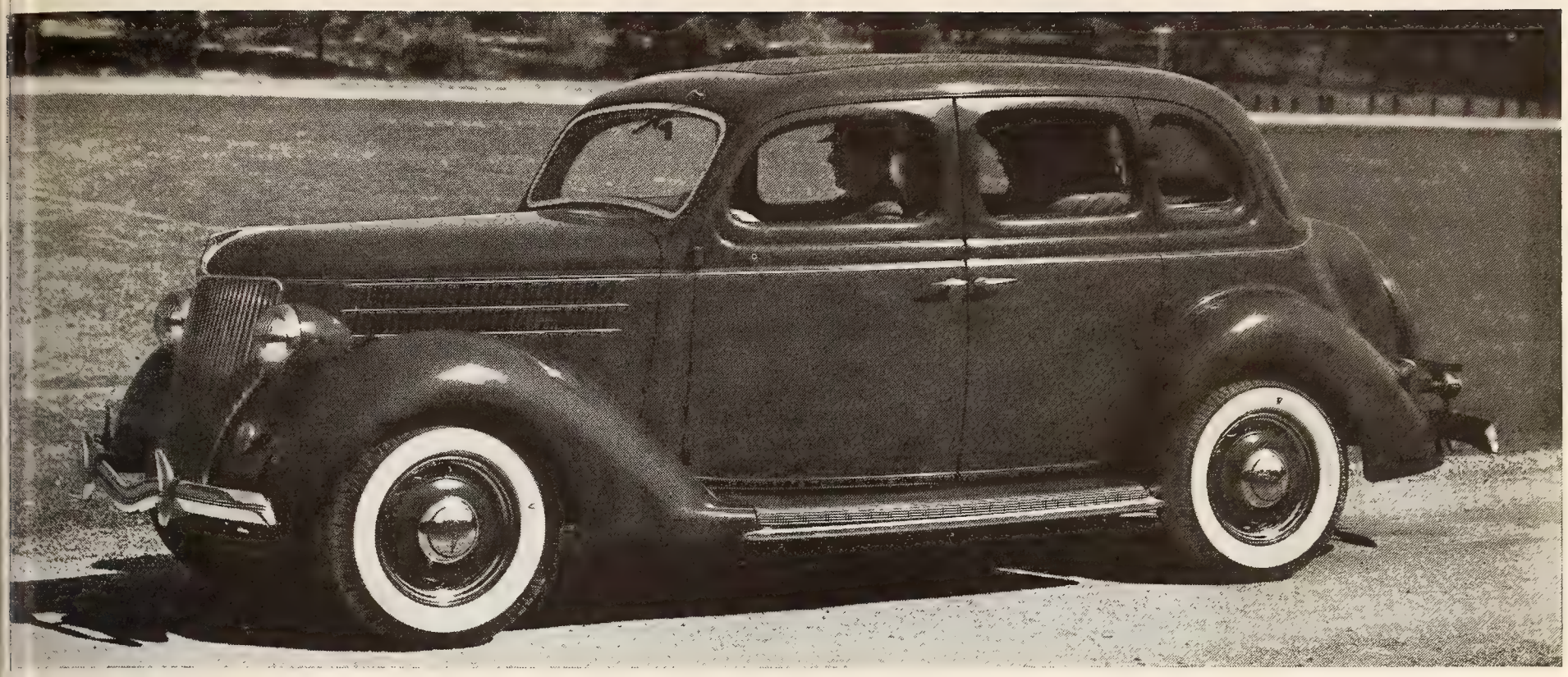
through

TRANSCRIPTION



WORLD BROADCASTI

NEW YORK • CHICAGO • ATLANTA • LO



H E A D Q U A R T E R S

Another compelling "case history." . . . At
VORLD'S Transcription Headquarters, FORD
ecorded the new coast-to-coast program featuring
ob Crosby and His Orchestra, with the Freshman
Iale Trio. It's a hard-working campaign that goes
ito the field through more than 100 specially
elected radio stations and sells Ford cars! . . .
ORD has employed from 150 to 300 stations in this
lan of Selective Broadcasting. What is more, for
ie past two years, FORD has supplemented the
egular wired network campaign with 30 additional
ations, broadcasting WBS transcriptions of Fred
Varing and His Pennsylvanians. . . . Here is sound
rategy in the sound merchandising of an eminently
merican product. Numerous other cases show
that, no matter HOW FEW OR HOW MANY STATIONS may be indicated by your exact marketing requirements—whether isolated cities, regional territories or a national plan—you can do an efficient job through Transcription Headquarters. With highly selective coverage. With unlimited flexibility. With definite economy. . . . At Transcription Headquarters your WBS recordings are produced by the wide range vertical method—and each WBS disc goes straight to the heart of a carefully selected marketing area.

Let us send you, on request, our new illustrated brochure describing the scientific technique of putting your program on WBS discs at Transcription Headquarters, 711 Fifth Avenue, New York.

WBS

G S Y S T E M

LES ● SAN FRANCISCO

WBS facilities include: *expert production assistance,* when desired, for program building; *station relations division,* an aid in clearing time; *shipping division,* for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.

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and
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Fight Just Begun

WARNER Bros. music publishing houses are back in ASCAP because they simply could not go it alone. They found the microphone mightier than legal duress. They found that without radio performances they lost not merely royalties but, what was more important to the Warner movie interests, they suffered tangible box office losses on their musical pictures. They found, in the face of radio's general determination to ignore them, that it was foolish to carry on the fight.

The situation created by Warners' secession from ASCAP proved the strength of broadcasting and the fallacy of Tin Pan Alley's oft-repeated argument that without music there can be no radio. The Warner capitulation proved definitely that there no longer can be any popularity for music without radio.

The broadcasting and broadcast advertising fraternities naturally welcome Warners back —chiefly because of the nuisance of the fight. But the broadcasting industry is not yielding in its determination to curb the arbitrary royalty-levying powers of ASCAP, exercised in an arbitrary way under an antiquated copyright law.

Warners' return is a signal for the broadcasters to begin fighting—fighting for enactment of the Duffy Bill which died at the last session of Congress for want of broadcasters' support, fighting for wholehearted support of the Government's anti-trust suit against ASCAP as a means of bringing competition into music sales.

The Department of Justice suit against ASCAP is strengthened measurably by the Warner reunion with ASCAP. That suit is far from dead, as Tin Pan Alley might have you believe. True, it has been removed from the court calendar in New York, but it is more alive than ever. The parties are attempting to stipulate the evidence and reduce the case to fundamentals. It is entirely possible that it will be back on the calendar later this year.

When Warners withdrew last January, the government lost its strongest weapon in the case. There was, theoretically, no longer a monopoly in the music radio performed. With its return, the status of the suit is where it was just two years ago when the Government initiated it, because the combine is as strong as ever. There is no competition in music, and ASCAP holds the arbitrary power under the existing law of charging whatever it pleases for music.

Now, more than ever, strong leadership for the industry is required. Copyright is only one of the problems confronting broadcasters, but it is an important one. Present contracts with ASCAP (including Warner Bros.) run until the end of 1940. In the interim broadcasters should see to it that substantial legislation, protecting their interests, is enacted along the lines of the Duffy Bill, so that when 1940 arrives they will not be faced with a repetition of the hodge-podge of get-nowhere negotiations of the past, which might result in even higher than 5% royalties on their gross receipts.

Beware of Subterfuges

REPORTS are reaching us of efforts already being made to insinuate political "plugs" into ordinary sponsored programs, that is, into non-political programs. One scheme is to gag in slaps at the administration; another contemplates outright partisan statements or quips in the commercials. Network policy, of course, opposes any such doings—and every station in the land should be wary along with the networks of attempts to make political capital out of entertainment and selling programs.

The reasons for such vigilance on the part of the broadcasters are too obvious for detailed comment here. Already the charge is being made that, inasmuch as so many industrialists are anti-New Deal and that big industrialists are the major sponsors of radio advertising, their radio programs will be used as vehicles of partisan propaganda. We would like to believe no radio advertiser would be stupid enough to attempt this sort of thing.

Radio time can be bought for political broadcasts and labeled as such. Radio time sponsored for commodity and service salesmanship must not be used in partisan politics for the sake of the broadcaster, and the advertiser, because they simply cannot afford to arouse the resentment of the audiences, with all their diverse political outlooks and faiths. The mission of the commercial program is to entertain, sell and build good will; let the politicians do their own "selling" in their own time bought for that particular purpose and without any subterfuges.

Exaggerated "Murder"

THE INCESSANT yipping of Tin Pan Alleyites over radio's alleged "murder of music", scuttling of musical instrument sales and consigning of phonograph record sales to oblivion calls for another look at the record. The smoke screen set up by copyright owners, and now by the so-called recording artists, to justify their demands for tribute from radio, is entirely dispelled by recent revelations of what is going on in the music world.

Just three years ago, when it was tearing along at high speed on a lobbying campaign to yank more dollars from radio, ASCAP issued a brochure titled *The Murder of Music.* It recited that sales of pianos had tumbled almost to nothing as a result of radio's advent; that phonograph record sales and royalties were a pittance compared to their heydey, and that sheet music sales were deplorable. Therefore, it argued, radio should pay and pay through the nose for music.

But today we find that a little research has been done. Piano sales, according to leading manufacturers, have increased 300% during the last year, and radio is given credit for the result by enhancing the public's appreciation of music. [See Aug. 1 issue of BROADCASTING.] And now it also comes out that radio is credited with the 150% sales upturn in sales of phonograph records, as disclosed in a study by NBC, reported in this issue. For some time the music instrument manufacturers have been running overtime to meet the demand for stringed instruments, notably guitars, and radio there is given the credit.

ASCAP and its smaller carbon copies will have to look for other means of propagandizing hereafter, for the record simply won't support their claims that radio is "murdering" the music industry.

The RADIO BOOK SHELF

HOW DOES Congress make a law? Former U. S. Senator C. C. Dill, best known to radio as coauthor of the Radio Act of 1927 and the Communications Act of 1934, asks and answers this question in a well-bound and splendidly illustrated 173-page book titled *The Story of a Bill: How Congress Makes Laws* (Clarence C. Dill, Bowen Bldg., Washington, D. C., $1.50) off the presses early in June. All the intricacies of our Congressional system are explained seriatim by means of simple paragraphs illustrated by 60 amusing yet amazingly accurate cartoons of an animated legislative bill.

PROF. R. S. GLASGOW, of the electrical engineering department of Washington University, St. Louis, is author of a new textbook, *Principles of Radio Engineering,* just published (McGraw Hill Book Co., New York, $4). The book is primarily intended for students already having a knowledge of fundamental laws of electricity and magnetism, and is based on the author's class lecture notes. It emphasizes material on iron-core inductances, coupled circuits, graphical methods of determining amplifier performance, push-pull circuits, antennas and radio frequency transmission lines.

AN INTERNATIONAL review of the theory and practice of copyright and related branches of law is presented in *Copyright,* published by Verlag Fuer Recht und Gesellschaft A.-G., Bahnhofstrasse 5, Zurich, Switzerland. It is published every other month, with a number of leading American copyright authorities contributing.

We Pay Our Respects To —



FRED HARRY FIDLER

IS HOST of friends in the radio dvertising fraternity all along the acific Coast are going to miss red Harry Fidler, account execuve of the J. Walter Thompson o. handling the Shell Oil account, hen in September he is transrred to the management of the gency's St. Louis office where he ill be nearer the Shell headquarrs. Yet they are happy with this ynamic young agency executive hen contemplating his promotion, r Fred Fidler has deservedly won s spurs in the field of advertisg and particularly of radio adertising.

Fred Fidler might be called a baroled" radio man, for after ore than three years of intensive adio planning and production ork he was assigned to general ervice work on the Shell account. e continued, nevertheless, as nomal head of the agency's Pacific oast radio department and was equently called upon for proram ideas, for media relations ork and to advise the Hollywood roduction end of the agency's apable New York radio departent.

Fred Fidler looks older than his ge (he is not much over 28, havg been born in Indianapolis Feb. 1908) and he confesses that he ad to prevaricate about it freuently when his youth might have hreatened the denial of responsibily. Having attended high school Indianapolis, he finished at taunton (Va.) Military Academy, fter which he went into newsaper work in the Midwest.

His most exciting newspaper assignment, he asserts, was covering he 1926 Florida hurricane at Mimi Beach. For two years he did pecial interviews in Florida for ew York and Chicago newspaers, and during the real estate oom he served as assistant real state editor of the *Miami Daily ews*.

At the ripe old age of 21, in 929, he went to New York at the nvitation of an advertising agency xecutive—but that executive apparently forgot the bright and enrgetic young man he had met in lorida, for when young Fidler arrived in the big city his quarry had gone to Europe. After short reportorial interludes, he landed a job in the publicity department of J. Walter Thompson Co. in New York.

One year in the New York office led to an assignment to the San Francisco office to take charge of the agency's Pacific Coast press bureau. Radio publicity was one of his tasks. He saw radio's rise and made such keen observations and recommendations for an enlarged Pacific radio department, that it was not long before the San Francisco radio branch was developed to parallel the agency's already flourishing New York and Chicago radio departments.

To Fred Fidler went the job of handling the radio accounts of Shell Oil Co., Langendorf United Bakeries and Swift & Co., among others. Such shows as *Eb & Zeb*, *Al Pearce & His Gang*, *Langendorf Pictorial*, the *Shell Show* and other lesser live talent and transcription broadcasts were successfully planned and consummated under his supervision. To the *Shell Show* he brought the big names of the screen, initiating the guest star policy that continued in *Shell Chateau* with Al Jolson first, others later and now Smith Ballew as master of ceremonies.

Though Fred Fidler's duties of recent years have become more diverse his favorite pursuit is still the outlining of new program ideas. He states that the only difference between this and short-story writing, which he once indulged in, is that he at least got rejection slips on stories whereas most program ideas, unless especially suited to J. Walter Thompson's clients, are denied a free lance market. They either repose in personal files until forgotten, or are duplicated by others and produced elsewhere on the air.

Fred Fidler has been married for nine years. He confesses to a liking for poker, though his chief hobby is reading and his outdoor bents are toward tennis and fishing.

PERSONAL NOTES

MALLORY CHAMBERLIN, manager of WNBR, Memphis, who headed the group that recently sold that station to the *Memphis Commercial Appeal*, operator of WMC, in the same city, has been appointed general sales manager of both stations, with Henry Slavick as general manager of both stations. Grover N. Godfrey is commercial manager of WNBR and Joseph C. Eggleston remains as commercial manager of WMC.

O. F. ROST, formerly with *Business Week*, has been transferred by McGraw-Hill Publishing Co. to the editorship of *Radio Retailing*, with Ray Sutliffe shifted to production.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of the Mutual Broadcasting System, sailed Aug. 5 on the *Normandie* for a month's vacation in England, France, Italy and Switzerland. He was accompanied by Mrs. McCosker and in Paris they will meet their daughter, Angela, who has been visiting in Europe since early July.

WAYDE GRINSTEAD, formerly advertising manager of the Phillips Petroleum Co., Bartlesville, Okla., has joined WBBM, Chicago, as director of sales promotion.

JOHN McLOUGHLIN, formerly in the CBS accounting department in New York, has been assigned to WBBM, Chicago, as head of the accounting department. He succeeds C. A. Carlson, who is being transferred to the CBS Pacific Coast Division now being organized in Hollywood by Donald Thornburgh, newly-appointed division vice president.

H. J. (Tubby) QUILLIAM, general manager of KIRO, Seattle, and Mrs. Quilliam, became the parents of a 7 lb. 10 oz. son, John Arthur, born July 24. They also have a five-year old daughter.

EDWARD K. CARGILL, president of WMAZ, Macon, and Mrs. Cargill, became the parents of a son, Edward Kendall Jr., born Aug. 3.

IRVING COLLIN, on Aug. 4 announced his resignation as executive field manager of the Society of European Stage Authors & Composers (SESAC), after having been with the organization for six years. He has not announced future plans.

PAUL W. KESTEN, CBS vice president from New York, was in San Francisco Aug. 1 to confer with Philip G. Lasky, manager of KSFO, on plans to enlarge the station's studios preparatory to their being taken over by the network.

JACK HALL who conducted the *Keep Smiling Revue* on KSFO, San Francisco, for the last six years, resigned Aug. 1 to join the commercial department of KFRC in that city as account executive.

HERBERT E. NELSON, formerly of KMOX, St. Louis, and Nile L. Adams, of Kansas City, have joined the sales staff of W9XBY, Kansas City.

NORBERT L. O'BRIEN, for the last four years commercial manager of WESG, Elmira, N. Y., has joined WTHT, Hartford, Conn., in a similar capacity. Both WTHT and WESG are operated by the Gannett Newspapers. Mr. O'Brien's successor has not as yet been named, according to Dale L. Taylor, WESG manager.

ROBERT SMITH, formerly of WFAS, White Plains, N. Y., has joined the sales staff of WNEW, Newark.

LINCOLN DELLER, of the CBS station's relations department, New York, was in San Francisco Aug. 6 conferring with Philip G. Lasky, manager of KSFO on plans for the station's affiliation with the network.

JESSE JAY, manager of WIOD, is now on a summer leave of absence at Estes Park, Colo., recuperating from his recent serious illness with pneumonia. The station is being managed by Hal I. Leyshon, editor of the *Miami Daily News*, owners of WIOD.

FRED P. GUTHRIE, Washington manager of RCA Communications Inc., and former manager of WRC Washington, and Mrs. Guthrie on Aug. 5 became the parents of an 8½ lb. son.

LEE CRONICAN, studio director of WMCA, New York, has been appointed to the executive staff of the station. Formerly an announcer and afterward in charge of production, he will continue as studio director.

BEHIND THE MICROPHONE

SIDNEY M. ROBARD, formerly of the *Louisville Courier-Journal* editorial staff, has joined the NBC press department in New York.

LEONARD BRADDOCK has resigned as of Aug. 15 from the NBC press department, New York, to join Hahne's department store, Newark.

VALENTINE SHERMAN, Chicago free lancer, has joined the announcing staff of WBBM, that city.

HARRY CARLSON, for two years program director of WMCA, New York, but out of radio during the last year, has joined the announcing staff of WOR, Newark.

PAUL GREGORY, announcer of WMCA, New York, and Louella Rudd, of the team of Rogers & Rudd on NBC, were married Aug. 2 in New York.

CHAUNCEY PARSONS, the Singing Neighbor, after 12 months with WLW, Cincinnati, for General Pharmacal Co. (Pep-Ti-Kao) has resigned. He is going to the West Coast.

DICK WYNNE, after a two-week illness, has returned to the announcing staff of KYA, San Francisco.

BOB ANDERSON, the KPO-*San Francisco Call - Bulletin* newscaster, after a sinus operation which kept him away from the microphone for three weeks, has returned to his assignment.

PAUL BOWLES, for the last seven months on the production staff of NBC in San Francisco, has resigned and returned to Hollywood to join a film company.

HAROLD BRATSBERY, for the last year an NBC announcer in San Francisco, resigned effective, Aug. 15.

J. GUNNAR BACK, formerly with WTCN, Minneapolis, and at one time on the staffs of WHA and WIBA, Madison, Wis., has joined KFAB-KFOR, Lincoln, Neb., as head of the continuity department.

HARRY JOHNSON, sports announcer for KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., and Mrs. Johnson are parents of a 6½ pound son, Terrance Gordon, named after the big league ball player, born July 26.

REG DOUGLASS, chief announcer of CKNX, Wingham, Ont., was married Aug. 1 to Miss Beth Holloway.

JAMES DOYLE, formerly of KORE, Eugene, Ore., has been added to KQW, San Jose, Cal., as announcer and continuity writer.

MARTIN PROVENSEN, chief announcer of Texas Centennial Exposition, has returned to Los Angeles and will resume radio activity in that city.

STAN KRAMER, announcer of WNEW, Newark, has been transferred to the station's New York studios. Jerry Mohr, formerly of NBC and CBS, has joined WNEW as staff announcer.

CHARLES BATCHELDER, formerly of WDBO, Orlando, Fla., has joined WMBR, Jacksonville. Charles Stone, formerly of WJBY, Gasden, Ala., also has joined the staff.

JAMES COY, announcer for Kansas City Power & Light programs on W9XBY, Kansas City, has joined the station's regular announcing staff.

GENE SHUMATE, formerly of KFRU, Columbia, Mo., has been added to the staff of sports announcers of KSO and KRNT, Des Moines, to fill the vacancy left by Hal Parks, who has returned to Chicago.

WILLIAM BALDWIN, pianist of KSO, Des Moines, has been named announcer for musical programs. Mr. Baldwin was formerly with NBC in Chicago and with WOW, Omaha.

ED TURNER, of the announcing staff of KRNT, was married July 18 to Miss Helen Holly, society editor of the *Des Moines Register & Tribune*.

GLAN HEISCH, formerly in charge of transcriptions, has been promoted to production manager of KFI, Los Angeles.

BERTON BENNETT, formerly with KFI and KECA, Los Angeles, who has pinch-hit for Sam Hayes, the *Richfield Reporter*, at various times, on Aug. 15 joins the NBC announcing staff in San Francisco, succeeding Harold Bratsberg, resigned. Larry Keating, formerly chief announcer of KGW, Portland, Ore., has also joined the NBC San Francisco announcing staff.

HARRY S. ROGERS has resumed the program directorship of KYA, San Francisco after an interruption of seven months during which Lee S. Roberts, composer, filled the post. Rogers served as Roberts assistant during the period. Roberts has gone to New York where he will seek publishers for a number of new songs.

ADELE DE ETTE HOOVER, of NBC's San Francisco sales promotion department, is to marry Dana Edwin Bremner, attorney of Santa Rosa, Cal., on Aug. 15 in Berkeley, Cal. The ceremony was originally scheduled for last April 25 but was postponed because of the death of the bride's father.

TED MAXWELL, who left NBC's San Francisco studios two years ago to join the network's Chicago staff, has returned to the Western division headquarters as continuity writer and dramatic reader.

JOHN WOODBURN, former NBC continuity writer, is working his way to the Orient from San Francisco to get atmosphere for a new book he plans to write.

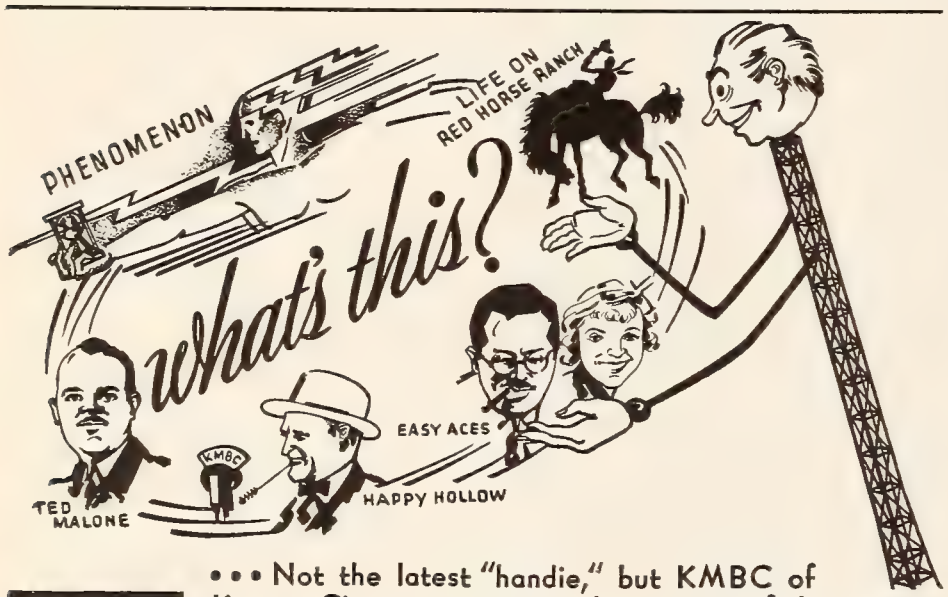
KENT JOSEF, formerly with WJIM, Lansing, Mich., has joined WKZO, Kalamazoo, Mich., as program manager. William Cavanagh, formerly with WJAY, Cleveland, is now production manager of WKZO.

Z. WAYNE GRIFFIN, for the last eight months on the production staff of KYA in San Francisco, resigns effective Aug. 29 and will go to Los Angeles to establish himself in radio.





A'FISHING THEY DID GO — And record catches according to the several species were made by these radiomen. In the photograph at the left, Bob Catherwood, sales executive of WOR, Newark (dark clothes) is shown with a 270 lb. swordfish caught early this month off nearby Block Island while cruising on his yacht *Cocotte*. In the photograph at the right Phil Hennessey, NBC Washington counsel, is proudly displaying a 10 lb. salmon which he hooked in the Margaree River near Cape Breton, Nova Scotia, during his recent vacation. The salmon was one of the two largest taken from the stream this season. Can anyone else in radio beat these records?



KMBC OF KANSAS CITY

• • • Not the latest "handie," but KMBC of Kansas City presenting to the airways of the nation tested programs that have achieved national recognition. **EASY ACES**, domestic zanies, first were heard over KMBC . . . **TED MALONE** daily delves **BETWEEN THE BOOK ENDS** for Columbia listeners, coast to coast . . . **HAPPY HOLLOW** carries the nation's millions back to the Old Home Town . . . The **TEXAS RANGERS** play western music Will Rogers loved. Recorded, they are heard in **LIFE ON RED HORSE RANCH. PHENOMENON—Electrifying History**, a new recorded feature, is destined to make radio history this year. All are KMBC tested features. They will produce, because they have produced. Write or wire about them.

• •

Dr. George E. Halley, veteran radio salesman, will represent KMBC, the program building and testing station, in the sale of these and other KMBC tested features for national spot and network broadcast.



Final Papers Are Filed For Purchase of KMPC By Richards, Fitzpatrick

ESCROW papers were filed Aug. 5 concluding negotiations whereby G. A. "Dick" Richards and Leo J. Fitzpatrick, owners of WJR, Detroit and WGAR, Cleveland, would purchase KMPC, located in Beverly Hills, from the S. A. Scherer estate for approximately $112,000. They have held the option for purchase for a year, and it was exercised July 20. (See Aug. 1 issue). The sale is subject to FCC approval.

Lewis Allen Weiss, assistant general manager of WJR, acting as agent, completed negotiations and returned to Detroit Aug. 9. Before leaving he told BROADCASTING that Richard Connor, KMPC, manager who has been ill for the last month, will continue his leave of absence, and a new head will be named. When Mr. Connor returns, he will be public relations manager and handle certain broadcasts.

The station operates on 710 kc., limited time with 500 watts. An application will be filed for an increase in power to 1,000 watts and possibly for full time. Mr. Richards spends about six months of the year in Beverly Hills. WOR, Newark, is the dominant station on the channel.

Lipton Continues Two

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea) renewed effective Aug. 13 *Ralph Kirbery* on a special NBC-Red network, Thursdays, 11:30-11:45 a. m. The 13-week renewal includes the basic Red with WLW and WTMJ, WIBA, KSTP. The sponsor also has renewed the program on WJZ, New York, for another 13 weeks, using the 7:45-8 p. m. period Mondays and Fridays. Frank Presbrey Co., New York, is agency.

Western Union Spots

SUCH good results were obtained by the local Western Union branch in Atlanta in announcing new low Christmas greeting rates last winter, that it has contracted with WSB for a series of 26 50-word daytime and night announcements during August to promote its tourates, birthday greetings and "Thank You" messages. The account is handled direct.

Pecos Publishers Obtain New KLAH; Other Calls

CALL letters assigned to new 100-watt stations recently authorized by the FCC: KLAH, Carlsbad, N. M., to be operated on 1210 kc. by Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller under the name of Carlsbad Broadcasting Co.; WPRA, Mayaguez, Porto Rico, to be operated on 1370 kc. by Emilio Defillo Ramirez under the name of Porto Rico Advertising Co. In addition, the FCC announced that call letters of the new 100-watter on 1370 kc. in Rapid City, S. D., recently authorized, will be KOBH instead of KBHB. Robert Lee Dean heads the group building this station. These stations are among 34 granted by the FCC since last Jan. 1. [See BROADCASTING July 1, July 15 and Aug. 1.] Mr. Hawkins and Mr. Hubbs, among the partners in the KLAH project, own the *Pecos* (Tex.) *Enterprise* and KIUN, Pecos.

LUDENS Inc., Reading, Pa. (cough drops, candy) is forbidden from selling candy to wholesalers under an arrangement that involves use of a lottery scheme when distributed to consumers, in an order handed down by the Federal Trade Commission.

Contests on Radio Declared Overdone

Perkins Says Medium No Longer In the Test-Tube Class



Mr. Perkins

OF ALL the media used to move merchandise today, radio is the one that is most abused and misused, declared L. Scott Perkins, Northern California Broadcasting System, speaking Aug. 4 at a radio meeting held by the Oakland Advertising Club. Perhaps the reason lies in the fact that radio is the infant of the media family, he suggested.

"What the man on the street thinks of radio" was the theme of the meeting. Robert W. Watson, president, presided, and Scott Weakley, production manager of KROW in Oakland, was chairman of the day. The meeting was dedicated to the Northern California Broadcasting System which comprises KJBS, San Francisco and KQW, San Jose, and also links KROW, Oakland and KGDM, Stockton.

Weakley, in the guise of the Inquiring Reporter, and located at 14th Street and Broadway, busiest intersection in Oakland, for 15 minutes questioned citizens on the merits of radio, the answers being promoted back to the Ad Club meeting.

Regional Chains

L. McCARTHY, radio advisor of the regional network, one of the principal speakers at the luncheon meeting, discussed "The Story of Regional Chains", outlining the story of regional chain broadcasting as pioneered by the Yankee Network, Inter-City Group, Mason Dixon Group and Affiliated Broadcasting System. Carleton Coveny, sales manager for NCBS, spoke on "Pioneering in Concentrated Radio Coverage", and told the story of the early days of KJBS. Mr. Perkins, radio relations council for the Northern California Broadcasting System, had for his subject "What We Mean by Merchandising by Air".

"Radio sponsors must have proof of purchase in the form of a shower of soap box flaps, tin cans, beer bottle caps, or slogans of ten words or more to believe in radio," Mr. Perkins complained. "Personally it is my belief that the radio audience is fed up with hearing announcers beg for slogans and sing the praises of contests into the living rooms of American homes. Henry Ford seems to get along successfully with his radio advertising without asking the public to pare off a front fender from the family flivver, write ten words about the performance of the Ford product, and air mail it to Detroit in the hope of winning a new car. He is doing a grand job of merchandising by air with clean copy, short commercials; even the kids are heard to sing out from the street corners 'Watch the Fords Go By'. Major Bowes has a contest, but the right kind. He does not ask for proof of purchase, and has sold plenty of Chase & Sanborn Coffee.

"In laying out your air campaign, choose your radio program with care. Do not load it too heavily with commercials. Study the type of audience your product appeals to. Study the time of day that audience will tune in on the radio. Do not make radio a test-tube experiment in your advertising. Radio is out of the test-tube class. When you set your radio campaign, turn it over to competent radio men and let them handle the details for you. They know their job and are better able to make radio pay for you.

"Radio has paid for itself in many Pacific Coast firms who have used it for better than five years. Air merchandising is to my way of thinking, intelligently planned programming, clean commercial copy, not too lengthy, and used as consistently as you would other media."

International Concert

PLANS for the first international concert to be broadcast on a world-wide network Sept. 20, 4-4:30 p. m. (EDST) have been completed. Both NBC-Red and CBS are participating in arrangements for the program, which will open with the roar of Niagara Falls and bring Indian lore, cowboy songs, spirituals, dance and rural music. The concert is first of a series under the auspices of the International Broadcasting Union, Geneva. The second will originate in Buenos Aires in February, 1937.

Bird vs. WGY

A LITTLE sparrow recently made WGY throw its big transmitter off the air. Kenneth Durkee, engineer of the Schenectady station, heard the bird fluttering back of the panel of the 50,000 watt transmitter. Fearing damage to transmitter as well as electrocution of the bird, Durkee switched to the auxiliary transmitter while he captured the sparrow.

CONTROLLED MUSIC

New Type of Score Designed For Men at Panel

PHILIP G. LASKY, manager of KSFO, San Francisco, and station engineers, in collaboration with Hal Girvin, Oakland orchestra leader, has designed a new type of musical score expressly for the use of control men during dance band broadcasts.

Purpose of the monitor musical score is to indicate clearly the instrumentation of the bands, spots where the various instruments are featured and other essential points which technicians, through lack of musical knowledge, may not take into consideration when monitoring.

With this new system to aid him, the control man will need only a sense of rhythm, Lasky stated. He further declared that the score will overcome the danger of killing the individuality of dance bands by toning them all down to the same level.



Los Angeles

OWNED AND OPERATED BY

WARNER BROS. MOTION PICTURE STUDIOS

Measure the Value of your Radio Dollar

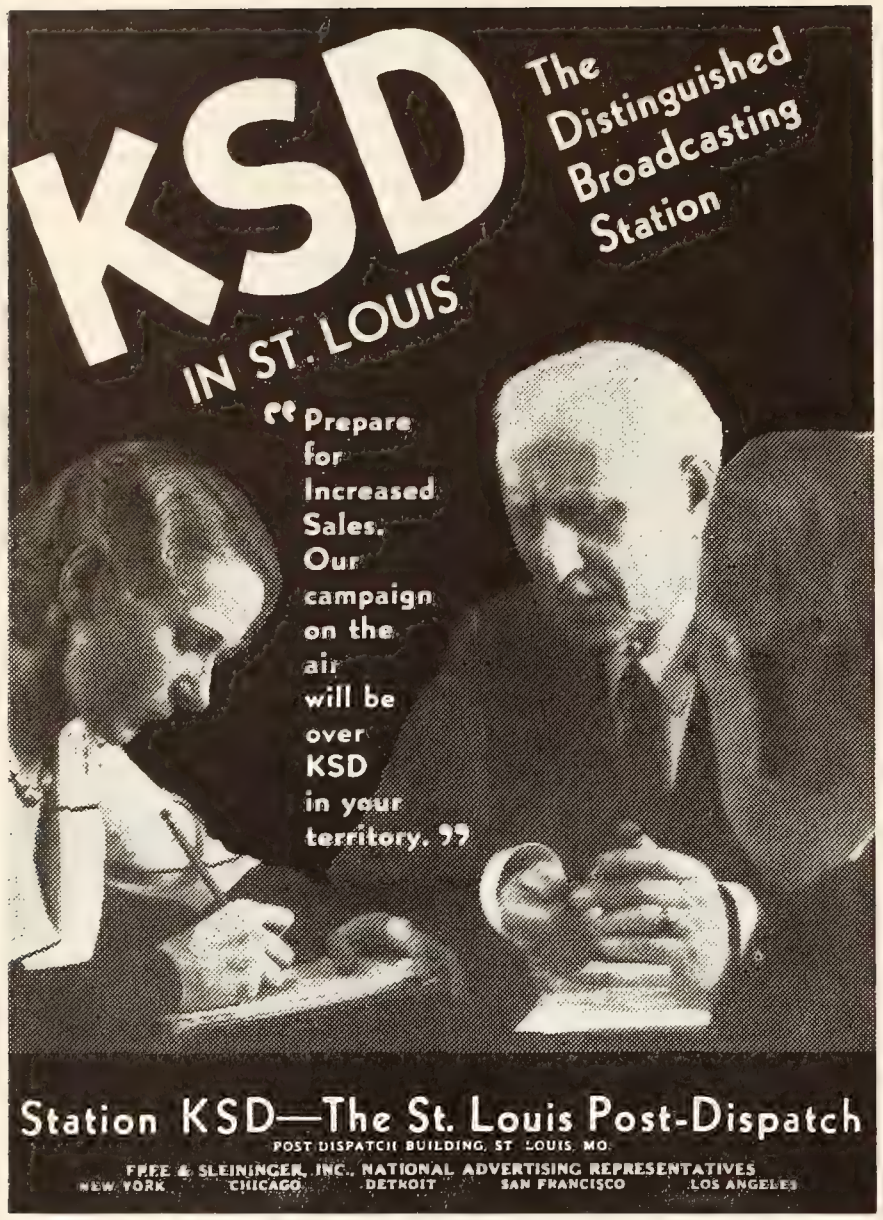


Adequate coverage at the lowest economical rate is the true index of radio value. In the great Los Angeles Metropolitan Market, consisting of 2 million potential listeners, KFWB consistently stands third or better in almost every survey during the past 5 years. On a cost-per-thousand basis, KFWB delivers these listeners at 30% to 75% less than any other major station serving this area.

KFWB

FREE & SLEININGER • *Exclusive Representatives*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO





Gerald King Quits As KFWB Manager

Future Plans Not Yet Decided; Succeeded by Harry Maizlish



Mr. King

ENDING more than a decade of service, Gerald King, well-known Pacific Coast broadcaster, resigned Aug. 1 as general manager of KFWB, Hollywood. Differences on policy matters with Jack L. Warner, head of Warner Bros. motion picture interests which own the station, led to Mr. King's resignation.

Harry Maizlish, who for the last half dozen years has been associated with Warner interests as publicity man, was promptly named to succeed Mr. King. At the same time William Ray, formerly on the announcing and program staff of KFWB, returned to the station as sales manager. Mr. Maizlish said no changes in personnel are contemplated at this time.

Mr. Maizlish comes to radio after many years in the motion picture field as an exploitation and publicity man, theatre manager and producer.

Still With Standard



Mr. Maizlish

MR. KING, who is also president of Standard Radio Inc., transcription company, will continue his active management of Coast operations of that company. Whether he will spend all of his time in the transcription field, or whether he will assume the management of another station, he has not yet definitely decided. He is considering one proposal which would allow him to direct Standard Radio while managing another broadcasting enterprise.

Meanwhile, Mr. King planned a vacation in the East beginning Aug. 15 and probably will decide upon his plans afterward. He started in radio in 1922 in Kansas City on the old WOQ, at the time Leo Fitzpatrick, general manager of WJR, Detroit, was in his heydey as the *Merry Old Chief* o the Nighthawks over WDAF.

KFWB, which has been operating with 2,500 watts daytime and 1,000 nights, on Oct. 1 will increase its day power to 5,000 watts under a recent FCC grant. Sites for a new transmitter are now being surveyed. Under the supervision of Leslie G. Hewett, chief engineer, new 450-foot towers will be erected and entirely new equipment installed.

Fan Letter Romance

WEDDING BELLS will ring out in a quiet little English village in the near future because, five years ago, a pretty NBC stenographer chanced to add a personal postscript to the answer to a letter from a British radio fan. Marjorie Cole is the NBC stenographer whose postscript won a husband, and she sailed for England aboard the *S. S. Aquitania* early this month for the wedding ceremony Aug. 29.

Practical Radio Courses In All Colleges Forecast

BOSTON UNIVERSITY, first big educational institution in New England to train students for the program and business end o broadcasting, through the coopera tion of WEEI, held a "Behind the Scenes" night at the station Aug 6 for summer students. Harold Fellows, new manager of WEEI for CBS, arranged a special pro gram to demonstrate how the sta tion uses its newly modernized studios and equipment to originate local shows, handle programs that originate in New York, broadcast transcription shows, produce sound effects and other important workings of the station.

Ralph Rogers, in charge of ra dio courses at the university, predicts that it will not be long before all of the leading colleges o the country will be cooperating with broadcasting stations in training students for the program and business end of radio. When tha time comes, he adds, the degree of "Bachelor of Broadcasting" will become as common as many of the other degrees now given in the fields of medicine, law, journalism and business.



urchase of WOV or $300,000 By ulova Is Effected

w Paulist Station Envisaged; NEW Control for Iraci

ALE of WOV, New York, for 00,000 to Arde Bulova, watch anufacturer and station financier, a deal that envisages a new 00-watt full-time station in ew York for the Paulist Fa-ers, who in turn would lease or ll it to Bulova, was consum-ated with the filing of papers th the FCC on Aug. 10 for as-gnment of the WOV license from hn Iraci to Mr. Bulova.

Although without the present proval of the Paulist Group, ich has been battling incessant-for a full-time station, the tran-ction upsets original plans hereby CBS would have figured the purchaser for the Paulists d then would have leased or rchased the new 5,000 watt full-ne WLWL from the Paulists. stead, Mr. Bulova has taken over e CBS phase of the negotiations purchasing WOV, the key to e whole shift, without the con-nt either of the Paulists or of BS.

It is understood that while the le actually has been consum-ated, the plan embraces moves hereby Mr. Iraci will take an % interest in WNEW, of which r. Bulova is the principal owner, lieu of his $300,000. This is nditioned upon Mr. Bulova's ac-isition of the 5,000-watt full-ne WLWL, however. Mr. Iraci, no asserted he did not want to ll WOV in the first place, then uld continue his business on NEW, which operates nearly ll time, whereas WOV is a lim-ed time station. Mr. Iraci re-ains with WOV as its manager til such a deal is consummated.

East Coast Net Planned

NEW is now owned 60% by Mr. ulova, 20% by Milton Biow, of e Biow Co., advertising agency, d 20% by Dick O'Dea, of Pat-rson, N. J. Under the transac-n, Mr. Bulova and Mr. Biow uld turn over their interests to r. Iraci, with Mr. O'Dea remain-g. Mr. Biow, however, would not identified with the lease or wnership of WLWL, however, as r as could be learned.

If Mr. Bulova acquires WLWL a full-time outlet—and there no assurance that he will—then is expected it will serve as the y for a new East Coast network, nbracing WLWL, WELI, New aven, WNBC, New Britain and COP, Boston, all of which have en licensed during the last year d all of which were financed by ulova capital. Mr. Bulova, in ad-tion, is identified with the own-ship of WTFI, Athens, Ga., hich has received authority to ove into Atlanta.

What the outcome of the cur-nt situation will be is proble-atical. The original arrangement the Paulists with CBS hinged on sale of WOV to the Paulists r $300,000; the junking of WOV, such; the transfer of its facili-es to WPG, Atlantic City, domi-nt station on the 1100 kc. clear annel, which then would acquire ll time with 1,000 watts on 1130 ; the assumption by WLWL of full time on 1100 kc. in New York, and then the leasing of the station or its outright sale to CBS for a prearranged amount with an additional $75,000 cash to the Paulists as part of the arrangement. CBS would also have advanced $25,000 for the new WPG facilities.

Even though the Paulists have stated they preferred to deal with CBS, Mr. Bulova proceeded with the purchase of WOV, evidently assuming the Paulists would be satisfied with an arrangement with him identical to that in which CBS was involved. This was on the theory that Mr. Iraci would be permitted to remain in business while the Paulists would be guaranteed the same amount of time over WLWL under his operation as had been planned under the CBS deal.

Another complicating factor, however, is the pending application of St. Michaels Protestant Episcopal Church, of Brooklyn, for the WOV facilities. While the Iraci-Bulova application for assignment of license is not necessarily affected, it does mean that a hearing may be forced on the WOV renewal of license unless the St. Michaels application is withdrawn or otherwise disposed of. The transfer also requires FCC approval.



TRAIL BLAZER—WFBL, Syracuse, has equipped this trailer, easily attachable to any auto, to carry its three shortwave transmitters for special events and public address purposes at big gatherings.

Radio Departmental

RADIO departmental meeting of the San Francisco Advertising Club will be held in the Palace Hotel there, Aug. 20, with Nathan Danziger, president of the organization, presiding as chairman in the absence of Clyde Coombs, NBC account executive, who is on vacation. Philip G. Lasky, manager of KSFO in San Francisco, will review the NAB convention activities. Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives, will discuss the last 12 months of radio and prospective developments.

Stalemate in Canada

NO changes in the Canadian Radio Commission's lineup are at present contemplated, according to Commissioner W. A. Steel. Queried regarding moves of the Toronto stations CRCT and the CRCX shortwave transmitter, announced some time ago, Col. Steel stated "nothing will be done to any station until after the reorganization of the Canadian Radio Commission. Nothing is being considered by the government at the present time." The new broadcast stations which the Commission had in mind will not be erected for some time. Meanwhile CFCH, North Bay, Ont., has joined the Commission's network.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

TIPS TO TRAFFIC

WBBM Guides Sunday Autoists By Plane Broadcasts

WBBM, Chicago, has taken to the sky to direct Sunday motorists to the least congested highways. First of the series started Aug. 1 when Lester J. Laird, of the sheriff's highway police, circled Cook County in a TWA airliner during the traffic rush at 7-7:15 p. m., with Thomas Bartlett, WBBM announcer.

A large map of the surrounding area is mounted in the plane. Broadcasts are picked up on 2790 kc. from a special transmitter. When weather prevents flying, Laird will gather information from roving squad cars and broadcast from WBBM studios in the Wrigley Bldg.

NEW

WROK - Rockford

Full Time Operation

240′ Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS
SOUTHERN WISCONSIN



C. W. Fitch Is Named NBC Personnel Manager

C. W. FITCH, former director of exhibits for the Chicago Century of Progress Exposition under Lenox R. Lohr, who was general director of the fair and who is now NBC president, on Sept. 1 will join NBC as manager of personnel. His position will be part of the general service department recently organized by Mr. Lohr, of which Walter G. Preston is chief.

Mr. Fitch, like Mr. Lohr, is a native of Washington and a former Army officer, resigned Aug. 15 as assistant director of the PWA Housing Division, a position he has held since his service with the Chicago fair in 1934. He is a 1910 civil engineering graduate of Cornell, served during the war as a lieutenant colonel of engineers and was a partner in the Washington engineering firm of Lyon & Fitch Inc. until he joined the Chicago exposition staff.

HERBERT F. McLAURY, for the last 13 years advertising manager of the Burlington Railroad, has been appointed advertising manager of the Association of American Railroads with offices in the Transportation Bldg., Washington.

LOCALLY OWNED—NATIONALLY KNOWN

KSTP

NORTHWEST'S LEADING RADIO STATION

MINNEAPOLIS — SAINT PAUL

Philco Seeks Injunction To Restrain Alleged RCA Effort to Get Trade Data

THE BITTERNESS of feeling prevailing between RCA and Philco, rivals in the radio set manufacturing and distributing fields and in television research, took the form of a lawsuit filed in the New York Supreme Court Aug. 5 by Philco Radio & Television Corp. against RCA and its subsidiary, RCA Mfg. Co.

The Philco company, a licensee of RCA patents, accused RCA of engaging a detective bureau to seek "information concerning the confidential methods, business methods, trade practices, designs and technical and scientific developments and processes of the plaintiff." It named John S. Harley Inc., described as a detective agency, as defendants, and charged agents of that concern dined and feted Philco women employes in an effort to get the company's business secrets. An injunction to restrain the defendants from alleged unfair and illegal business practices was sought.

Col. Manton Davis, RCA vice president and general counsel, in a statement issued when the suit was filed declared: "We intend to answer this complaint and vigorously deny its allegations. There is no foundation whatsoever to the charge that RCA has by espionage or any improper means attempted to obtain information as to the laboratory research, designs, distribution policies or any other trade secrets of Philco."

Stations Prepare for October Hearings

(*Continued from page 20*)

gional stations on low frequencies, the executive committee said that it had been formally voted that the organization must be open to all regionals and that the plan was not to be predicated on favors to any particular group. It said that time, as yet, has not permitted the engineers and attorneys definitely to lay out formal answers to the various questions propounded by the FCC but that the work was going forward and that in a few weeks the executive committee would meet with counsel on the tentative recommendations.

Need of Change

IN THE petition filed with the FCC, the organization stated:

"The studies made by petitioners both as individuals and collectively as the executive committee of the aforesaid association, and information which has been brought to the attention of petitioners indicates that it should propose a change in the rules of the FCC by which regional radio broadcast stations would be permitted to operate with 5,000 watts at night. Petitioners believe that equity dictates the existing radio stations of the country should be permitted first to improve their own operating conditions and to increase and enlarge the scope of their usefulness to the public before new stations are permitted to operate.

"Petitioners believe that the status quo of all the regional frequencies should be maintained until after the hearing which will begin on Oct. 5, 1936 and until the Commission has had opportunity to study the evidence adduced at said hearing and to formulate rules and regulations to govern regional broadcast stations thereafter. There are numerous applications to construct new stations or to change local stations to regional frequencies now pending before your honorable Commission which, if granted, would have the effect of interfering with the operation of many regional stations with 5,000 watts power at night. Petitioners believe that final consideration of such applications should be postponed until after the Commission shall have determined what power regional stations will be permitted to use in the future. (It is not the purpose of this petition to request that the Commission postpone the granting of 5 kw. power for daytime operation to existing regional stations.)"

Mr. Alcorn, in his letter to the regionals in the band from 1220 to 1450 kc., brought out that during the NAB convention in Chicago, a meeting was held attended by a limited number of representatives of regional stations, to organize and prepare for the hearings and for furthering certain undisclosed aims. He said attendance was restricted, apparently to those regionals on the lower frequencies, with the exception of certain high-power regionals, and that representatives of other regionals were refused admittance. He referred to an article in the Nov. 1, 1935 issue of BROADCASTING as indicating the sort of issue likely to arise at the hearing in connection with higher power on certain regional channels.

Mr. Alcorn said he felt that there is no reason, technical or otherwise, why all regional stations, without discrimination as to locality, frequency or network connection (if any), should not be permitted a horizontal increase from 1 to 5 kw., night and day. It would be grossly unfair and discriminatory, and unsound technically, he added, for some regionals to be permitted to increase while others serving the same community or using an adjacent frequency, are restricted to their present power. Particularly, said he, would it be unfair to grant this privilege to low frequency regionals.

Disagreeing on the opposition to "supernower", Mr. Alcorn said his investigation revealed that "too much of a smoke screen is being raised on the fact that certain clear-channel stations have applied for increase of power to 500 kw., and too little attention has been given to the fact that a few regional stations expect to obtain these discriminatory increases to 5 kw. On the whole, a 500 kw. clear-channel station would not materially affect the competitive situation so far as regional stations are concerned, particularly since such a station will have to increase its rates and its additional coverage will not, for the most part, be in territory now served or sold by regional stations. In any event, we should not allow our attention to be distracted from the proposal that a few regional frequencies be opened up to 5 kw. and that the others remain in their present condition or be made worse."

Public Notice!

The New Transcription Feature

"Your Child's Welfare Court"

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WSOC

Still has some choice spots open for your fall campaign.

WSOC is a real producer, because it has the listeners and the listeners have money to spend.

WSOC Charlotte, N. C.
NBC AFFILIATE
Representatives
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to produce and originate a network program!

Longer Licenses For Stations Seen

(*Continued from page 7*)

stated in responsible Commission circles that a part of any plan worked out by the FCC will be longer licenses. It is not suggested, however, that the licenses will be for longer than one year. Even that would be an improvement, but it would not satisfy the industry, particularly since the law, from the time of its enactment in 1927, made provision for three-year licenses for broadcasting stations in the discretion of the Commission.

At the NAB convention in Chicago last month, the membership adopted its perennial resolution favoring issuance of station licenses for at least three years. Nothing more was done at the convention but it is known that strong sentiment exists for an intensive campaign to deliver longer licenses.

Industry spokesmen repeatedly have brought out that the broadcasting industry is placed in an unfavorable light with competitive media, such as newspapers, because of the lack of stability of the industry. Unlike the newspaper industry, broadcasting stations live by sufferance of a government franchise, presumably cancellable at the will of the licensing authority. This argument has been used with telling effect, it is contended, against broadcasting.

The Administration, it is generally conceded, is sympathetic to longer license tenures. The friendliness to radio grows out of a feeling on the part of Administration leaders that newspapers, generally, are unfriendly to the New Deal. The report is current in Washington, for example, that the Administration figures that possibly 80% of the total newspaper circulation of the country is anti-New Deal.

Broadcasting, on the other hand, has shown itself to be clearly nonpartisan except in one or two remote instances. Only by using radio, in the opinion of Democratic chieftans, can the true uncolored story of the New Deal be carried to the public. That, fundamentally, is the reason for the New Deal's affection toward radio.

Freedom of the Air

BOTH of the political parties, in their platforms, pronounced themselves unequivocally in favor of freedom of expression and of the radio. Neither, however, took formal cognizance of the longer license plea of broadcasters. Both, it can be said now, had considered the longer license phase as a possible plank in their platforms.

The Landon organization is also decidedly pro-radio. To handle the public relations and publicity for the Republican campaign, two publicists well-known in radio were selected — Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago, and A. H. Kirchhofer, managing editor of the *Buffalo Evening News*, which operates WBEN and WEBR. Mr. Blackett is the head of the agency which for several years has led in the placement of radio business. He is radio-wise and was instrumental during the preconvention period in having Gov. Landon trained for his microphone work.

While there has been no official announcement, it is understood that Republican chieftains have indicated that they might favor an immediate five-year license for broadcasting stations if elected to office in November, which of course would require a change in the law rather than a mere FCC fiat.

There hasn't been one word of complaint from either of the major political parties or, for that matter, from the smaller groups, against the allocation of time for political broadcasts—at least not since ex-G.O.P. Chairman Fletcher's outburst of last Spring over the refusal of networks to carry his *Liberty at the Crossroads* anti-New Deal dramatizations. The highest praise has been voiced by spokesmen of practically all of the groups for the manner in which networks and stations handled the broadcasts of the major conventions in June.

Gov. Landon, as reported exclusively in the March 1 issue of BROADCASTING, expressed himself in favor of free radio. This was supplemented by Col. Frank Knox, Republican vice-presidential nominee, in a letter to BROADCASTING published in the July 15 issue in which he pointed out that the Republican platform reiterated the fundamentals expressed in the Constitution itself on free speech and free press.

President's Position

PRESIDENT ROOSEVELT on several occasions has made clear his views with respect to freedom of the radio. His most recent expression was in his letter to BROADCASTING on the occasion of the NAB convention in which he declared himself against any disturbance of freedom of speech and against monopoly in radio either public or private.

Because of the hullabaloo over freedom of the air and alleged censorship of radio during the last year, it seems certain that this subject will be injected into the campaign now under way. Not only spokesmen in the presidential campaign itself but also those battling for Congressional and State posts may raise the issue.

The argument of the broadcasting industry doubtless will be that longer licenses will tend to obliterate entirely the allegations of Government censorship of broadcasting. It is aptly pointed out that broadcasters, because of the short license, keep their ears tuned to Washington lest they be confronted with situations which might embarrass them at the time their licenses are before the commission for renewal.

On all sides it is pointed out that broadcasters would have greater freedom in program presentation and "editorial selection" through longer licenses. They would thus be removed from the field of possible government interference with their program presentations. A three-year license, it is contended, would remove any danger of program censorship and would result in a vastly greater freedom of expression over the air by minority groups.

One of the arguments against longer licenses which has been advanced from time to time has been that of making it more difficult for the Commission to change broadcasting station assignments in the public interest. It has been argued, for example, that with a short license term, the Commission is in the position of being able to change station assignments at the end of a particular license period. If licenses ran for three years, it is contended, the Commission might have to wait until the expiration of the three-year licenses before being in position to order changes.

Proponents of this view admit that the Commission can exercise its power of revocation—that is, revoke a license at any time on proper grounds. But they point out that this places the burden of proof upon the Commission as to why the license should be revoked, whereas under ordinary renewal procedure the burden rests with the station to show cause why its license should be renewed.

On the other hand, the law contains a provision which allows the Commission to call in a license renewal at any time, thus leaving the burden of proof upon the licensee. However, under that provision, the license cannot be disturbed until the expiration of the period for which it was issued.

All things considered, it now appears that chances for a one-to-three year license for stations are excellent within the next year.



STANDARD RADIO INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
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WHEN THIS AD WAS WRITTEN . . .

. . . . a few choice periods still were available on Pittsburgh's FIRST Station.

Those periods will not be open long.

You should sell Pittsburgh this Fall.

The most economical (proven) way to do it is through—

WCAE

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

College Inn Food Products Co., Chicago (tomato juice cocktail) on Sept. 15 starts 3 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.

Walker Gordon Laboratory, Plainsboro, N. J. (acidolphilus milk), 3 weekly *sp*, thru Donahue & Coe Inc., N. Y.

Boston Food Products Co., Boston (Prudence Corned Beef Hash), 3 weekly *sp*, thru Ferry-Hanly Adv. Co., N. Y.

Noxema Chemical Co., Baltimore (cosmetics) on Aug. 18 starts 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food) on Oct. 13 renews 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

KYA, San Francisco

Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

H. R. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

Anglo-California National Bank, San Francisco (banking), 42 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

Boeing School of Aeronautics, Oakland, Cal., (course in aeronautics), 14 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

WGY. Schenectady

Tide Water Oil Co., New York (gas, oil), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

Delaware, Lackawanna & Western Coal Co., New York (Blue coal), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Niagara Hudson Power Co., Buffalo, 3 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

New York Deisel Institute, New York (instruction), daily *sa*, thru DeRouville Adv. Agency, Albany.

WMAQ, Chicago

Armand Co., Des Moines (cosmetics), weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Chicago & Northwestern Railway, Chicago, daily *sa*, thru Caples Co., Chicago.

Peter Fox Brewing Co., Chicago (Fox beer), weekly *sp*, thru Gale & Pietsch Inc., Chicago.

Griffin Mfg. Co., Brooklyn (shoe polish), daily time signals, thru Bermingham, Castleman & Pierce Inc, N. Y.

WBT, Charlotte, N. C.

Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Comet Rice Co., New York, weekly *sp*, thru Tracy-Locke-Dawson Inc., N. Y.

Dodge Bros. Corp., Detroit (autos), 18 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WDNC, Durham, N. C.

Carter Medicine Co., New York (liver pills), 10 weekly *ta*, thru Street & Finney Inc., N. Y.

Adam Scheidt Brewing Co., Norristown, Pa., 5 daily *sa*, thru Richard B. Foley Adv. Agency, Philadelphia.

WKBZ, Muskegon, Mich.

Household Finance Corp., Chicago (personal finance), 12 weekly *sp*, thru Charles Daniel Frey Co., Chicago.

Grand Rapids Brewing Co., Grand Rapids, 100 *sa*, thru Stevens Inc., Grand Rapids.

Eberle Brewing Co., Jackson, 100 *sa*, direct.

Haehnle Brewing Co., Jackson, 100 *sa*, direct.

Hemphill Deisel Schools Inc., Detroit, 12 *sa*, thru R. H. Alber Co., Los Angeles.

Mission Dry Corp., Los Angeles (beverage), 24 *sa*, thru McCarty Co., Los Angeles.

WHK, Cleveland

Milan Brewing Co., Cleveland, 6 *t*, thru Richardson - Oswald Inc., Cleveland.

C. S. Welch Co., New York (Bathasweet), 39 *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.

Beneficial Management Corp., New York (loans), weekly *sa*, thru Albert Frank-Guenther Law Inc., N.Y.

Compagnie Parisienne Inc., San Antonio (perfume), 12 *t*, thru Northwest Radio Adv. Co., Seattle.

KFRC, San Francisco

H. S. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

Ford Motor Co., San Francisco (motor cars), 2 weekly *t*, thru McCann-Erickson Inc., San Francisco.

WGN, Chicago

Continental Baking Corp., New York (Wonder bread, Hostess cake), 52 *sp*, thru Batten, Barton, Durstine & Osborne Inc. N. Y.

Murine Co., Chicago (eye wash), 52 *sp*, thru Neisser - Meyerhoff Inc., Chicago.

Estate Stove Co., Cincinnati, 26 *sp*, thru Ralph H. Jones Co., Cincinnati.

KGVO. Missoula, Mont.

Consumers Finance Co. of Cal., Los Angeles, 3 weekly *t*, thru Erwin, Wasey & Co. Ltd., Los Angeles.

Washington Motor Coach, Seattle, 3 weekly *sa*, thru Beaumont & Hohman Inc., Cleveland.

WENR, Chicago

Chicago Evening American, Chicago (newspaper), weekly *sp*, direct..

WHP, Harrisburg

Ex-Lax Mfg. Co., Brooklyn (proprietary), 78 *t*, thru Joseph Katz Co., Baltimore.

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Packer Mfg. Co., New York (Scalptone), 2 weekly *ta*, thru Blackman Adv. Inc., N. Y.

Allis Chalmers Mfg. Co., Milwaukee (harvesters), 13 *t*, thru Bert S. Gittins, Milwaukee.

Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Lever Bros. Co., Cambridge (Spry), 2 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Richfield Oil Corp., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.

KSFO, San Francisco

Boericke & Runyon Co., San Francisco (Eopa remedies), 3 weekly *sp*, thru Doremus & Co, San Francisco.

Roman Meal Co., Tacoma, Wash (Speed-I-Mix cereal), 6 weekly *sp*, thru Milne & Co., Seattle, Wash.

C. S. Welch Co., New York, (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.

H. S. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

WNAC, Boston

Westinghouse E. & M. Co., Boston (electrical equip.), 2 weekly *t*, thru Fuller & Smith & Ross Inc., Cleveland.

Delaware, Lackawanna & Western Coal Co., Boston (Blue coal), on Sept. 29 starts 52 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KFQD, Anchorage, Alaska

Acme Breweries, San Francisco (beer), weekly *t*, (Audisk Corp. *Blair of the Mounties*), thru Emil Brisacher & Staff, San Francisco.

KJBS, San Francisco

Boeing School of Aeronautics, Oakland, Cal. (aeronautic course), 14 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

They'll Do It Every Time



Philadelphia Inquirer—Public Ledger

WLS, Chicago

Oshkosh Overall Co., Oshkosh, Wis., 180 *sp*, thru Ruthrauff & Ryan Inc., N. Y.

Moulding - Brownell Corp., Chicago (limestone), 6 weekly *sa*, direct.

Collingbourne Mills, Elgin, Ill. (yarn), 33 *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Morton Salt Co., Chicago (sausage seasoning, smoked salt), 78 *sa*, thru Wade Adv. Agency, Chicago.

Carter Medicine Co., New York (liver pills), 80 *ta*, thru H. H. Good Adv. Co., N. Y.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 312 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Gillette Rubber Co., Eau Claire, Wis. (tires), 26 *sp*, thru Cramer-Krasselt Inc., Milwaukee.

McKenzie Milling Co., Quincy, Mich. (pancake flour), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

G. E. Conkey Co., Cleveland (poultry feeds), 67 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

KNX, Hollywood

C. S. Welch Co., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.

Roman Meal Co., Tacoma, Wash. (Speed-I-Mix), 5 weekly sa, thru Milne & Co. Inc., Seattle.

Union Pacific Stages, Omaha (transportation), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.

Knox Co., Los Angeles (Cystex), weekly *sp*, thru Allen C. Smith Adv. Co., Kansas City.

Power Seal Co., Los Angeles, 13 *sa*, thru Jefferson Kaye Wood, Los Angeles.

Western Bakers Corp., Los Angeles, 6 weekly *sa*, thru Scholts Adv. Service, Los Angeles.

KGO, San Francisco

Baldwin Laboratories Inc., Saegertown, Pa. (insecticide), 4 weekly *sp*, thru Young Co., Erie, Pa.

Maybelline Co., Chicago (eye - lash dye), 5 weekly *sa*, thru Cramer-Krasselt Co., Milwaukee.

Hale Bros., San Francisco (furs), weekly *sp*, thru Frank Wright & Associates, San Francisco.

Hirsh & Kaye, San Francisco, (optical and photo supplies), weekly *ta*, placed direct.

Par-Score Inc., San Francisco, (bridge novelties), 5 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WEAN, Providence

New England Steamship Lines, New York, 7 *sa*, thru Wendell P. Colton Co. Inc., N. Y.

Durkee-Mower Inc., Lynn, Mass. (marshmallow fluff), 26 *sp*, thru Harry M. Frost Co., Boston.

Tide Water Oil Co., New York, 6 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

Pawtuckett Star Pub. Co., Pawtuckett, R. I., 7 weekly *sp*, thru Chambers & Wiswell Inc., Boston.

WHAM, Rochester

Dodge Bros. Corp., Detroit (autos), 7 *sa*, 11 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Hemphill Deisel School, Long Island City, N. Y., 2 *sa*, thru Equity Adv. Co., N. Y.

Little Crow Milling Co., Warsaw, Ind. (mill supplies), 6 weekly *sp*, direct.

KGMB, Honolulu

A. Schilling & Co., San Francisco (coffee, tea & spices), 6 weekly *sp*. thru M. E. Harlan Adv. Agency, San Francisco.

WHIO, Dayton

Ford Motor Co., Dearborn, Mich. (autos), weekly *t*, thru McCann-Erickson Inc., Cleveland.

WMCA, New York

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

AGENCIES AND REPRESENTATIVES

FRED IBBETT, radio director of Aubrey, Moore & Wallace Inc., Chicago, is due in Hollywood in mid-August to start work on resumption of Sept. 4 of *The First Nighter* for Camana Corp., Batavia, Ill. (Italian Balm, Dreskin). A new leading lady will be selected.

EMERSON FOOTE, for the last year a partner in Yeomans & Foote, San Francisco agency, has sold his interest to Lewis H. Yeomans and has gone to New York to join the research department of J. Stirling Getchell Inc. Firm name of Yeomans & Foote will be retained, with Yeomans as sole owner.

KERMIT K. SCHAFER, former free lance radio writer, and William Slater, formerly with Paramount and United Artists, have formed a radio and movie publicity firm with offices in the RKO Building, New York.

CAMPBELL-SANFORD ADV. Co., Cleveland, has opened a branch at 342 Madison Ave., New York., with Fred W. Koenig in charge.

HOWARD ALMON, formerly account executive with McCann-Erickson Inc., San Francisco, has joined the staff of Botsford, Constantine & Gardner, that city.

EDITH M. ABBOTT, for the last eight years radio account executive of Botsford, Constantine & Gardner, San Francisco, on Aug. 1 joined the Frederick Seid Adv. Agency, that city, in a similar capacity. Clifford E. Griffin, formerly in the promotional department of Schwabacher-Frey Co., that city, has also joined the Seid agency as account executive and will handle radio along with other accounts.

JOSEPH O'CONNOR Adv. Agency and Merchandising Organization, San Francisco, has combined its Whitcomb Hotel and Russ Bldg. offices and moved into a new location in the Hobart Bldg. June Myers is in charge of radio.

THEODORE A. NEWHOFF Adv. Agency, Baltimore, on Aug. 10 moved to the Calvert Bldg., that city and changed the firm name to Newhoff-Kaufman Adv. Agency. Personnel is unchanged.

DON C. ROBBINS, who recently resigned as San Francisco manager of Walter Biddick Co., station representatives, is vacationing in Merced, Cal., and will announce his new affiliation Sept. 1.

BACHENHEIMER - DUNDES - FRANK Inc., New York, is the new firm name of the former Bachenheimer-Dundes Inc., that city.

CHURCHILL - HALL Inc., New York, has changed its name to H. B. LeQuatte Inc., New York. No change of ownership, management, or personnel is involved. Mr. LeQuatte has been president of the agency for the last 16 years and also is president of the Advertising Club of New York and a vice-president of the Advertising Federation of America.

HENRY HOHMAN, president of Beaumont & Hohman Inc., from Chicago, is in San Francisco conferring with W. E. Travis, president of the Pacific Greyhound Lines Inc., on a proposed network program for the Greyhound Corp. Hohman, who arrived in San Francisco Aug. 10, will make a tour of the Pacific Northwest before returning East.

INDUSTRIES
are operating at capacity in Gadsden. Business is good in Gadsden, Ala.
WJBY

Ruthrauff & Ryan Names Underwood to Aid Kirk



Mr. Underwood

WITH Myron P. Kirk promoted Aug. 1 to the vice presidency of Ruthrauff & Ryan Inc., New York, in charge of the agency's radio department, Cecil Underwood will join the agency's New York radio staff on Aug. 15 while Edward L. Dunham, Ben Larson, Nathan Tufts, Clark Andrews, Byron Snowden and F. B. Ryan Jr. continue in radio production. Miss Elizabeth Ryan continues as radio time buyer. S. Heagen Bayles is assistant to Mr. Kirk. Mr. Underwood resigned last month as program manager of the NBC Hollywood studios, and his place is being taken by Sid Godwin, night program supervisor in San Francisco, effective Aug. 15. Mr. Godwin has been with NBC since 1930, coming from the announcing staff of KGW, Portland.

Don E. Gilman, NBC Pacific Division vice president, announced Aug. 8 that Richard Eilers has been elevated to night program supervisor. Paul Gates, announcer, becomes assistant to William Andrews, chief announcer.

NBC Mail Sets Record

FIVE records in fan mail are claimed by NBC for the first six months of 1936, with a "considerable portion" of the letters having been written in response to offers by sponsors. The records: Best six months, with 4,006,517 letters; best March, with 1,015,685 letters; best April, with 898,265 letters; best June, with 560,551 letters; best single month in NBC history, March. NBC found that 88% of the mail this year was written as a result of daytime programs. The daily average mail during the period was 27,000 pieces. The record day, over 100,000 pieces, was during March.

SAM PIERCE has resigned from the continuity department of KHJ, Los Angeles, to join Hixson-O'Donell Inc., that city, as head of the agency's radio department.

PRESTON PUMPHREY, at one time a member of the New York radio department of Benton & Bowles Inc., has joined Bruce Chapman-Jesse Butcher Inc., New York, radio producers, as general production director.

LANG-WORTH
planned programs
TAX FREE DANCE MUSIC
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

RADIO ADVERTISERS

WESLEY I. NUNN, who has directed the radio and other advertising campaigns of Continental Oil Co., Ponca City, Okla., late in July became advertising manager of Standard Oil Co. of Indiana, Chicago, succeeding A. N. Steele, resigned.

PHILLIPS PACKING Co., Cambridge, Md. (canned food), has named Blackman Adv. Inc., New York, as agency for all its advertising.

HOLIHAN BROS., Lawrence, Mass. (beer), is advertising through Chambers & Wiswell Inc., Boston. Radio is included.

ELIZABETH ARDEN, New York (cosmetics), has named Kimball, Hubbard & Powel Inc., New York, to handle its account.

PROCTER & GAMBLE Co., Cincinnati, has named Blackett-Sample-Hummert Inc., Chicago, to service its Lava Soap account.

PISO Co., Warren, Pa. (proprietary) has appointed Lake-Spiro-Cohn Inc., Memphis, to service its fall campaign, which will include radio and other media.

FORSON LABORATORIES Inc., New York (Nu-Myst vaporizer, inhalant), planning to use radio and other media, has named Kimball, Hubbard & Powel Inc., New York, as its agency.

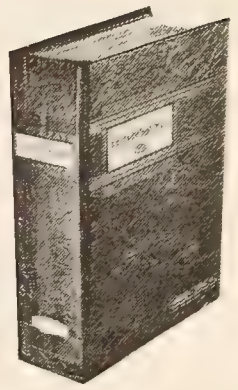
A. WITTNAUER Co. Inc., New York (Longine watches), will resume radio advertising through Arthur Rosenberg Co. Inc., New York.

PETER FOX BREWING Co., Chicago, has named Schwimmer & Scott Adv. Agency, Chicago, as its agency.

KINGS BREWERY, Brooklyn, is now placing advertising direct.

WOAI, San Antonio, carried 19½ hours of sponsored political programs in 28 days.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.



WE HAVE STATED in our previous ads that we can show you a definite increase in your sales. If you will get in touch with us or our representative we can show you definite facts and figures to substantiate our claims and leave the decision entirely up to your own judgment.

THOMAS PATRICK INC.
HOTEL CHASE — ST. LOUIS, MO.
REPRESENTATIVE — PAUL H. RAYMER CO.
NEW YORK — CHICAGO — SAN FRANCISCO

KWK

QUALITY TIME IN FORT WORTH

KFJZ Uses Band Transcriptions, Humor and Time Announcements for Early Morning Hour

By ELBERT HALING
KFJZ, Fort Worth

WHAT TO do with the early morning hours has caused the program directors of larger stations than KFJZ, Fort Worth, to let down their hair in supplication to the peculiar whims of the early morning listener. *What* to present was not so much the difficulty as ascertaining *what to present that would be listened to* by those in KFJZ's metropolitan and rural primary area. It was ascertained after a survey that the greater proportion of the KFJZ audience was reading the paper, eating breakfast, or preparing for work between the hours of 7 and 8 a. m. A different than ordinary program by a small independent station is necessary to attract people with such listening habits. *Quality Time* was the answer!

Being an independent station with no network affiliation and unable to secure a band that would compete with those on competing higher powered stations, electrical transcriptions came to the rescue. Being a subscriber of the *NBC Thesaurus* and with ready access to the latest recordings, KFJZ obtained a break in this regard. Next, what type of music should be used to merit attention? The other stations were checked at this time and it was found that without exception every local was featuring popular music. Just to be different, therefore, it was decided to mingle band and martial airs with popular music on *Quality Time*.

To compete with listeners who use their morning radio programs as a background for newspaper reading and prop that worthy article before the sugar bowl on the breakfast table, news flashes are presented at regular intervals during *Quality Time*. These bulletins are received via shortwave and are supplied by Radio News Association. Each news period is preceded by a brief buzzer attention signal. Cleverly interwoven with the variety music are "Interesting Facts About Texas", thus affording an excellent combine with the Texas Centennial.



QUALITY TIME — Worth Food Markets, largest food store organization in the Fort Worth area, use 20-foot antenna masts before their stores to advertise their participation as one of the four sponsors of the cooperative "Quality Time" program over KFJZ.

Obvious Humor

REALIZING that too much humor of a too subtle nature is not the best breakfast food in the world, only a few anecdotes are used on the *Quality Time* feature. As two announcers work the period regularly it is a simple matter to work in routines of rather obvious humor. And not to overlook the suburban philosophers, a "Thought For the Day" forms an integral feature of the program. Listeners are invited to send in their favorite philosophical gems and humorous stories, and from the large number submitted definite proof of the period's popularity is obtained in part.

Each quarter-hour of *Quality Time* is sponsored by a separate and evidently well-satisfied sponsor. On July 15 the program was in its third month of consecutive daily programs excepting Sundays. The current sponsor list includes four of the leading advertisers in the Fort Worth trade territory: Pat Crow, prominent refrigerator dealer; Duncan Coffee Co.; Renfro Drug Stores, 20 in number, and the Worth Food Markets, 13 in number.

The Renfro Drug Co. has banners in each of its stores calling attention to Renfro's participation in *Quality Time*. One week their soda fountain even featured a creation known as a "KFJZ Special". The Worth Food Markets, which by the way, is the largest group of food stores in Fort Worth, have two 20-foot antenna towers in miniature replica of KFJZ's, erected in the parking space before the main store (see photo).

Appropriate display cards publicizing the program are changed regularly and Worth Food Market officials maintain their display always attracts attention and comment, some customers even asking if the programs are broadcast from the stores. Restaurants, hotel coffee shops and dealers are using window cards and banners for Admiration and Bright & Early Coffees, the promotion material being supplied by the Duncan Coffee Company and tieing definitely with KFJZ and *Quality Time*.

The unusual amount of advertising and promotion expended by the experienced advertisers sponsoring *Quality Time* is definite proof of the program's success. The time is given every five minutes during the hour program.

Oregon Station Sold

PURCHASE of KAST, Astoria, Ore., by M. R. Chessman, editor and chief owner of the *Astorian Budget*, and T. Cooker, now associated with KOIN, Portland, was disclosed Aug. 7 in an application for voluntary assignment filed with the FCC. Mr. Cooke, who is 49% stockholder in the newly formed Astoria Broadcasting Co., would manage the station, with Mr. Chessman owning 50% of the stock, and Hattie S. Brown, an employe of the newspaper, owning the other 1%. The transfer by Abraham Shapiro, present operator, pends FCC approval. Mr. Shapiro, it is understood, is leaving radio on account of his health. The price was approximately $10,000.

NATIONAL Television Corp., of New York, authorized to operate temporarily in the medium high-frequency band with television, has been assigned the temporary call letters W2XNT for its station.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO!
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

When You Buy
W·B·A·L
YOU SELL BALTIMORE & MARYLAND
Maryland's only high power station
Maryland's only clear channel station
The Fall of 1936 will be radio's biggest season. Contracts and reservations prove it will be WBAL's biggest season, too. Write or wire NOW if you want to sell Maryland
Send for a copy of
WBAL'S
NEW BOOK
NATIONAL REPRESENTATIVE · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

How YOU Can Make MONEY out of OIL
● Over a half million dollars a day is the income from oil alone in this field. Much of that money is spent in the Longview area covered by KFRO. Let this station be your spokesman and star salesman! Send for— "THE STORY OF KFRO"
KFRO

Where the business of broadcasting is done in a business-like way.
1000 Watts 1260 Kc. KGVO Missoula Montana
Columbia Broadcasting System Affiliate

STUDIO AND ROGRAM NOTES

CACHING English to New Yorkers the latest venture in the human erest field of radio undertaken by BNX, New York, weekly on Fri-ys at 11:45 a. m. in cooperation th the Adult Education Bureau as means of reducing the illiteracy rat-g in metropolitan New York. The ogram, known as *English to Begin-rs*, is designed to reach foreigners able to attend regular school classes. is directed by accredited teachers, d conducted as a regular class-om, except that students carry on e work in their homes. Home-work d exercises are given. WBNX fur-shes students with supplementary oklets.

IP, Philadelphia, on Aug. 10 start-a local community sing program th James A. Willard leading the blic chorus. After the program the dience is taken for a tour of the w studios.

PTF, Raleigh, has installed a full ne United Press news ticker and w offers quarter-hour flash service y and night in addition to the three ily *Esso Extra* periods sponsored Standard Oil Co. of New Jersey.

COMPLETE broadcast station nfined in a studio, and a novel ar-y of technical apparatus was heard ring the *Gang Busters* reenactment "The Case of Edward Metelski" CBS Aug. 12. The program is onsored by Colgate-Palmolive-Peet o. A parabolic microphone was in-alled in the studio to give the effect space and distance over the arshes. The actor impersonating e pilot spoke through a special air-ane microphone in the studio, a pe of microphone used in actual oadcasts from planes. The pilot's ports, the noise of a motor, and the rious night sounds from the marshes ere broadcast from a transmitter in e studio itself, instead of passing rectly through the regular control-om channels. This local studio oadcast, in turn, was picked up by receiving set in the same room, am-ified and sent through a special mixing panel" to the master control om and out on the air.

NEW radio record is claimed by lyde Vandeburg, Texas Centennial xposition radio director, who an-ounced 903 programs that originated the grounds during the first two onths of operation. The period overs the 62 days from June 6 to ug. 6. Vandeburg estimated that e 3000 mark would be reached be-re the Dallas Exposition closes ov. 29.

WBZ, Boston, has two teletype cir-uits from United Press to facilitate andling of *Esso Reporter* broadcasts. ne is connected with the Boston UP ffice for local news and the other is irect to the New York UP office for ational and international news.

KFEL, Denver, has completed a ser-es of broadcasts covering the four lo-al political conventions. The sched-le included: Denver County Demo-ratic Assembly, Democratic State onvention, Denver County Republi-an Assembly, Republican State Con-ention.

KFRC, San Francisco, softball team, efeated the NBC-Blue team, which as captained by Ed Ludes, announc-r, by a score of 11 to 7, when the ame was played in that city Aug. 4. Bill Pabst, KFRC exploitation man-ger, is captain of KFRC's team.

WTAR
NORFOLK, VIRGINIA
NBC National Representatives—Edward Petry & Co.

Cosmetic Industry Seeks Trade Rules

FORTIFIED with greatly enlarged trade practice powers, the Federal Trade Commission soon will call for a preliminary meeting with makers of perfumes, cosmetics and other toilet preparations at which plans for a set of trade practice regulations including rules on false advertising will be discussed.

The FTC action will be based on a recent request of Toilet Goods Industries, New York, representing a large portion of the industry. Members of the association voted at a meeting held in New York in late July to ask the FTC to sponsor a trade practice conference.

Adoption of trade practice rules by industries can be accomplished under greatly broadened powers provided by the much-discussed Robinson-Patman act, enacted at the last session of Congress. In general, the procedure in trade practice conferences is to adopt mandatory and optional regulations. Committees are set up to detect violations and to inform the FTC of them.

Wholesale value of the industry's output, not including sales in barber shops and beauty parlors, exceeds 200 million dollars a year. Products involved are perfume, toilet water, face powder, face cream, rouge, shaving cream, depilatories, manicure preparations, toilet soap, etc. The toilet goods association has requested that the conference be held as soon as possible but adoption of such regulations frequently requires several months or longer.

MEMBERS of the Motion Picture Producers' Association held several meetings in Hollywood during the last fortnight to discuss the protests of film exhibitors against the booking of screen stars on radio programs. Although the producers would make no statements it is understood they have appointed a committee to study the situation and make a report before taking any action, one way or another. Meanwhile, film star bookings continue, none having been cancelled.



DOG-CATCHER LAMENT — If a dog-catcher caught a radio announcer, that would unquestionably be news, but when a dog-catcher catches a dog and the event is broadcast, it still sort of makes a good radio feature. At least that is what WMAL, Washington, found out on Aug. 6 when it broadcast a bark-by-bark account of the capture of "Shortwave", a bobbed-tailed canine of diverse pedigree. Left to right in the picture are Frank B. Marks, Washington pound-master, Announcer Lee Everett and Engineer Clyde Clark, toting the shortwave transmitter. In the background is the Mutt Black Maria, in which the trio rode in their roundup.

Australian Visitor

J. F. COATES, one of the two government directors of the Amalgamated Wireless Co., Australia's government - owned broadcasting system, was a guest of C. W. Horn, NBC research and development director, and visited with Lenox R. Lohr, NBC president, in Radio City Aug. 5. Mr. Coates, also a member of Parliament in Australia, is completing a five-month tour of the radio capitals of the world. He sails from San Francisco Aug. 18. During his Radio City visit he broadcast via short waves to listeners in Australia, during which he asserted that "America enjoys a place in the forefront of world radio development."

JAPANESE Association of America has filed an application with the FCC for a shortwave broadcasting station to be erected in San Francisco which will be devoted to agricultural and market news and will be presented in the Japanese language for farmers in central and northern California.

TRANSCRIPTIONS

NBC Transcription Service announced Aug. 5 that it had not renewed its recording copyright license with Irving Berlin Inc. after July 1 for three selections which are placed on the restricted list. These are *Say It With Music, Lady of the Evening* and *Soft Lights and Sweet Music*, all recorded for *Thesaurus* by Richard Leibert, organist.

STANDARD RADIO Inc., Hollywood transcription library producer, early in August distributed a "File Folder" fully descriptive of the Standard Program Library, the Standard Super-Sound Effects Library and the various other Standard features.

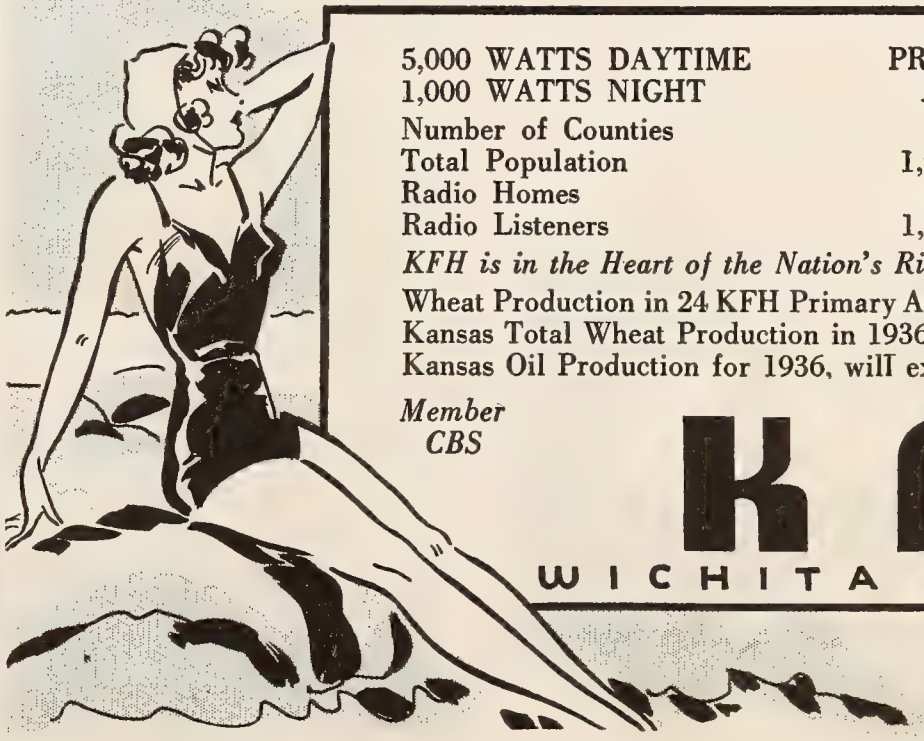
THE *Louisville Times*, published along with the *Louisville Courier-Journal* by Judge Robert Bingham, American Ambassador to Great Britain, has applied to the FCC for a new 100-watt full-time station in that city on 1210 kc. The newspapers operate the 50,000-watt WHAS.

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:
"In this business you've got to have what it takes"
NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

IF YOU'RE INTERESTED IN FIGURES...



5,000 WATTS DAYTIME 1,000 WATTS NIGHT	PRIMARY AREA	SECONDARY AREA
Number of Counties	76	80
Total Population	1,908,109	2,398,894
Radio Homes	289,100	327,400
Radio Listeners	1,127,490	1,276,860

KFH is in the Heart of the Nation's Richest Wheat and Oil Territory.
Wheat Production in 24 KFH Primary Area Counties 69,000,000 bu.
Kansas Total Wheat Production in 1936 130,000,000 bu.
Kansas Oil Production for 1936, will exceed 60,000,000 barrels

Member CBS

KFH
WICHITA • KANSAS

National Representatives
EDWARD PETRY & CO.

WESTERN HISTORY HIGHLIGHTS

WRITTEN IN VIVID STYLE
FROM AUTHENTIC FACTS
FOR
RADIO PROGRAMS

By
Authors Who Know
the Radio Business
Write
Summerfield McCarteney
4536 Sheridan Blvd.,
Denver, Colo.

KECA's New Plans

WITH the inauguration of its new 5,000-watt transmitter scheduled with appropriate network salute ceremonies Aug. 31, KECA, Los Angeles, will concentrate on NBC-Blue network programs and will gradually eliminate the classical recordings that have been its chief feature during the last year. The station, sister outlet to KFI, 50,000-watter also owned by Earle C. Anthony Inc., will operate with 5,000 watts days and 1,000 nights under the direction of Harrison Holliway, general manager of both stations, with Glenn Dolberg as program director. The new 365-foot single-mast antenna is being installed under the guidance of H. L. Blatterman and Curtis Mason, KFI-KECA engineers.

WHO SAYS A MILLION IS SMALL FRY?

The other day, we happened to mention the fact that we have over a million people in our listening area, and some wise guy says "Yeah? —*small* stuff!" .... "Listen", says we, "a million people drinks many a carload of coffee every year," we says, "and more carloads of *anything* than most manufacturers can make." That's the Gawd's truth, too. But you can reach that many people over WAVE—and as low as $18.75 per quarter-hour .... Ask Free & Sleininger for the dope about this big small station—the only NBC outlet within 100 miles.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Shepard Names Voynow To WEAN-WICC Position



Mr. Voynow

RICHARD VOYNOW, until recently with WLW in the production department, who resigned when John L. Clark left WLW as manager to head the newly formed Trans-American Broadcasting & Television Corp., has been appointed by John Shepard 3d as sales and production manager of WEAN, Providence, and WICC, Bridgeport, Shepard-owned stations which on Jan. 1, 1937, leave CBS to join the NBC-Blue network.

Mr. Voynow, a brother of Edward Voynow, Chicago manager of Edward Petry & Co., was formerly with the Brunswick Record Corp. He will divide his time between the two stations, which will continue to be represented nationally by the Petry organization. WEAN and WICC will also be outlets of the Yankee Network and will occasionally join the Colonial Network, second New England regional hookup, scheduled to get under way Sept. 27.

Social Agencies Acquire Welfare Script of WBBM

MADE available at nominal cost so that they can be used for local community chest and other public welfare drives, copies of the scripts of the *With Other People's Money* series carried on WBBM, Chicago, have been purchased by social agencies in 94 cities in the United States, Canada and Australia for production on local stations. The programs, written by Kaye McLaughlin as a public service feature for the Council of Social Agencies of Chicago, won the annual award of the recent National Conference on Social Work as being the greatest educational contribution to social work of the last year.

Phil Bowman, WBBM production man, and John D. Fitzgerald, Chicago special events director for CBS, handled the series on WBBM. One script of the series, which resumes on WBBM this fall, was chosen "the best example of an educational radio program" for production before the 1936 convention of the Red Cross.

HAROLD THOMAS, owner and chief engineer of WATR, Waterbury, Conn., has applied to the FCC for a new 100-watt night and 250-watt day station on 1310 kc. in Pittsfield, Mass.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

Curio's Revenge

BOB BENCE, chief announcer at KFRC, San Francisco, collects everything he can get his hands on and stores them in four padlocked cabinets at the station. On a recent occasion of a visit from Darrell Donnell, radio editor of the *San Francisco Examiner*, Bence was persuaded to open one of the lockers to show a rare pair of handcuffs he has owned for years. One of the visitors in a humorous mood, placed the cuffs on Donnell, and before Bence could cry out that he had no key, snapped them into place. It took the combined work of the entire station staff to find an implement with which to free Donnell's hands.

NAB and Census Data

(*Continued from page 12*)

rate, it will tend at times to b classified as local. Some regiona advertisers will tend to be classi fied as local.

"The NAB method of compilin data in this field seems to be th more careful. No over-all esti mate is used for the year, or ever for any individual month. The tab ulations of national and local bus iness are the results of the indi vidual classification of every ac count broadcast over each of the reporting stations every month This classification is made entirely upon the basis of the actual poin of origin of the business and with out regard to whether it is billed at one rate or another. The origi nal classifications made by the re porting stations, in addition, are carefully checked by experts prio to tabulation and compilation. This method, it would seem, should yield the more desirable results from the viewpoint of accuracy.

"The discrepancy in the local volume between the NAB and Census reports is undoubtedly explained in part by the confusion in classification of business as to national and local. This, however, does not explain the fact that the total non-network business as set forth by the NAB is below that reported by the Census. Discounts on local business are relatively small for the most part, but still will serve to swell the reported Census figure of $39,737,867 to at least some degree, thus further increasing the difference between it and the reported non-network volume of $36,534,163 of the NAB.

"One conclusion is inescapable from the above figures, namely, that the NAB estimates of non-network volume have been highly conservative on the whole, probably by 10% to 15%. As more detailed final information is revealed by the Census Bureau, it may be possible to indicate the exact extent to which this has been the case."

NBC
WCSC
SERVING THE COASTAL CAROLINA TRADE AREA
CHARLESTON
SOUTH CAROLINA'S LARGEST CITY
Represented by FREE · JOHNS & FIELD INC. 1000 WATTS D 500 N 1360 Kc...

RADIO OPPORTUNITY IN CHINA

Shanghai Offers Good Market for National Accounts, According to U. S. Trade Commissioner

OPPORTUNITIES for American concerns which use broadcast advertising in this country are open in China, particularly in the key city of Shanghai, according to A. Viola Smith, American Trade Commissioner in Shanghai, now in this country on leave of absence. Some 300 "national accounts" in this country have branches in Shanghai, she said, and many of them are using transcription programs on Shanghai's numerous local stations to reach the 3,500 Americans in that city as well as the 1,000,000 inhabitants out of its 3,500,000 population who speak and understand English.

Miss Smith, who has spent the last 16 years in China as an attache of the Department of Commerce, is anxious to see American interests establish direct international broadcasts to China — notably in the Shanghai sector. Propaganda broadcasts, directed toward the Far East, have been featured for several years by France, Germany, Holland, Great Britain and Italy, she said, while English language programs are also heard daily from the principal stations in Japan, Australia, Spain, Brazil and Russia. These are supplemented by regular news broadcasts in English for shortwave reception from these and other countries.

There are no regularly scheduled programs to the Far East from any stations on American soil. The 12 international broadcast stations in this country direct their programs largely for European and South American reception, but even these are not on the extensive regular scale of other nations.

Beam Service Needed

"IT IS lamentable that programs from the United States are seldom heard," said Miss Smith. "Pittsburgh, Schenectady and Bound Brook are sometimes picked up during spring and fall seasons when extremely favorable weather conditions prevail, but when such reception is received Shanghai



MISS SMITH

gets it on the last lap after the programs have gone half around the world. The need for a special directional beam broadcast from the United States to the Far East is paramount and one which should be given every consideration, Miss Smith believes.

"It would be an excellent stimulus not alone in the promotion of American trade generally but in the creation of a greater understanding of American-Chinese relationships if America's cultural, political and economic life were regularly portrayed by well developed programs by a special directional beam to the Far East," said Miss Smith.

"Radio listeners in China would welcome the institution of such a broadcasting service. While no statistics are available reliable sources estimate that there are between 100,000 and 300,000 radio sets in China at the present time. The modern educated and trained Chinese is a keen radio fan, while an ever increasing group of English-speaking Chinese as well as the large colony of foreigners constitute a radio public well worth cultivating."

Miss Smith said American interests in China as well as Chinese interests in this country would like to see a beam shortwave station established on the Pacific Coast for regularly scheduled transmission to the Far East to offset the broadcasts of other nations and promote Sino-American trade and relations. At present there is no international broadcast station west of Chicago.

Existing regulations specify that international broadcasts may not be sponsored except insofar as commercial programs over regular stations are rebroadcast by shortwave, and then the commercial credits may be transmitted internationally. The originating station, however, cannot "sell time" for international reception.

Miss Smith has been in this country for about a month, and shortly will go to the Pacific coast to discuss, among other things, the possibility of establishing a shortwave station for Far-Eastern reception on the Coast. She plans to sail for Shanghai from San Francisco in November.

Pineapple Campaign

PLANNING to use radio along with other media, Pineapple Producers Cooperative Association, San Francisco (canned pineapple), early in August announced the appointment of Botsford, Constantine & Gardner, San Francisco agency, to handle its new campaign. Mrs. Erm P. Proetz, vice president of Gardner Advertising Co., St. Louis, affiliated with the San Francisco agency, was in San Francisco during latter July to confer with Stanley G. Swanberg, the agency's executive vice president, on plans for the pineapple campaign.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.
National Representatives.

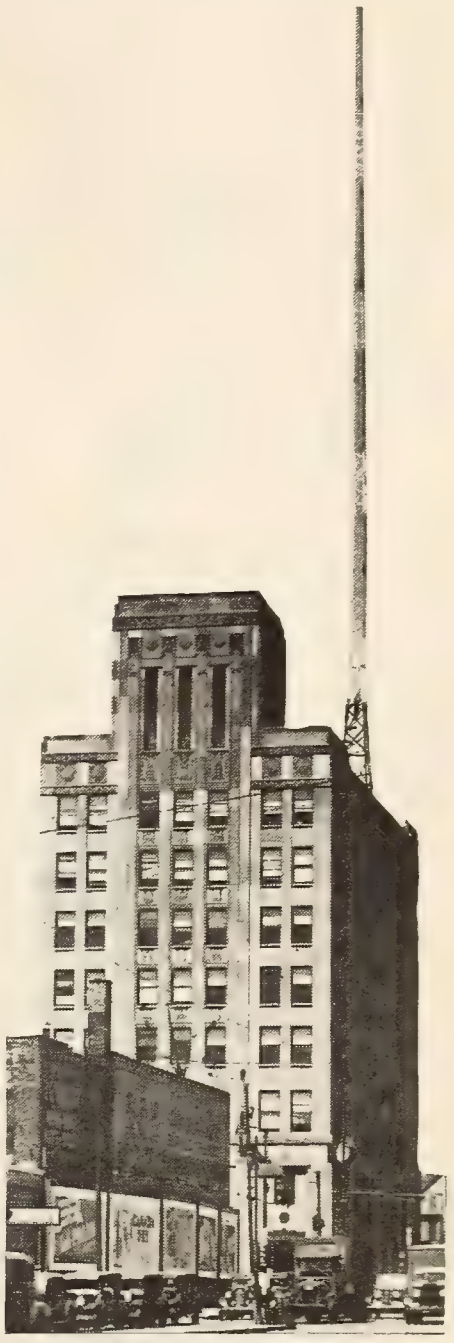
Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!



IT'S WSBC rightfully claiming dominance in this issue! Here's the first picture of its new vertical radiator, 289 feet above the street. WSBC is America's MODEL local station located in the population center of Chicago and the Nation! Among locals: FIRST in amount of commercial business, FIRST in income, FIRST in public service, FIRST in popularity!

Yes, you can cover Chicago amazingly well with WSBC — and the rates are mighty low!

Gene T. Dyer



How to increase your "Spot" Business

To increase your spot business we have available, subject to prior sale, the following tried and proven transcribed features.

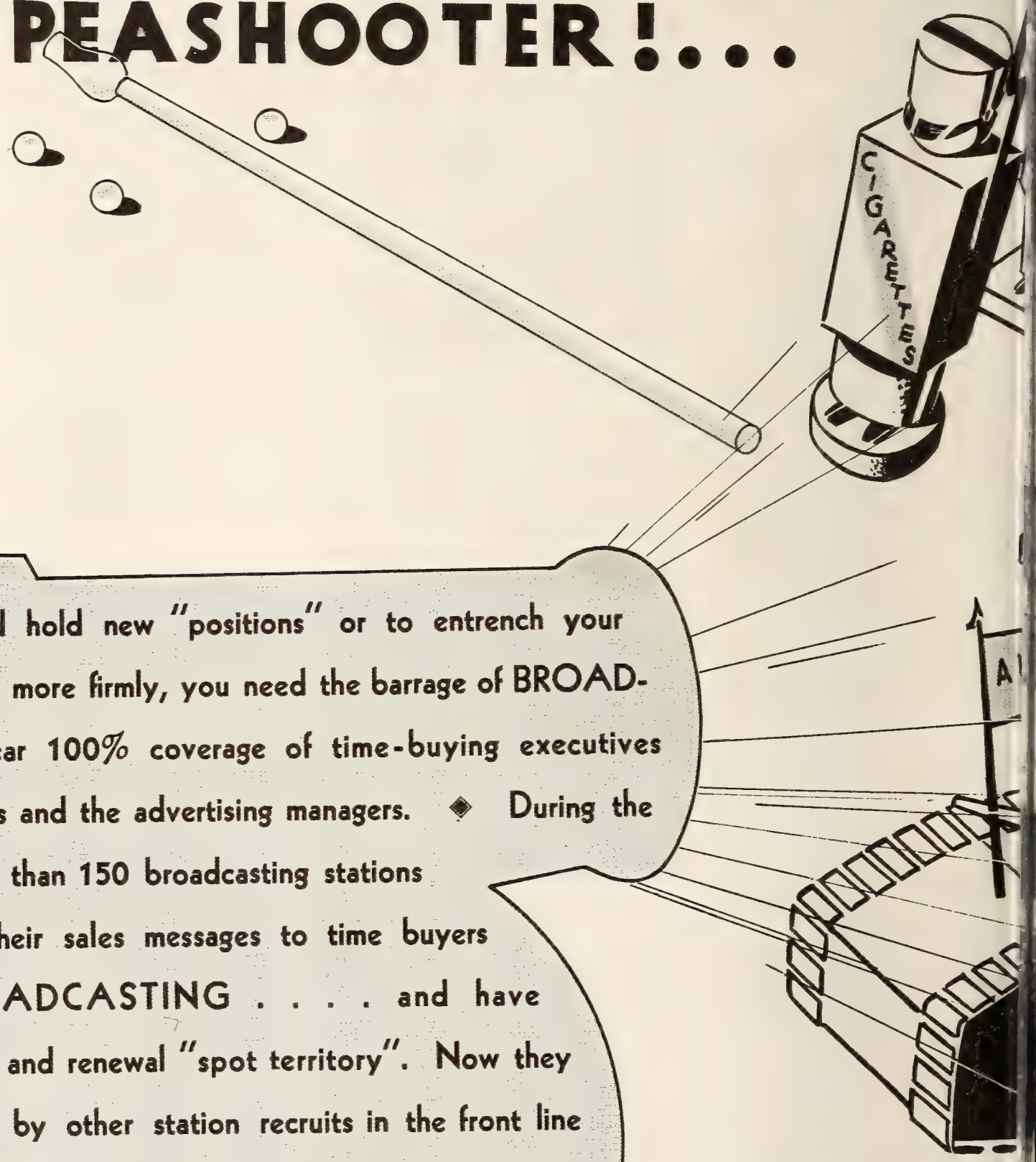
THE ADVENTURES OF SONNY AND BUDDY—100 Quarter Hours of thrilling drama with a real kid appeal.
HARMONY ISLE—26 Quarter Hours of restful soothing tunes played by Dick McIntyre's Hawaiian Orchestra.
BREAD BITS—26 thirty-second dramas providing an additional thirty seconds on each for local tie-in commercial. Built especially for Baking accounts.

Write for complete information on these and other features to Radio Programs Division

WALTER BIDDICK COMPANY

LOS ANGELES 568 C. of C. Bldg. | SAN FRANCISCO 1358 Russ Bldg. | SEATTLE 1038 Exchange Bldg.

YOU CAN'T TAKE THIS FRONT WITH A PEASHOOTER!...



To gain and hold new "positions" or to entrench your present position more firmly, you need the barrage of BROADCASTING's near 100% coverage of time-buying executives among the agencies and the advertising managers. ◆ During the last year more than 150 broadcasting stations have "shot" their sales messages to time buyers through BROADCASTING . . . . and have conquered new and renewal "spot territory". Now they are being joined by other station recruits in the front line offensive of BROADCASTING's display pages, taking advantage of its double-barrelled coverage of the active and prospective radio advertising sector.



BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG.
WASHINGTON, D.C.

ADVERTISE RADIO ADVERTISING!

WJAY

Cleveland · 610 Kilocycles

NOTE TO

Advertisers

and

Agencies:

—notice where Cleveland's local advertisers spend their money—and notice the "till forbid" orders they give us . . . maybe we *can't* do a job for *your* client, but you'll never know what the Cleveland market can deliver until you check the sales results *after* we've gone to work for you!

EDYTHE FERN MELROSE

Manager WJAY Cleveland

Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

Several Suits Involving Performance of Records Over Radio Are Litigated

DETERMINATION of the rights of recording artists to prevent performance of their phonograph recording over broadcasting stations on grounds of unfair competition, remained unsettled Aug. 5 after WEVD, New York, consented to the issuance of an injunction by Lawrence Tibbett, brought on behalf of the National Association of Performing Artists, recently formed. At the same time counsel for Audio-Scriptions Inc., a recording service, consented to a permanent injunction by Don Voorhees. Previously Teleflash Inc., wired service, had consented to an injunction.

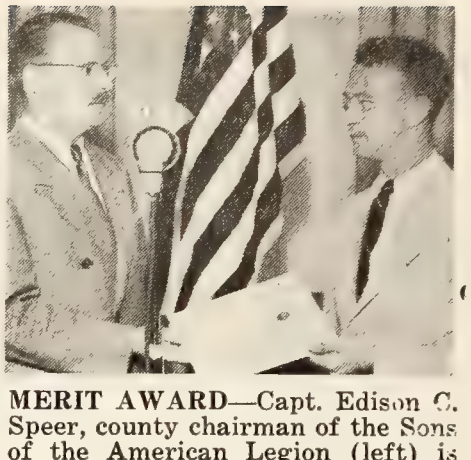
There remains to be tried before the state Supreme Court in New York the suit of Frank Crumit against WHN, which was adjourned until Aug. 19 at the request of Maurice Speiser, general counsel of NAPA, who instituted all of the suits. It is from this case that an adjudication may be expected, since in the others no precedent was established because the injunctions were consented to without considering the merits. Isidore Frey, of the Marcus Loew Booking Agency, owners of WHN, is expected to argue the case on Aug. 19 against Mr. Speiser.

Final adjudication of the rights of performing artists in their recorded works is being sought on behalf of the broadcasting industry. In the original test case brought in Philadelphia by NAPA last year in the name of Fred Waring against WDAS, the judgment in the lower court was in favor of Waring. The Court of Common Pleas sustained the finding of the first court, and now efforts are being made to take the case to the state Supreme Court.

Judge Ferdinand Pecora of the New York court signed the permanent injunction order against WEVD on Aug. 10, enjoining it from using for broadcasting, reproducing and performing purposes records made by Tibbett. Alexander Kahn, of New York, told BROADCASTING that rather than become involved in litigation that would cost much money, the station consented to the injunction. WEVD, he added, uses so few recordings that there is no point in making an issue of the case.

Audio-Scriptions consented to an injunction with the understanding that it would not make recordings of programs off the air which were to be used for improper purposes. This company alleges it was asked to make a recording off the air and then found itself sued by Voorhees.

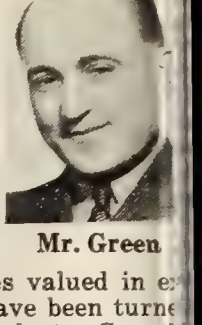
In addition to the WHN case still pending, WNEW, Newark, also is a defendant in a phonograph record suit scheduled Aug. 15. Sanford H. Cohen represents the station.



MERIT AWARD—Capt. Edison C. Speer, county chairman of the Sons of the American Legion (left) is here shown awarding the American Legion's meritorious service certificate to Leonard Kapner, newly appointed manager of WCAE, Pittsburgh, in recognition of the station's services during the recent flood crisis. Mr. Kapner has succeeded Ford Billings as WCAE manager, the latter having been transferred to Los Angeles. [See story on Page 8.]

Artist Bureau Get NBC Dance Unit

Charles E. Green Takes Ove Bands After Union Ruling



Mr. Green

AS THE aftermath of an important decision by the New York Musicians' Union refusing broadcasting companies the right to engage in the band-booking business, NBC dance-orchestra management equities valued in e cess of $1,000,000 have been turne over by the network to Consol dated Radio Artists Inc., a new o ganization with offices in Ne York, Cleveland and Chicago. I the CRA fold are such orchestra as Paul Whiteman, Richard Hin ber, Peter Van Steeden, Ferd Grofe, Leo Reisman, Fletcher Her derson, Ben Pollack, Dorsey Brotl ers, Russ Morgan and about 5 others.

Heading CRA is Charles F Green, veteran booker who mar aged the NBC Dance Band Div sion previous to the Union ruling For six years before his NBC a filiation Green had been presider of a company known as Consol dated Radio Artists Inc., and whe the Union interpretation becam known in May he resurrected th name and worked out a deal wit NBC whereby all of that network' dance-orchestra management equi ties came into possession of CR with no NBC strings attached. Paul Whiteman contract expirin in 1951 was included in the trans action.

Buys NBC Time

MR. GREEN expressed the im portance of radio in the CRA set up by stating that dance-orchestr popularity is contingent on broad cast appearances. He estimate that 50% of CRA business is de rived through radio, although hi organization represents its orches tras in every management phase Currently, his orchestras are o the air for Woodbury, Studebaker Lifebuoy Soap, Bristol-Myers an Kraft Cheese, and they also ar featured at various hotels and inn in New York and Chicago. CRA orchestras broadcast both ove NBC and CBS. The new company itself is an advertiser, and ha purchased 20 half-hour late-eve ning periods per week on nation wide NBC hookups to exploit an promote its bands. Time has bee purchased on a long-term contract

Jim Post, NBC top time-sales man for many years and recently with World Broadcasting Syste in a sales capacity, heads the ra dio division of the new organiza tion. Mr. Post is credited with hav ing brought such accounts as Max well House, Firestone, R. J. Rey nolds, Consolidated Cigar Corp and Collier's into the NBC fold.

WFBR

Success Stories



The Story of the Wise Laundry Man

REGAL LAUNDRY wanted Baltimore housewives to know what a good laundry they run--

So they naturally turned to WFBR. Three months on The Old Philosopher's program just as naturally led to three more months --and Regal is still on WFBR.

Why? Well, here's what they told us-- "30% of the mail returns developed into customers--new business we never enjoyed before--the best radio purchase we ever made"

In BALTIMORE they listen to MARYLAND'S PIONEER BROADCAST STATION

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO • DETROIT SAN FRANCISCO

WFBR

BASIC N.B.C. RED NETWORK

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

dvance Date Seen or Shift of KNX

RANSFER of KNX, Los Ange-, to CBS by Aug. 15—a month advance of the date originally t—is probable under plans con-dered by the FCC Broadcast Di-sion and awaiting expected ap-oval as BROADCASTING went to ess. The original ruling of the C several weeks ago, approving e record $1,300,000 sale, set pt. 15 as the date of transfer.

Meanwhile, Guy C. Earl Jr., ac-mpanied by Lawrence Beilenson, s Los Angeles attorney, was in ew York to receive the first in-alment of one-fourth of the pur-ase price. KNX, while expected go under CBS ownership and anagement about Aug. 15, will t join the network until Jan. 1 nder present plans.

Shift in Programs

LTHOUGH the shift of CBS rograms from Don Lee Broadcast-g System to KNX and to KSFO, an Francisco, may take place in dvance of the end of the year, ere have been no conversations this end in recent weeks, it was ated at CBS. Under present con-tions, Don Lee will join Mutual roadcasting System coincident ith the CBS switch to KNX and SFO. One Mutual account, sched-ed to begin Nov. 4, includes the on Lee network. The sponsor is urine (eye wash).

Donald Thornburgh, CBS Pa-fic Coast vice president, is in Los ngeles making plans for the new BS affiliations. While nothing efinite has been decided, it is still ought possible that Naylor Rog-s, KNX vice president and gen-al manager, will continue as anager of the station when CBS kes over, but no decision has en reached.

KNX has entered into stipula-ons with the *Los Angeles Times* r dismissal of the libel suit ap-eal of the station against the ewspaper and against KHJ and MTR, Los Angeles stations, hich allegedly carried libelous tatements about KNX in the *imes* news periods during the ewspaper-radio fight last year. NX won $2,500 actual and $1 unitive damages in the lower urts but the decision was re-ersed in the District Court of Ap-eals last May, KNX thereupon ppealing to the state supreme urt.

Political Parties Booking Time

(*Continued from page 14*)

tis Bok, of Philadelphia, who featured the opening *Happy Days* program on CBS. These programs will run throughout the campaign and will be heard on 27 stations, 1:15-1:30 p. m. (EDST).

In addition to Stanley High, the Rev. William L. Stidger, of Kansas City, and Burke Boyce, all of whom are collaborating with the Democratic radio division, the Democratic National Committee early this month announced the appointment of Mrs. Henry Morgenthau Jr., wife of the Secretary of the Treasury, as radio director of its women's division. Mrs. Morgenthau's duties have not been definitely prescribed but she is seeking a $25,000 appropriation from the radio division's fund for special women's features on the air.

Fr. Coughlin's Convention

THE NETWORKS on Aug. 15 and 16 were scheduled to carry, as a sustaining feature, highlights of the Cleveland convention of Father Coughlin's National Union for Social Justice, but thereafter the Coughlin-Lemke-Townsend-Smith forces were expected to buy time like the other political parties. Union Party headquarters in Chicago indicated they intended to do so, but no commitments have been made.

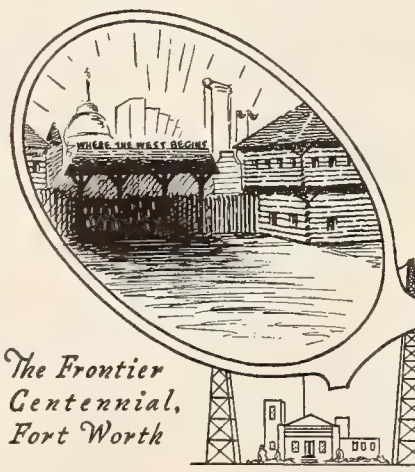
Another political party which has indicated it expects to buy time on the air is the Socialist Labor Party, whose presidential candidate, John W. Aiken, last April had a period on CBS. Its New York state secretary, Emil F. Teichert, 45 Rose St., announced that it is already getting donated time on a few local stations but that it also expects to have several national hookups before the election.

For reasons undisclosed, it was announced early in August by Leo J. Fitzpatrick, manager of WJR, Detroit, and radio advisor of Father Coughlin, that the radio priest's regular fall and winter series of Sunday afternoon discourses would not be resumed in October over his special independent network of about 30 stations but would start sometime after the first of the year. It is presumed this is due to Father Coughlin's campaign activities. Mr. Fitzpatrick stated that Father Coughlin is planning to reserve a schedule on the Mutual Network for the Lemke-O'Brien ticket, which he is espousing, starting in September and continuing until the elections, but MBS has announced no time reservations as yet.

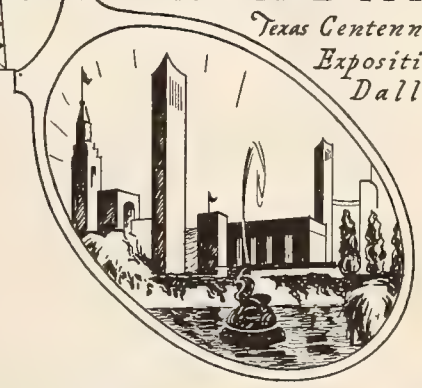
Metropolitan Auditions

SHERWIN-WILLIAMS Co., Cleveland (paints) will present the *Metropolitan Auditions of the Air* over a nationwide NBC-Blue network, starting Oct. 18, Sundays, 3-3:30 p. m. Last year the program was broadcast on NBC-Red. The program again will use talent auditioned by the Metropolitan Opera Association. Cecil, Warwick & Cecil Inc., New York, has the account.

"See" Texas through These Great Shows and the "Eyes" of WFAA-WBAP



The Frontier Centennial, Fort Worth



Texas Centennial Exposition, Dallas

America's Vacation Center this summer and fall is attracting millions — buying millions—of people from the Southwest and the Nation. The Dallas-Fort Worth area (these cities are only 32 miles apart) is also America's "Ten-Gallon Hat" Market, with buying capacity worthy of the heaviest equipment of all "big-game hunters!"

The consumer potential of the 807,302 WFAA-WBAP "radio families" has already been proven by many national advertisers of the highest standing. The current big Centennial "Shows" are bringing new inquiries from others.

WFAA-WBAP

DALLAS FT. WORTH

National Representatives: Edward Petry & Co., Inc.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

BIGGER BUSINESS!

FACT: Summering in the Asheville resort area are more free-spending tourists and vacationers than in years. RESULT: Business is UP now—and will continue so for months to come.

Put Your Campaign on WWNC—Share This Bigger Business!



WE'VE GOT SOMETHING TO CROW ABOUT...

THREE STATIONS • THREE MARKETS *at* ONE LOW RATE

Their reputation is a *"Buy"* word. The obvious value of these three stations quickly won recognition for them wherever *"Spot"* advertising was bought.

The ONE LOW RATE has its appeal—but shrewd time buyers appreciate the large responsive audiences loyal to the "Missouri Triangle". Write any station listed below for complete data.

•

KWTO-KGBX

SPRINGFIELD, MO.

•

KCMO

KANSAS CITY, MO.

•

WTMV

EAST ST. LOUIS

IRC Yarmouth Convention

PLANS for the seventh annual convention of the International Radio Club in Yarmouth, Nova Scotia Aug. 24 to 28 were announced Aug. 6 by Jack Rice, president. The party, made up of broadcasters, engineers and others identified with broadcasting will sail from Boston for Yarmouth on Aug. 23 aboard the Eastern Steamship Liner *Evangeline*, returning to Boston Aug. 29 after a round of entertainment, fishing trips and other festivities. Election of officers will take place Aug. 27.

THE FRENCH postal authorities are considering a stamp issue bearing the heads of General Ferrie and Edouard Branley, the French radio pioneers.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH
WMFG
HIBBING, MINN.

KMBC Sells 2 Shows

TWO SHOWS first introduced over KMBC, Kansas City, early in August were sold by Arthur Church, KMBC operator, to big advertisers during a trip to New York. Ted Malone's *Between the Bookends*, now featured as a sustaining on CBS, was sold to Lehn & Fink Co. for Hinds Honey and Almond Cream, and starting Oct. 5 will be sponsored five periods weekly for 15 weeks on CBS. The KMBC *Crystal Gazers* program has been sold to Colgate-Palmolive-Peet Co. for its Crystal White Soap and may be tested as a spot campaign for 13 weeks, placed through Benton & Bowles. Having also placed the *Happy Hollow* and *Phenomenon* features, originated at KMBC, Mr. Church recently assigned Dr. George Halley, the station's Chicago representative, to full time work on the exploitation of KMBC shows that have syndicate possibilities.

FTC Cites Pro-Ker

PRO-KER LABORATORIES Inc., New York (hair treatment) is charged with exaggerated claims for its product in a complaint issued Aug. 14 by the Federal Trade Commission. The alleged exaggeration involves claims that Pro-Ker is a competent treatment for baldness; that it corrects or cures any hair or scalp disorder; forces nature to replace fallen hair; produces a new growth of hair and makes the scalp healthy and strong.



To reach the New York market you must consider the character of its population.

*IN METROPOLITAN NEW YORK

THERE ARE MORE		THAN RESIDE IN
JEWS	1,765,000	PALESTINE
ITALIANS	1,070,072	ROME
GERMANS	884,062	LEIPZIG
POLES	458,381	LWOW, POLAND
SPANIARDS	110,000	CORDOVA, SPAIN

1,000 Watts Day and Night Effective Sept. 1

*WBNX broadcasts in these and other languages

Full staff on foreign language production available

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

A NEW APPROACH TO THE NEW YORK MARKET

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

R. B. DAVIS Co., Hoboken, N. J. (cocomalt), on Oct. 4 starts *Joe Penner* on 48 CBS stations, Sundays, 6-6:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

DEMOCRATIC NATIONAL COMMITTEE, New York, on Aug. 5 started *Happy Days*, political interview and talks series on 33 CBS stations. On Aug. 11 the series went on 13-week schedule, Tuesdays, 10:45-11 p. m. Agency: U. S. Adv. Corp., New York.

LEHN & FINK Inc., New York (Lysol) on Oct. 5 starts *Dr. Allan Roy Dafoe* on 26 CBS stations, Mon., Wed., Fri., 11:45-12 noon. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK Inc., New York (Pebeco toothpaste) on Oct. 5 starts *The Gumps* on 26 CBS stations, Mon., thru Fri., 12-12:15 noon. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK Inc., New York (Hinds Honey & Almond Cream) on Oct. 5 starts Ted Malone in *Between the Bookends*, on 26 CBS stations, Mon., thru Fri., 12:15-12:30 p. m. Agency: William Esty & Co. Inc., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics) on Aug. 30 starts unannounced program on 5 NBC-Red network stations (WEAF, WRC, WGY, WTAM, WOW), Sundays, 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

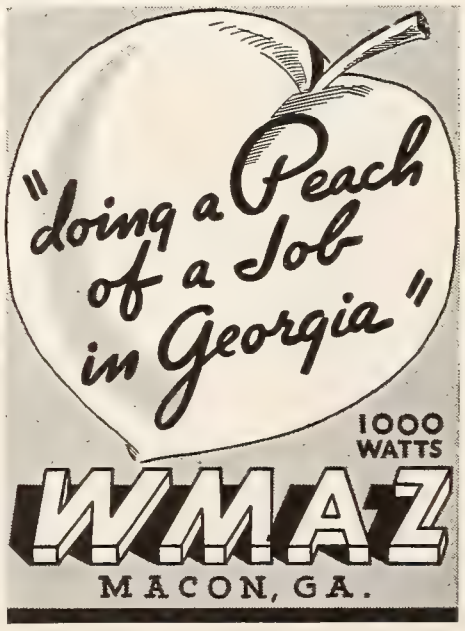
G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. on Sept. 19 starts *Prof. Quiz* on 8 NBC managed or operated stations (WJZ, WBZ-WBZA, KDKA, WGY, WRC, WTAM and Chicago), Saturdays, 7:30-8 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints) on Oct. 18 starts *Metropolitan Auditions of the Air* on a nationwide NBC-Blue network, Sundays, 3-3:30 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

MACFADDEN PUBLICATIONS Inc., New York (Liberty magazine) on Aug. 25 starts *Talks By Bernarr Macfadden* on 4 MBS stations (WOR, WGN, CKLW, WLW) Tuesdays, 10-10:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

NASH MOTOR Co., Kenosha, Wis. (motor cars), on Oct. 3 starts unannounced program on 52 CBS stations, Saturdays, 9-9:30 p. m. Agency: J. Walter Thompson Co., Chicago.

ELGIN NATIONAL WATCH Co., Chicago, on Oct. 3 starts unannounced program on 44 CBS stations, Saturdays, 8:30-9 p. m. Agency: J. Walter Thompson Co., Chicago.



SEALTEST LABORATORIES, (vision of National Dairy Produ Inc.), New York (Sealtest ice crea milk), on Oct. 17 starts unselec program on 36 NBC-Red network s tions, Saturdays, 8-9 p. m. Agenc N. W. Ayer & Son Inc., N. Y.

FISHER BODY Corp., Detroit (a tomobile body builders) on Aug. one time only, presents *Fisher Bo Craftman's Guild* on 30 NBC-B network stations, Wednesday, 9: 10 p. m. Agency: Arthur Kudn Inc., N. Y.

Renewal Accounts

RALSTON-PURINA Co., St. Lo (Ry-Krisp), on Sept. 6 renews *M ion Talley* on 35 NBC-Red statio Sundays, 5-5:30 p. m. (shifted fr Fridays). Account placed direct.

BUDD & VOTAW, San Francis (Pebble Beach neckties), on Aug. renews for 19 weeks *Your Fell Man's Opinion* with Bill Davids narrator, on 4 CBS-Don Lee netwo stations, Sundays, 6:45-7:00 p. (PST). Agency: Doremus & C San Francisco.

MACFADDEN PUBLICATIO Inc., New York (True Story ma zine) on Sept. 4 renews *True St Court of Human Relations* on NBC-Red network stations, Frid 9:30-10 p. m. with rebroadcast 12: midnight. After Oct. 2 rebroadc will be at 11:30 p. m. Agency: A thur Kudner Inc., N. Y.

SPERRY FLOUR Co., San Fr cisco, on Aug. 19 renews for f weeks, participation in *Feminine F cies* on 12 CBS-Don Lee network s tions, Wed., Fri., 3:20-3:30 p. (PST). Agency: Westco Adv. Ag cy, San Francisco.

SHASTA WATER Co., San Fr cisco (mineral water), on Aug. renews for four weeks participati in *Feminine Fancies* on 8 CBS-D Lee network stations, Mondays, 3: 3:30 p. m. (PST). Agency, Brew Weeks Co., San Francisco.

GEORGE A. HORMEL & Co., A tin, Minn. (food) on Aug. 13 newed *Juan Haidrige and His Ame canos Marimba Band* on 7 Midw CBS stations (WBBM, KR KMBC, KFAB, WOC, WC KSCJ), shifting to Thursdays, 10: 11 p. m. Batten, Barton, Durstine Osborn Inc., Chicago, has the accou

DR. MILES LABORATORIES I Elkhart, Ind. (Alka-Seltzer) on O 3 renews *National Barn Dance* on NBC-Blue network stations, Sat days, 9:30-10:30 p. m., with rebro cast at 11 p. m. Agency: Wade A Agency Inc., Chicago.

AMERICAN RADIATOR Co., N York (heating equipment) on Se 13 renews *Fireside Recital* on NBC-Red stations, Sundays, 7: 7:45 p. m. Agency: Blaker A Agency Inc., N. Y.

Macfadden on Mutual

MACFADDEN PUBLICATIO Inc., New York (Liberty mag zine) will start a series, *Talks Bernarr Macfadden*, publisher Macfadden magazines, on the fo basic Mutual stations beginni Aug. 25, Tuesdays, 10-10:15 p. Mr. Macfadden's talks will large upon the *Liberty* magazi editorials, which are anti-New D in nature. Programs will origin from WOR. Lennen & Mitch Inc., New York, placed the a count.

JOHN BLAIR & CO
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCIS

A Banker Appraises Radio

(*Continued from page 9*)

ow that billboards, magazines, di- t mail, newspapers, and other dia sell goods, services, or insti- ional name — whatever the ad- rtiser desires and brings out ef- tively. We know this because se are old and well-established dia, because of our own success- use of such media, because of successful experience of others, d because we ourselves look at lboards, read direct mail, maga- e and newspaper ads and are fluenced by them.

As for radio, we know that it s passed the experimental stage g ago and is today a well-estab- hed medium. We know that in- merable types of business have ed, and are using, it to their de- led advantage, and we know that dio influences our own buying specific cases. What more is eded?

A common question asked by ad- rtisers contemplating the use of dio is: Should a special appro- iation be made for radio in ad- tion to the other advertising me- a used, or can radio successfully place newspaper, magazine, out- or, direct mail, and other adver- sing effort?

In general, radio should be re- arded in the same light as news- pers, magazines, billboards, di- ct mail, etc.—as a major adver- sing medium, but not as a do-all cure-all. In only comparatively w cases can radio do the entire b for an advertiser, and this same atement, of course, applies equal- to other forms of advertising edia.

When conducting a direct mail mpaign, no intelligent bank ad- rtiser would completely eliminate s newspaper, magazine, billboard, window display advertising. We alize that each of these media as its special field of effective- ss, that each supplements and re- forces the other — so we do not ndeavor to eliminate or neglect ne to pay for the other. In like anner, radio should properly be nsidered as a major medium, and hould properly be given a definite ppropriation in the well regulated dvertising budget.

It certainly should not be paid or by eliminating other forms of dvertising altogether and then xpecting it to do the whole job. s will be readily realized, it is ighly important, at least at the tart, that other media be employed o support the radio program, to call attention to it. And the radio program most certainly will give added interest to the advertiser's messages in newspaper ads, direct mail, etc.

Radio has the power of creating a feeling of friendliness and personal interest probably far greater than any other advertising medium. The building of this direct feeling of friendliness would, if there were no other reason, justify the investment in radio advertising. And it should always be remembered that radio also reciprocates the support given it through other media indirectly by virtue of this very power of creating and sustaining interest.

The listener has come to know and like the radio advertiser—providing, of course, that the program is a good one. Until such a personal interest is taken in the advertiser, his ads in the newspapers, his direct mail pieces, etc., are not apt to receive more than casual attention.

With the coming of such a friendly feeling toward the sponsor as radio can bring about, however, the individual is more apt to read the advertiser's messages in other media with real interest, for he feels that he personally knows this institution. To use a rather homely example: We will pause to read a news item about a friend or an acquaintance, whereas the same item about a stranger would not interest us. And when radio, properly utilized, has established the sponsor as a friend in the listener's mind, that sponsor's advertising in other media benefits.

Wise advertisers consider this fact, and their main attempt in radio advertising is not always to "clinch" the sale in the program, but rather to utilize radio as a means of developing this friendly, interested feeling on the part of the listener so that he or she will be more apt to react favorably to other media which may lend themselves to more detailed sales effort when such is needed.

In other words, radio offers an ideal means of establishing confidence in the sponsor which, after all, is one of the major objectives of any bank advertising.

Of course, the foregoing presupposes the selection of a program designed to appeal to the desired audience; the selection of a station which, by virtue of the type of programs generally carried, logically caters to the audience you desire; and efficient merchandising of the program to gain the attention of your audience at the start. These are necessary steps to the success of any radio effort but, properly taken, you can be assured that radio will do its part as a major medium in effectively advertising your bank.

JOHN D. FIELDS Inc. has been organized in Las Vegas, Nev. and has applied to the FCC for a new 100-watt station there on 1310 kc. David H. Cannon and Reed E. Callister, attorneys of Glendale, Cal., who control KIEV, Glendale, own 50% of the stock of the Las Vegas corporation.

ONE THIRTY - WORD ANNOUNCEMENT A DAY OVER

WNOX

For three days brought 1728 people into Royal Jewelers' Knoxville Store.

★ ★ ★

WNOX

KNOXVILLE, TENNESSEE

CLEAR CHANNEL



KEX—Oregon's most powerful Radio Station (5000 watts both day and night)—operates on 1180 K.C.—the *only* clear channel in the State.

If you want to blanket the Portland market area—with a good measure of "outside" coverage thrown in—here is the Radio Buy of Buys!

KEX

5000 WATTS—1180 KC.

NBC Blue Network

The only station in Oregon operating on a clear channel.

The Radio Service of The *Morning Oregonian,* Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

AND STILL THEY COME!

Does WWVA have listeners and if so, HOW MANY?

Well, surveys of various and sundry accepted types say that we do! But coverage maps and data of competing stations sort of chisel right in on the primary area we claim. It is said that figures don't lie, but we're not so sure about coverage maps — so let's look at figures:

Saturday, July 11, marked the 169th consecutive appearance of the famous WWVA Midnight Jamboree! At that show 4100 PAID to see their favorite WWVA entertainers in action. Yes, and 2000 more listeners were turned away! But there's more—the thermometer registered 104 degrees!!

And so, once more an attendance record was set for the WWVA Jamboree AND after 169 consecutive weekly presentations — a record established by loyal listeners within a 200-mile area.

Does WWVA have listeners? The above figures speak for themselves. Give your sales message to "the Friendly Voice from out of the Hills of West Virginia" and you'll get action aplenty.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

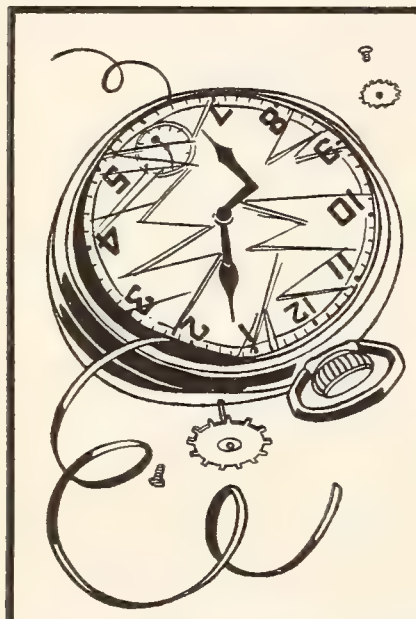
Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Nucoa on 55 Stations

BEST FOODS Inc., New York (Nucoa) on Aug. 11 began a nationwide series of 26 100-word announcements on 55 stations. The announcements are being broadcast once a day, Mondays through Saturdays, until Sept. 9. Stations are: WGY, WORC, WCSH, WFEA, WRVA, WCAE, KMBC, KFH, WCFL, WOAI, WDBJ, WOCL, WIP, WJSV, WWVA, WOR, WGR, WJR, WAVE, KLZ, WWL, WSB, WBT, WEEI, WMAS, WHK, KSD, WBIG, WFAA - WBAP, KWG, KTSM, WPTF, WJAX, WFLA-WSUN, WQAM, WAPI, KFBK, KMJ, KERN, KHJ, KDB, KFRC, KQW, KGB, KFXM, KOIN, KORE, KMED, KDYL, KTAR, KVOA, WFBL, WHAM. Benton & Bowles Inc., New York, placed the account.



...AND NEITHER IS YOUR PROGRAM WORTH MUCH... IN WESTERN MONTANA ... IF YOU'RE NOT USING ...

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA NEW YORK•CHICAGO

WALTER BIDDICK CO. PACIFIC COAST

RADIO IS BASEBALL'S FRIEND

Agency Executive Suggests 'Propaganda' Messages In Game Broadcasts to Entice Attentance

To the Editor of BROADCASTING:

Please note below a suggestion we made to WMCA which they now have under consideration:

"As I listen to the fine broadcasts of the baseball games by Wheaties over WMCA, this thought occurs to me: As Aylesworth says so well in BROADCASTING this month, 'radio is the movies' best friend'. Then why don't the announcers for this program says that radio is *baseball's* best friend? You yourself can convince Wheaties, the General Mills Co., of this fact.

"How can this be done? By simply taking one minute each day to say to your listeners: 'Why don't you, too, get into the habit of coming out to the games — see the Yanks play the Cubs—see Joe DeMaggio, Lou Gehrig and Dickey in action at least twice a week,' etc.

"Even Jacob Ruppert, and the Giants, too, will look with favor upon broadcasting if every day you have your announcer say 'go to the ball game twice a week'—just as Amos 'n' Andy say: 'See your dentist twice a year and brush your teeth twice a day.' And the announcer would have an even better way to send new people to see the Yanks or the Giants.

"My suggestion is to start that sort of propaganda out in Chicago this year; then next year you can get Jacob Ruppert to broadcast the Yanks' games, and Terry will want you to broadcast the Giants' games, to build up attendance. In other words, give baseball a better break on the General Mills program than it is getting now. by continually telling the radio audience to go to the ball games twice a week.

"Free advice is worth what you pay for it; maybe that's what this suggestion is worth."

WILLIAM H. RANKIN,
President, Wm. H. Rankin Co.,
Advertising, New York.

Aug. 4, 1936

Sayres to Direct Sales Under New KYW Setup

REAFFIRMING its intention of keeping the present staff of KYW, Philadelphia, intact when on Sept. 1 NBC assumes program and sales management after nearly two years of local program operation under the Levy interests, using the WCAU studios, NBC announced Aug. 11 that Ralph A. Sayres, sales director under Dr. Leon Levy, will continue as commercial manager under Leslie Joy as manager. The only staff addition announced was George H. Jaspert, formerly program representative of all Westinghouse stations, who joins the sales department.

Mr. Sayres formerly was with the J. Walter Thompson Co. in New York, and at one time was with Associated Advertisers in China. James P. Begley continues as program manager, James A. Aull as publicity director and Ernest H. Gager as chief engineer. Mr. Gager heads a Westinghouse technical staff under the NBC-Westinghouse arrangement whereby all Westinghouse-owned stations are manned by that company's own technicians.

'Radio Guide' Sponsors A New Network Series

EXPRESSING its faith in radio advertising, *Radio Guide*, a national listener publication in Chicago, has signed for a series of weekly half-hour programs over a 20-station NBC-Blue network starting Oct. 2, Fridays, 10-10:30 p. m. (EST), for 13 weeks. This marks the first time that a listener publication has sponsored a network series. Officials of *Radio Guide* flew to New York the week of Aug. 11 to confer with its newly-selected agency, Lord & Thomas, New York, and to work out details of the new show. According to Curtis Mitchell, editorial director of *Radio Guide* who supervises the program, dramatizations of articles appearing in the magazine will be interspersed with vocal and orchestra selections. Other matter of general listener interest also will be incorporated. While the broadcast will originate at NBC studios in Radio City, pickups frequently will be made from Hollywood and other points. Radio stars will be featured each week.

Jeffersonian Democrats

DEAN Gleanson L. Archer, of Suffolk Law School, Boston, who has been heard prominently on the radio there locally, on Aug. 13 announced his appointment as radio director of the newly organized Jeffersonian Democrats, the group formed early this month under the leadership of former Senator Reed of Missouri to oppose the New Deal. No announcement was made regarding plans to buy radio time.

Jewelry Radioaids

— in —

40 Sparkling Episodes

With a Sales Presentation of how to get your Jewelry Client a PREFERRED INTERVIEW with, "THE TWO BUYERS".

Wire or Write

RADIOAIDS INC.

1357 North Gordon Street — Hollywood, Cal.

NOW
250 WATTS
New Vertical Radiator, all New Equipment
WLBC - MUNCIE

Licensing of Theatre Used for Broadcasting In New York Appealed

THE "studio-audience" issue between radio and the theatre popped up in a new guise in New York Aug. 12 when a suit was filed in the New York Supreme Court by banker-owners of the New Amsterdam Theatre to prevent the city from assessing a theatrical license for use of the house's roof theatre for broadcasting. Both CBS and Mutual Broadcasting System use the theatre for audience broadcasts.

The Dry Dock Savings Institution, owner of the theatre, filed suit against Police Commissioner Valentine and License Commissioner Moss to restrain them from interfering with the broadcasts on the New Amsterdam roof. The license commissioner had notified the bank that unless a license was obtained he would "cause the police to forcibly eject the persons attending the broadcasts."

In its suit, the bank contended that no fee is charged for admission to the broadcasts, that no gratuities to attendants are permitted and that the audience is invited, thereby obviating the legal requirements for a theatrical license. CBS has leased the roof facilities for 13 Tuesday night broadcasts beginning Sept. 1, while MBS has leased it for 52 Sunday night broadcasts as of Aug. 9. The roof accommodates an audience of 750.

Sealtest Going on NBC

SEALTEST LABORATORIES, division of National Dairy Products Corp., New York, will begin its first weekly network program on 36 NBC-Red network stations beginning Saturday, Oct. 17, 8-9 p. m. No talent has been set for the broadcast nor is it known what local distributors for National Dairy Products will do with their local programs being broadcast over local stations in individual dealer territories. As these spot efforts are supported solely by the local distributor, National Dairy could not say what would be the final outcome. N. W. Ayer & Son Inc., New York, will handle the account.

Thrivo on NBC-Blue

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Oct. 6 will start a series of programs on 8 NBC-Blue stations, Tuesdays, 4:30-4:45 p. m. The contract is for 13 weeks. Stations are WJZ, WBZ-WBZA, WBAL, WHAM, WMAL, WSYR, WABY. Clements Co., Philadelphia, is agency.

National Biscuit Returns

NATIONAL BISCUIT Co., New York, on Oct. 2 returns to the air using 60 NBC-Blue stations, Fridays, 9:30-10 p. m. (EST). The program, signed for 39 weeks, was placed through McCann-Erickson Inc., New York.

GEORGE SCHER, formerly of United Artists, RKO and Warner publicity departments, has joined Lennen & Mitchell Inc., New York agency, to do publicity work with special emphasis on radio.

FREE MUSTACHES

ligh-power Merchandising in — Baking Melodrama —

NTINENTAL BAKING Co., York, has started an exten- merchandising campaign for new series of old-time melo- ma shows, titled *The Wonder w*, which started Aug. 9 on a kup of WOR, Newark, and N, Chicago, Sundays, 9-10 p. booked through Mutual Net- k and handled by Batten, Bar- Durstine & Osborn Inc.

o announce the program, full- e rotogravure insertions were l Aug. 8 in the *New York rld-Telegram* and Aug. 9 in the cago *Tribune*, as well as 250- spotlights on radio pages of newspapers in and around New k and Chicago. One-hundred ads will appear Aug. 16 on the io pages of nine Sunday news- ers in the same cities.

'wenty-thousand reprints of the rld-Telegram ad were sent to lers for window display in New k and 28,000 of the *Chicago bune* ad to dealers there. The gram has local commercials,)R promoting cup cakes and N Twinkies cake. For two ks Continental delivery trucks carrying posters.

contest also is featured, four awards going to writers of the t verses to the Wonder Baker's Ho song. No proof of pur- se is required but the program gests that contestants eat some nder Bread for inspiration be- e writing their verses.

The first six programs are being adcast from Carnegie Hall, w York, which seats 3,500. ery member of the studio audi- e receives an elaborate pro- m, an old-fashioned narrow- m buckram derby and a mus- he similar to the one worn by melodrama's villian. The show l go on the road in a few weeks.

SPR Installing Lines or 3 - Station Hookup

HEDULED to join the new Co- ial Network Sept. 27, WSPR, v 500-watt daytime station op- ting on 1140 kc. in Springfield, ss., has already installed per- ment lines connecting with NBC, New Britain, and WELI, w Haven, for an exchange of nmercial and sustaining pro- ms. The station has purchased ansradio news and since June as been on the air with a 225- t Truscon vertical antenna.

Quincy A. Brackett, onetime as- tant to Dr. Lee DeForest and er with Westinghouse stations, president of Connecticut Valley oadcasting Co., licensee, and his tners are L. B. Breed and Ed- nd A. Laport, former Westing- use engineers. Mr. Leport is v in the RCA transmitter design tion at Camden. The staff com- ses: Milton W. Stoughton, for- r commercial manager of WBZ- BZA and later with the Wm. B. mington Adv. Agency in Spring- ld, as commercial manager; ayne Henry Latham, formerly th the old WBET, WBZ and HDH in Boston, as program di- tor, and Hillis W. Holt, former estinghouse engineer, as chief gineer.

Philco Discloses Its Television

(*Continued from page 11*)

are greyish, really black and white, and for some hours after the demonstration my eyes suffered from strain which I can attribute only to having watched the pictures so intently for nearly an hour.

Other observers who have seen both systems were loath to make comparisons, but there were only a few persons at the Philco demonstration who had seen both. My general reaction, without knowing the technical details of either system, was that both companies must be working along practically identical lines and getting practically identical results. Possibly the novelty surprise—even amazement—that the RCA pictures evoked accounts for the lessened impression created by Philco's, but the fact remains that practically everyone at the Philco demonstration was deeply impressed by what he saw.

Of course, it must be remembered that the Philco pictures were coming over a seven-mile span from the factory whereas RCA's received images were picked up from a transmitter only one mile away during its Camden demonstration. RCA has not yet permitted many persons to see its system since it began field tests from the Empire State Bldg. transmitter in New York City, and I have not been informed what distance ranges it has achieved.

Whisked back to the factory to see the transmitting apparatus, we were shown some of the same pictures on laboratory models, quite simple in design and employing the cathode-ray tubes in horizontal rather than vertical-mirrored positions. These pictures were carried on the wide-range coaxial cables, not over the air. The definition was much better than it was when the pictures were received via radio.

The studio was a very small room, in which the movable camera, corresponding to RCA's "Iconoscope" but said to be considerably different in design, was seen as pictured on page 11. The televised subject was required to sit before a white screen under lights that must be as hot as the Kliegs of Hollywood. The camera is moved exceedingly close for closeups, farther away for full lengths. The general aspect of the Philco television laboratory, even to the control panels with their monitoring pictures, was almost exactly that of RCA.

All in all, the demonstration furnished convincing proof that the laboratory workers have television well in hand; that picture quality equal to home movies as Philco's official statement said, must still be their goal; that the researchers are exceedingly close to home movies in definition, with the pictures, as they now are, probably acceptable to the public; that when Philco scraps the present apparatus and increases the number of lines to 440 or 450, as it proposes to do, home movie definition may be attained — and television at that standard, according to the RMA's position, may be ready for the public.

G. Washington on NBC

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., which has been testing *Prof. Quiz* on WJSV, Washington, and lately on both WJSV and WABC, New York, CBS stations, has booked a 13-week block for a special network of eight of NBC's owned and managed group. The program, scheduled for Saturdays, 7:30-8 p. m., would start Sept. 19 and be heard on WJZ, WBZ-WBZA, KDKA, WGY, WRC, WTAM and WENR or WMAQ. Cecil, Warwick & Cecil Inc., New York, is agency.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

LOOK
into KFPY's Local Picture

JUDGE KFPY by its growth in local sales . . . its growth in listener audience (larger than all other Spokane stations combined) . . . its growth in facilities and coverage (now preparing for an increase in power to 5 KW) . . . and you'll agree with local advertisers that the station to use is

KFPY
In Spokane

REPRESENTATIVES
J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT
Jersey City, Northern New Jersey

BULLETIN

SOME question has arisen in the minds of stations not previously licensed by Warner music houses as to the form of the dismissal of suits alleging infringement of their music. Notices sent to the stations by Warner counsel stipulated that the suits would be dismissed without costs and without prejudice. The "without prejudice" provision, it is thought, might leave the way open for Warner to reinstitute the suits at a later date.

In this connection the view was advanced that stations should request from Warners a rewriting of this clause, or at least a letter in which it will agree perpetually never to recommence the particular infringement suits. It has been indicated by Warner counsel that this would be done in order to eliminate any threat of future action. The matter of discontinuance of suits without court costs and counsel fees is one to be determined by stations with Warner.

Cobb to Transamerican

AMOS HUBBELL COBB, of New York, has joined the sales department of Transamerican Broadcasting & Television Corp. under Virgil Reiter Jr., manager of the sales department, it was announced Aug. 12. He was formerly with the Blaker Advertising Agency, New York, handling the American Radiator Co. account, and prior to that was director of media and research for the Joseph Katz Agency, New York, having handled the Ex-Lax spot campaigns. For five years he was with N. W. Ayer & Son, New York, as an account executive.

Warner Return Quiets Copyright

(*Continued from page 7*)

this litigation, the NAB for two successive years has gone on record in its support as a step in the direction of bringing about fair and equitable dealings with copyright owners and of ultimately resulting in procurement of music in an open competitive market.

Simplifying Evidence

AT THIS time the suit, filed Aug. 30, 1934, is not on the calendar of the Federal District Court in New York, but ASCAP and Department of Justice attorneys assigned to it are seeking to stipulate portions of the evidence as a means of making the case less cumbersome for court handling. The untimely death of Nathan Burkan, ASCAP general counsel, several months ago retarded this work, but it is to be resumed shortly.

When Warner withdrew from ASCAP the suit lost a strong point, since Warner houses, with about 25% of the ASCAP repertory apparently "broke" what the government called a monopoly. Its reinstatement makes the monopoly charge again intact. Moreover, admission of failure, through its return to the ASCAP fold, is a strong point in the Government's favor since it tends to confirm the government contention of ASCAP's complete dominance, and the inability of a single organization—even one as strong as the Warner group with millions in resources—to operate independently.

Warner, which complained bitterly of ASCAP methods at the time of its withdrawal, may find itself in the position of a witness against ASCAP in the Government suit. Statements made by it at the time are regarded as substantial evidence to support government allegations of monopoly and restraint of trade.

There has been no conversation, either by government counsel or by ASCAP counsel or officials, with respect to a consent decree in the suit, whereby ASCAP might agree to abstain from certain practices and place itself under court jurisdiction as a guarantee against this. At the outset of the suit two years ago, it was learned, there was such a thought.

E. C. Mills, ASCAP general manager, authorized the statement Aug. 10 that it was the intention of ASCAP to "try the case on its merits and we believe we will win." He said a consent decree had not been discussed, and so far as he was concerned, would not be.

The Power of Radio

WHILE the major networks and independent stations which refused to sign Warner contracts were not inclined to boast over the Warner return, they feel that their judgment was vindicated and that they proved the potency of radio in the music field. From the first, the networks opposed any move whereby stations would sign with Warner Bros. houses, feeling that the ASCAP contracts, in the first instance, protected stations and that the Warner effort was simply one to exact more tribute from radio for the same amount of music.

Meanwhile, James W. Baldwin, NAB managing director, declined to comment upon the Warner return. He left for a brief vacation Aug. 7 but kept in touch with activities and his office by phone. Mr. Baldwin's only statement in connection with the Warner reaffiliation was a bulletin sent to members, upon being apprised of the negotiations, in which he said it would seem that stations licensed by Warner would be "justified in withholding further payments" until full information was obtained.

Mr. Baldwin is pressing forward with his Bureau of Copyrights, authorized by the NAB board and affirmed at the NAB convention in July, looking toward the creation of a reservoir of public domain music and other compositions, designed to tide the industry over in the event of another emergency. Data is being compiled under the direction of Edward J. Fitzgerald, copyright director. The initial work of this bureau is that of making available to broadcasters a complete index of active musical compositions and to create a standard library of compositions, taken mostly from the public domain.

Immediately upon the consummation of the Warner reinstatement, networks and stations alike began performances of numbers from these catalogs. NBC, CBS and Mutual saluted Warners in special programs on the night o Aug. 5. It was expected the would be an extraordinarily lar number of Warner performanc over networks and stations becau the music, due to lack of perfor ance for seven months, constitut "live" program material.

For the next two quarters o this year, Warner will share i ASCAP income on the basis of a arbitrary estimate of performances, largely founded upon i rating prior to Jan. 1. For th first and second quarters of 19 the actual performance data wi be available and the payments f the preceding two quarters will b reconciled with either addition payments to Warners or rebate depending upon the recorded sho ing. The dividend ratings are base 50% on performance, 20% o seniority (which Warner hous retain as of the time they with drew) and 30% on availability music in their catalogs. Receip of ASCAP are divided equally b tween publishers and composers.

Edwin M. Morris, rather tha Mr. Starr, will become the Wa ner member on the ASCAP boa at its next meeting. The place o the board was voted Aug. 3 by th ASCAP board when it agre unanimously on the Warner r turn. He is vice president and ge eral manager of Warners' MPH and is directly accountable Harry M. Warner, president of th Warner companies. It was M Warner who assigned Mr. Haze to the negotiations, not only b cause of the losses to Warn musical motion pictures, but al due to threats of withdrawal fro Warner houses of outstandi composers, complaints from m tion picture exhibitors of the fai ure to procure radio plugs for pr ductions featuring music, and th generally depressed attitude of h associates and clients over the no performance revenue loss.

Rocco Vocco will be in charge Witmark and Remick catalogs i sofar as radio contracts are co cerned, with Larry Spier in charg for Harms Inc. and T. B. Harm Art Schwartz, under the new se up, will be head contact with Wa ner studios on the West Coast.

Immediately following the rei statement of Warner houses M Mills sent a night letter to all st tions informing them that the Wa ner catalogs were included aga in the ASCAP repertory and th stations could play the numbe He followed this up on Aug. with a formal statement settin forth the effect of the realignmen

The monopoly suit again ASCAP, brought by the state Maine on grounds similar to thi in the Washington State case la year, originally set for trial Aug. 3, was continued subject call at the time set. A hearin was to be held Aug. 3 before th Chief Justice of the State, but w deferred for unassigned reason ASCAP was prepared to appear this hearing, whereas in the Was ington state case, which result in appointment of a receiver, it d not appear. Two months ago, th receivership was dissolved.

TRANSCO WELCOMES THE RETURN—OF

MR. LINDSAY MACHARRIE, well known Author - Producer, as production manager in charge of all programs.
Mr. MacHarrie's resignation as production manager of KHJ, the Los Angeles station of The Columbia Don Lee Broadcasting System, is effective as of August 1st, 1936.

And Mr. George H. Field, who will represent Transco as Field Manager in the Eastern territory, with headquarters in New York City. Mr. Field is well known in the radio, and advertising agency field throughout this area, and may be addressed temporarily at 345 W. 88th St., New York, N. Y.

■

Radio Transcription Company of America, Ltd.

Hollywood Office
1509 N. Vine St.

Chicago Office
666 Lake Shore Drive

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

IN THE CONTROL ROOM

LIAM KOTERA, chief engineer WOW, Omaha, is back at his duafter following a serious attack of ritis.

LMAN O. LENHART, formerly nical director of Audisk Corp., Francisco transcription concern, been appointed recording engineer Techna Corp., broadcasting and nd equipment manufacturers in city.

LTER S. LEMMON, operator of XAL, Boston shortwave broadting station, on Aug. 4 was grantpatents No. 2,049,705 and 2,049,- on systems for "transmitting ingence", radio-typewriter devices ch he has assigned to International Business Machines Corp., New k.

SEPH CHAMBERS, of the Washton consulting engineering firm of Nary & Chambers and former chief ineer of WLW, Cincinnati, and s. Chambers are the parents of a b. 2 oz. girl, Elizabeth Ann, their ond daughter, born Aug. 4 in Cinnati.

COHAN, CBS technical director, ently supervised technical facilities a Ford broadcast from the Gulf osition studios.

AX WEINER, chief engineer of NEW, Newark, who has been flying quently with WAVA, the station's rtwave transmitter, has contacted flying urge and is learning to be pilot.

ALTER BRADLEY MARTIN, of lslyn, Pa., and Percy C. Noble, of estfield, Mass., have been elected rectors of the American Radio Re- League for the Atlantic and New gland divisions, respectively. They the board vacancies created by . E. C. Woodruff, of Pennsylvania ate College, and George W. Bailey, Weston, Mass., newly elected esident and vice president of the hateur organization.

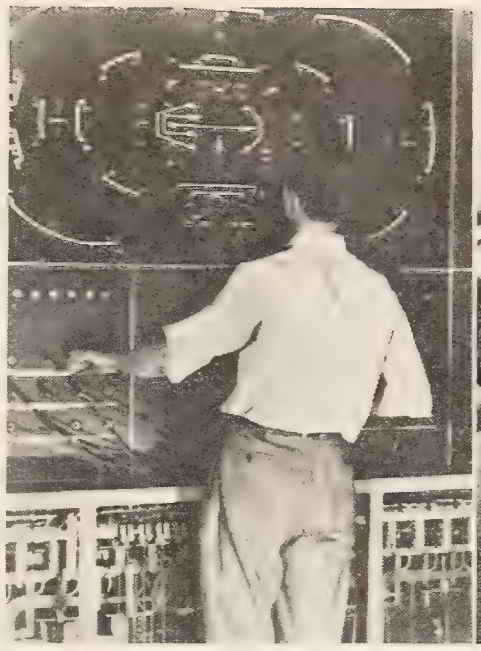
EQUIPMENT

WVA, Wheeling, has ordered a new 9-foot vertical radiator from Blawmox Co., to replace the two 225ot towers it has been using four ars. Erection is to be completed 60 days. The site was determined Jansky & Bailey, Washington enneering firm.

NITED TRANSFORMER Corp., ew York, announces issuance of a lletin covering equalizers and filters r broadcast, recording and similar rvice. Included is a description of nited's universal equalizer for broadst and recording service, just anounced. It incorporates separate ntrols for high and low frequency ualization.

STATIC Microphone Laboratory nc., Youngstown, O., has designed a ew "detector" for microphone pickps where the instrument is to be ncealed or hidden. Known as Model 8, it is a single diaphragm crystal, ith the interior assembly cushion ounted, to permit use under adverse nditions of vibration. It has a wide ngle unidirectional pickup and eighs only 3½ ounces, is 2⅛ inches diameter and ⅞ inch thick, with a at back, domed screen front and a ring clip for attachment.

WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS





BROADCASTING THE OLYMPICS — At left is neon-animated master switchboard, in the shape of a miniature stadium, which controls more than 100 microphone outlets carrying reports of the Olympic Games at Berlin to 37 foreign countries, including the United States, as well as to Germany's vast shortwave system over which running accounts in various languages were continuously broadcast throughout the world. At right is a newly designed German crystal mike mounted with preamplifier in a tube and wrapped in rubber sponge, used by announcers covering the regatta events of the Olympics.

WMIN, new 100-watter in St. Paul licensed to Edward Hoffman, will instal a Western Electric 100-250 watt transmitter, Western Electric speech input and a Blaw-Knox antenna, and expects to be on the air Sept. 15.

BRUNO LABORATORIES Inc., New York, announces its new Velotron microphone, said to incorporate new principles of construction and to employ a static rather than a magnetic field.

Set Sales for Six Months Far Ahead of Last Year

SALES of radio sets during the first half of 1936 advanced 15 to 30% over last year's figures, with production reaching the highest rate in history, according to a review of the radio industry announced Aug. 8 by Dun & Bradstreet Inc.

Outstanding in the six-month period were sales of auto radios, the volume running from 30 to 150% above last year, the review states. The trend to floor and console models is noted, contrary to past years when midget and cheap table sets were at the height of their popularity. Sales of battery sets to farm districts also are far ahead of last year. Perfection in design and engineering are noted in the new 1937 models.

"A" CUT CRYSTALS
(Approved by FCC)

If you are revamping to comply with FCC Rule No. 132, you will probably need an approved low drift crystal. We offer them for immediate delivery at $50.00 each including mounting.

HOLLISTER CRYSTAL CO.
WICHITA, KANSAS

CRCV to Go to 5 kw.

CRCV, Vancouver, Canadian Radio Commission station, will place a 5,000 watt transmitter in operation this autumn. Work already is under way on the equipment and studios are being modernized. The 400-foot single radiator will be the first of its type in Canada. The CRC engineering department is handling the installation.

"ABOVE THE AVERAGE"

WPTF frequently makes the claim of serving an "above the average" territory . . . and no phrase could be more aptly used in describing North Carolina!

The population of the territory reached and influenced by WPTF is "above the average" in buying desires and BUYING POWER due to "above the average" income from "above the average" commercial, industrial and agricultural sources!

As a result, North Carolina offers an "above the average" market for merchandise of every description.

As for WPTF, careful surveys show that the Capital City station offers "above the average" coverage (more than 180,000 Carolina homes with thousands more in adjacent territories) with "above the average" listener interest.

Consequently, WPTF has been able to consistently do an "above the average" job for an "above the average" number of national advertisers.

WPTF will do an "above the average" job for YOU in North Carolina, the "above the average" market place!

Write Free, Johns & Field, Inc., or direct for data and coverage map.

WPTF
RALEIGH NORTH CAROLINA

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents



Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

AUGUST 1 TO AUGUST 13, INCLUSIVE

Decisions . . .

(These actions are subject to ratification by the Broadcast Division at its next regular meeting.)

AUGUST 5

SPECIAL AUTHORIZATIONS:

KGBK, Tyler, Tex. — Extension temp. auth. spec. hours.

KCMO, Kansas City—Extension temp. auth. use former KGBX trans.

WFIL, Philadelphia — Extension temp. auth. 1 kw N.

WSBC, Chicago—Temp. auth. use trans studios WEDC.

KSTP, St. Paul—CP trans. site, vertical radiator 1460 kc 10 kw N 25 kw D unltd.

KWTO, Springfield, Mo. — Modif. CP trans. site, vertical radiator.

KRRV, Sherman, Tex. — Modif. CP trans., studio sites, change equip.

KWJJ, Portland, Ore.—Extension temp. auth. 1040 kc ltd.

WJAG, Norfolk, Neb.—Extension temp. auth. 1060 kc 1 kw ltd.

WTIC, Hartford—Extension exp. auth. unltd., Simul-KRLD.

WESG, Elmira, N. Y.—Extension temp. auth. D to LS New Orleans with 1 kw.

KTHS, Hot Springs, Ark.—Extension temp. auth. simul.-WBAL with 10 kw to LS.

KRLD, Dallas—Simul.-WTIC.

WBAL, Baltimore—Simul.-KTHS.

MISCELLANEOUS — NEW, Ntal. Battery Brdcstg. Co., St. Paul, set for hearing CP 920 kc 1 kw unltd. directional; WELI, New Haven, denied spec. auth. LS-8 p. m. 500 w 30 days; KUSD, Vermillion, S. D., Commission reconsidered action setting for hearing applic. renewal and modif. license from Sh.-KUSD, WILL ½ time; KFNF ½ time to SH. KFNF, KUSD ⅛ th time, KFNF 7/8th time, dismissed said applic. from docket, granted renewal license regular basis.

AUGUST 11

APPLICATIONS GRANTED:

KRKO, Everett, Wash.—CP new trans.

WNLC, New London, Conn.—Modif. CP re equip., antenna.

WCLO, Janesville, Wis.—Modif. CP re equip.

WHLB, Virginia, Minn.—Modif. CP re trans., equip.

KHQ, Spokane — Modif. CP re trans. site, radiator.

KMA, Shenandoah, Ia.—Modif. CP re equip., move trans.; temp. auth. unltd. time.

WCMI, Ashland, Ken.—Modif. CP local move.

WKBB, E. Dubuque, Ill.—License for CP 1500 kc 100 w 250 w LS unltd.

WAAF, Chicago—License for CP 920 kc 1 kw D.

WKBV, Richmond, Ind.—License for CP 1500 kc 100 w N 250 w D spec.

WJNO, W. Palm Beach, Fla.—License for CP 1200 kc 100 w unltd.

WMBD, Peoria, Ill.—License for CP 1440 kc 500 w 1 kw D unltd.

MISCELLANEOUS—WBNC, New Britain, Conn., denied temp. auth. LS-8 p.m.; denied petition E. E. Long Piano Co. for reconsid. grant applic. Valley Electric Co. new station San Luis Obispo, Cal., and denying its applic.; denied motion KFI asking FCC to remand applic. KTFI for modif. of license, for further hearing; denied motion Southland Industries Inc., asking FCC to remand for further hearing applic. J. Laurance Martin, Tucumcari, N. Mex., for CP; granted petition Pee Dee Brdcstg. Co., Florence, S. C., protesting grant without hearing applic. of O. Lee Stone for CP new station in Florence and set for hearing, effective date postponed; denied petition O. Lee Stone for dismissal protest filed by Pee Dee Brdcstg. Co.

AUGUST 13

APPLICATIONS RECONSIDERED AND GRANTED:

KTAT, Fort Worth—Consent vol. assign. license to Raymond E. Buck.

KOMA, Oklahoma City—Vol. assign. license to Hearst Radio Inc.

WACO, Waco, Tex.—Vol. assign. license to KTSA Brdcstg. Co.

APPLICATIONS GRANTED:

WOW, Omaha — Extension temp. auth. 5 kw N.

KOTN, Pine Bluff, Ark. — Extension temp. auth. unltd.

WNAC, Boston—License for CP new equip., 5 kw D.

WTHT, Hartford—License for CP new station 1200 kc 100 w D.

WNBF, Binghamton, N. Y.—CP new antenna, move trans. locally.

WFOR, Hattiesburg, Miss.—License for CP new equip., move studio locally.

WSBC, Chicago—License for CP move locally, new antenna.

WGH, Newport News, Va.—CP vertical radiator, move trans. locally.

WEAN, Providence, R. I.—Modif. CP trans., antenna.

WCAZ, Carthage, Ill.—License for CP move locally.

WHIO, Dayton—License for CP increase 1 to 5 kw D, directional N.

WLBC, Muncie, Ind.—License for CP vertical antenna, increase 100 to 250 w D.

KRBC, Abilene, Tex.—Modif. CP trans., studio sites.

KYOS, Merced, Cal.—Same.

MISCELLANEOUS—KCMO, Kansas City, reconsidered grant modif. license move studio lically, increase spec. to unltd., and set for hearing; granted temp. auth. unltd.

ORAL ARGUMENTS—WIL, St. Louis (applic. CP) and Star-Times Pub. Co., St. Louis (applic. CP) to be heard Sept. 10; KGKO, Wichita Falls, Tex. (applic. CP) to be heard Sept. 17.

SET FOR HEARING — NEW, Michael F. Murray, St. Cloud; WCFL, Chicago (increase to 50 kw, to be heard Sept. 24).

APPLICATIONS DENIED — WELI, New Haven, operate 50 w LS-8 p. m. 30 days; KOOS, Marshfield, Ore., LS-9 p. m. 100 w 1200 kc 30 days.

Examiners' Reports . . .

NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal. — Examiner Hyde recommended (I-268) that CP 1190 kc. 250 w D be granted if Clarke Standiford CP applic. for Visalia is not granted.

NEW, Jack E. Brantley, Mrs. Jack E. Brantley, Jack E. Brantley Jr., Savannah, Ga.; W. T. Knight Jr., Savannah—Examiner Dalberg recommended (I-269) that applic. of Brantleys for CP 1310 kc 100 w unltd. be denied; that applic. W. T. Knight Jr. for CP 1310 kc 100 w unltd. be denied.

KGFG, Oklahoma City—Examiner Bramhall recommended (I-270) that applic. modif. license changing hours from Sh. to unltd. be granted; that applic. transfer 133 1/3 shares of stock of Oklahoma Brdcstg. Co. Inc., from Hale V. Davis to Harold V. Hough be granted.

NEW, Black River Valley Broadcasts Inc., Watertown, N. Y. — Examiner Dalberg recommended (I-271) that applic. CP 1420 kc 100 w 250 LS unltd. be granted.

NEW, Gulf Coast Brdcstg. Co., Corpus Christie, Tex.—Examiner Hill recommended (I-272) that applic. CP 1330 kc 250 w 500 w LS unltd. be granted.

NEW, Albert Lea Brdcstg. Co., Albert Lea, Minn.; NEW, Winona Radio Service, Winona, Minn. — Examiner Hyde recommended (I-273) that applic. Albert Lea Brdcstg. Corp. CP 1200 kc 100 w unltd. be granted, subject conditions limiting operating time to daytime hours; that applic. Winona Radio Service CP 1200 kc. 100 w unltd. be granted, subject conditions limiting operating time to daytime hours.

NEW, Cache Valley Brdcstg. Co., Logan, U.—Examiner Hill recommended (I-274) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, Harold Johnson, Leland M. Perry, Cedar City, U.—Examiner Hill recommended (I-275) that applic. CP 1310 kc 100 w unltd. be granted.

WHFC, WKBI, WEHS, Cicero, Ill.—Examiner Dalberg recommended (I-276) that applic. CP change 1420 kc 100 w spec. to 100 w 250 w LS be granted.

NEW, J. T. Bilben, N. G. Barnard, Walker, Minn.—Examiner Bramhall recommended (I-277) that applic. 1310 kc 100 w unltd. be denied.

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—Examiner Hill recommended (I-278) that applic. CP 1200 kc 100 w D be dismissed with prejudice.

Applications . . .

AUGUST 3

WNAC, Boston—License for CP change equip., increase power.

WEEI, Boston — Vol. assign. CP to WEEI Brdcstg. Corp.; modif. CP new trans., directional antenna, increase 1 kw to 1 kw N 5 kw D, move trans., to further request 5 kw N & D.

WNBF, Binghamton, N. Y.—CP new antenna, move trans.

NEW, James Bourland, John Tebbell, Gerald J. Cotter, Ray D. Markel, d/b Central Mich. Radio Co., Mt. Pleasant, Mich.—CP 1350 kc 250 w unltd.

WCOL, Columbus—CP change equip., increase 100 w to 100 w 250 w D.

NEW, Southeastern Brdcstg. Co. Inc., Macon, Ga.—CP 1210 kc 100 w spec.

NEW, Times Pub. Co., Okmulgee, Okla.—CP 1210 kc 100 w D.

NEW, Michael F. Murray, St. Cloud, Minn.—CP 560 kc 5050 w D.

WCAZ, Carthage, Ill.—License for CP change equip., move trans.

KFEL, Denver — License for CP as modif. change equip., move trans.

KSLM, Salem, Ore.—CP new trans., change antenna, increase to 250 w, change 1370 to 1240 kc.

KQW, Sacramento—CP change equip., new antenna, increase 1 kw to 1 kw N 5 5kw D, move trans.

NEW, Julius Brunton & Sons Co., San Jose, Cal.—CP 970 kc 250 w D (contingent KQW grant).

NEW, John D. Fields Inc., Las Vegas, Nev.—CP 1370 kc 100 w unltd.

KJBS, San Francisco—CP new antenna, change 1070 to 1080 kc., move studio, trans., locally.

WMBH, Joplin, Mo.—CP new trans.

NEW, Ben S. McGlashen, Los Angeles —CP 25950 kc 1 kw.

APPLICATIONS RETURNED—W3XEY, Baltimore, license for CP gen. exp.

AUGUST 4

WAWZ, Zerepath, N. J.—CP new trans., antenna.

NEW, Harold Thomas, Pittsfield, Mass. —CP 1310 kc 100 w 250 w D unltd.

NEW, News-Tribune Co., Duluth — CP 630 kc 250 w unltd.

NEW, R. W. Page Corp., Columbus, Ga.—CP 950 kc 250 w unltd.

NEW, C. W. Corkhill, Sioux City, Ia.—CP 1200 kc 100 w unltd., amended to 1420 kc.

WCLO, Janesville, Wis. — Modif. CP move trans., increase power, re equip.

NEW, Chauncey W. Hammond, Oakland, Cal. — CP 1280 kc 500 w 1 kw D unltd., amended to 1 kw D & N.

APPLICATIONS RETURNED—KGBZ, York, Neb., vol. assign. license to Nebraska Brdcstg. Co., auth. transfer control to Nebraska Brdcstg. Co.

AUGUST 6

WTHT, Hartford—License for CP new station.

WIP, Philadelphia—Extension exp. auth. 1 kw.

WCMI, Ashland, Ky.—Modif. CP change equip., increase power, to request move studio to 20th & Greenup Sts.

NEW, Louisville Times Co., Louisville—CP 1210 kc 100 w unltd.

NEW, Sharon Herald Brdcstg Co., Sharon, Pa.—CP 780 kc 250 w D.

WFOR, Hattiesburg, Miss.—License for CP new equip., move studio.

WSBC, Chicago—License for CP move station, change antenna.

KJR, Seattle—CP change equip., increase 5 to 10 kw.

KGGC, San Francisco—CP new trans.

KOOS, Marshfield, Ore. — Modif. CP change equip., move trans., asking further changes equip., change hours D to unltd. 250 w.

APPLICATIONS RETURNED—WRGA, Rome, Ga.; WEOA, Evansville, Ind.

AUGUST 8

WHDL, Olean, N. Y.—CP change 1420 to 1400 kc increase 100 to 500 w, move trans. to Allegany, N. Y., amended re equip., change power to 250 w.

WJAR, Providence—CP change equip., increase 1 kw to 1 kw 5 kw D.

NEW, World Wide Brdcstg. Corp., Boston—CP 6040, 11790 kc 5 kw relay exp.

WDAE, Tampa, Fla. — Extension exp. auth. 2½ kw D, change equip.

KCMO, Kansas City — License CP new equip., move trans. studio.

KGBX, Springfield, Mo. — CP change equip., increase 500 w to 1 kw, move locally.

KAST, Astoria, Ore. — Vol. assign. license to Astoria Brdcstg. Co.

AUGUST 9

W3XEY, Baltimore — License for CP gen. exp.

NEW, David J. Mercier, George F. Warren, d/b Northern Brdcstg. Co., Traverse City, Mich.—CP 830 kc 500 w D.

NEW, Columbia Radio Co. Inc., Columbia, S. C.—CP 1200 kc 100 w unltd.

KLZ, Denver — License for CP move trans., new equip., increase power.

AUGUST 11

WJAR, Providence—CP move trans. locally for aux. use.

WKZO, Kalamazoo, Mich.—CP new equip.

WEED, Rocky Mount, N. C.—Licen for CP change equip., increase power.

KGFI, Corpus Christi, Tex.—CP mo trans., amended to install vertical a tenna.

KGCX, Wolf Point, Mont.—Modif. C new equip., move trans., change freq increase power, requesting move tran site, change equip.

APPLICATIONS RETURNED — NEW Science Surveys Inc., Cleveland, CP 8 kc 1 kw N 5 kw D unltd.; NEW, Rad Enterprises, Lufkin, Tex., CP 1310 100 w D; WSGN, Birmingham, CP ne trans.; NEW, H. W. Wilson & Ben Fa mer, Wilson, N. C., CP 1310 kc 100 w

AUGUST 12

NEW, Oliver C. Harriman & Ralp Clark, New York—CP 2 kw visual st tion; CP 1 kw spec. exp.; CP 2 kw ge exp.

NEW, Hearst Radio Inc., Albany, N. —CP 970 kc 1 kw unltd. amended to 12 kc.

NEW, Roanoke Gospel Tabernacle, Ro noke, Va.—CP 590 kc 100 w spec., amen ed to 1500 kc.

WLVA, Lynchburg, Va. — CP chan 1200 to 1390 kc, increase 100 w 250 w to 500 w D & N, directional N.

WGST, Atlanta — CP new trans., a tenna, increase 500 w 1 kw D to 1 kw kw D, move trans.

KTSA, San Antonio—CP new trans.

WNOX, Knoxville—CP new trans., a tenna, increase D to 5 kw, move trans.

AUGUST 13

WOW, New York—Auth. transfer co trol from John Iraci et al to Arde Bulo 766 shares.

NEW, Eugene Meyer & Co., Washin ton—CP 630 kc 250 w 500 w D unltd amended to 1310 kc 100 w 250 w D, om request WMAL facilities.

NEW, Schuylkill Brdcstg. Co., Pott ville, Pa.—CP 580 kc 250 w D.

NEW, Lou Poller, Scranton, Pa.—C 930 kc 250 w D.

WBAX, Wilkes-Barre, Pa. — Modif. cense spec. to unltd.

WBIG, Greensboro, N. C.—Exp. aut 1 kw N & D three months.

WTCN, Minneapolis — Modif. licens spec. to unltd., asks facilities WL WCAL.

WLB, Minneapolis — CP new trans change from 1250 to 760 kc, 1 to 5 k Sh.-WCAL.

WCAL, Northfield, Minn.—CP chan equip., new antenna, change 1250 to 7 kc 5 kw D Sh.-WLB.

KGW, Portland, Ore.—License for C change equip.

APPLICATIONS RETURNED—WHD Boston; WJJD, Chicago; KFJM, Gran Forks, N. D.

Hearings Are Ordered

AT A SPECIAL meeting on Aug 13, the FCC Broadcast Divisio designated for hearing on Sept. 2 the application of WCFL, Chicag Federation of Labor station, fo an increase in power to from 5,00 to 50,000 watts on the former clea channel of 970 kc., upon whic KJR, Seattle, is the dominant sta tion. Simultaneously, it designate Sept. 10 as the date on which i will hear oral arguments on th applications of the *St. Louis Sta Times* and of WIL for the 125 kc. regional channel, with 1,00 watts in St. Louis, and set Sept 17 as the date for oral argument on the application of KGKO, Wich ita Falls, Tex., for removal to For Worth.

KOVC, Valley City, N. D., a ne station authorized recently by th FCC, has completed plans for ne studios and equipment, togethe with a vertical radiator, accord ing to George B. Bairey, license and manager. Studios will be i the Rudolph Hotel. Walter Nel son, former newspaperman, ha been named commercial and pub licity director of the station, whic will operate on 1500 kc., with 10 watts full time.

Lehn & Fink Completes Plans for CBS Series

LEHN & FINK Inc., New York (cosmetics, proprietaries) on Oct. 5 starts its 45-minute noontime schedule on 26 CBS stations, breaking the period into three blocks to promote three products.

The first segment, 11:45-12 noon, will present Dr. Allan Roy Dafoe, Dionne quintuplet physician, speaking directly from Callander, Ont., and will promote Lysol. It will be heard Mondays, Wednesdays and Fridays. From 12-12:15 the program will be *The Gumps*, based on the comic strip, and will promote Pebeco toothpaste Mondays through Fridays. The 12:15-12:30 period will promote Hinds Honey & Almond Cream with Ted Malone as talent, also Monday through Friday. Malone will broadcast his *Between the Bookends* program from Kansas City, where it attained popularity on KMBC.

Lysol currently is sponsoring *Life of Mary Sothern* on 4 Mutual stations but the commercials will be shifted to Hinds cream, a seasonal product, after Sept. 14. Lennen & Mitchell Inc., New York, is agency for Pebeco and Lysol, with William Esty & Co. Inc., New York, handling Hinds cream.

Wisconsin Campaign

JOHN B. CHAPPLE, Republican candidate for Governor of Wisconsin, inaugurated his radio campaign Aug. 13 when he broadcast the first of a series of sponsored campaign speeches over the Wisconsin group of the Affiliated Broadcasting Co. network, using a seven-station chain composed of KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WHBY, Green Bay; WKBH, La Crosse, WOMT, Manitowoc; and WRJN, Racine.

Ford Branch Spots

FORD branch offices in Dearborn, Mich., and Omaha are using announcements on WJR, WXYZ, WWJ, WOW and KOIL as part of Ford dealer campaign. The announcements are broadcast seven days a week on an extensive schedule. Commercials advertise all Ford products. N. W. Ayer & Son Inc., New York, placed the account.

Scripps-Howard Has Fight

SCRIPPS - HOWARD newspapers will sponsor the Joe Louis - Jack Sharkey fight Tuesday, Aug. 18, on 20 CBS stations. The account was placed direct by arrangements between the network and Karl Bickel, president, and James Hanrahan, vice president, of Continental Radio Co., Scripps - Howard radio subsidiary.

NBC Promotes Shechter

A. A. SHECHTER, NBC news editor in charge of Esso, Press-Radio, Lowell Thomas and Walter Winchell news broadcasts, on Aug. 13 was promoted to director of special features and news, combining his present duties with those formerly exercised by William Lundell, who resigned recently as special features director. Mr. Shechter will report to John Royal, NBC program vice president.

Special Drene Hookup

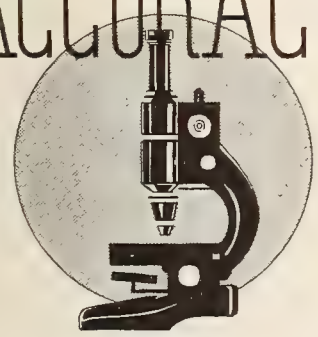
PROCTER & GAMBLE Co., Cincinnati, for Drene, has contracted for the 7:30 - 7:45 p. m. (EDST) period, Wednesdays, starting Sept. 9 for eight weeks, on WEAF, New York, NBC-Red key, and WMAQ, Chicago, also NBC - owned, using Frank Parker and Ramona. The program is piped to WMAQ from WEAF. P & G also will start a Jack Randolph program on WINS, New York, starting Sept. 6, Monday, Wednesday and Friday mornings, 10:45-11, for 34 weeks. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the accounts.

Squibb in West

E. R. SQUIBB & SONS, New York (toothpowder), on Aug. 10 placed three quarter - hour programs weekly on KFI, Los Angeles; KOMO, Seattle; KFRC, San Francisco, and WDAF, Kansas City. The programs are taken off the line by WBS from WOR, Newark, on which Squibb is broadcasting. The broadcasts feature Ray Giersdorf, vocalist, and Frank Cornwall's orchestra. Geyer, Cornell & Newell Inc., New York. has the account.

JACK LATHAM, radio time buyer for Young & Rubicam Inc., New York, has fully recovered from his recent operation and will be back at his desk on Aug. 17.

ACCURACY



CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-862 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.



NO SALE!

An elaborate radio program was auditioned for a sponsor who, after hearing it, decided that it would not "fit in" with his product. Station policy dictated that all auditions be recorded, and because of this policy, it was possible to audition this program for various other advertisers, with the result that on the TWELFTH showing, a sponsor was found, whose product tied-in with the program.

The cost of twelve "in the flesh" auditions would have been prohibitive. The cost of making a PRESTO INSTANTANEOUS RECORDING was trifling.

Daily, in hundreds of broadcasting and recording studios, PRESTO is earning a handsome return on its cost. The installation of instantaneous recording equipment is economically sound. Hundreds of broadcasting stations have learned that PRESTO INSTALLATIONS insure quality reproduction . . . dependability and 100% satisfaction.

Remember . . . Whether you are considering the purchase of a complete instantaneous recorder or a needle only, rely on PRESTO . . . the only centralized source of supply in this country. At PRESTO HEADQUARTERS, you will find everything for your recording requirements . . . from a needle to a complete studio installation.

Descriptive catalog and technical data gladly supplied on request.

EXPORT DIVISION (except for Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, N. Y. C.
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PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Long-Wave Bands Denied to Industry

Cairo Group Against Alloting Waves for Broadcast Use

RESERVATION of the 1500-1600 kc. band for broadcasting and denial of the NAB's request that the 180-210 and 520-550 kc. bands also be designated for broadcasting were decided upon Aug. 5 by the main United States committee preparing for the 1938 International Telecommunications Conference at Cairo.

The American delegation was instructed to favor no changes in the 1600-3500 kc. band, and not to propose allocations above 30,000 kc., where most television experimentation is taking place. The recommendations have been submitted to a drafting committee which will whip them into complete form by September for submission to the State Department.

Definitions Adopted

OTHER recommendations made by the committee follow:

New definition adopted for Broadcasting—A service carried on by a station the emissions of which are primarily intended to be received by the general public, regardless of the type of emission authorized.

Definition adopted for Facsimile—The electrical transmission and reproduction of fixed images.

Definition adopted for Television—The electrical transmission of transient visual images.

An entirely new Article VI on the quality of emissions was proposed. It will be submitted by the Americans for discussion at the forthcoming Bucharest technical conference. New frequency tolerances and band widths of emissions are specified. In substance the proposed section requires waves to be kept as close to the authorized frequency as the start of the art permits. Frequent checks on emissions are advised.

Mr. Baldwin served notice that he would file a minority report on the denial of the 180-210 and 520-550 kc. bands to broadcasting. Capt. S. C. Hooper, of the Navy Department, observed that there is a difference of opinion among broadcasters on the proposed 180-210 and 520-550 kc. requests of the NAB.

Classification of Emissions

IMPORTANT changes in the classification of emissions were approved. They make the main line of classification that of the types of communication for which the emissions are used, assuming that continuous-wave transmissions is employed. The existing plan is based on the distinction between continuous and damped waves. New classifications are:

A0—Waves of which successive oscillations are identical. Such waves are used for special purposes such as standard frequency emissions.

A1—Continuous-wave telegraph, a carrier wave keyed in accordance with a telegrapic code.

A2—Tone-modulated telegraphy, the carrier wave being modulated at an audible frequency, this frequency or combination of audible frequencies keyed in accordance with a telegraphic code.

A3—Telephony. Waves resulting from modulation of carrier wave by speech, music or other sound waves.

A4—Facsimile. Waves resulting from modulation of carrier wave by frequencies representing fixed image.

A5—Television. Waves resulting from modulation of carrier wave by frequencies representing transient visual images.

B —Damped waves. Waves consisting of successive series of oscillations, of which the amplitude, after having reached a maximum, decreases gradually, the wave trains being keyed in accordance with a telegraph code. These are prohibited except under Article 7.

McGlashan's Olympics

WHILE the major networks sent their own special announcers to Berlin to cover the Olympic Games, Ben S. McGlashan, operator of the 100-watt KGFJ, Los Angeles, secured authority from the FCC to pick up and rebroadcast Olympic events as carried in various languages over Germany's vast short-wave system. He was authorized Aug. 5 to operate special high-frequency broadcasting station W6XKG for the rebroadcasts.

FCC Refuses to Postpone Requirements for Safety

VETOING requests that its equipment cleanup regulation (Rule 132) requiring stations to install safety features in transmitters in accordance with the National Electric Code be deferred beyond its effective date of Nov. 12, the FCC Broadcast Division announced Aug. 8 that the rule would become effective as originally planned. It was adopted in the interest of safeguarding life and property at stations and requires that the equipment shall be constructed and operated in accordance with good engineering practice.

In another ruling, the FCC Broadcast Division stated that requests had been received for authority to use a common antenna system for two or more stations. It held that two or more stations owned by the same licensee may be permitted to use a common antenna, but different licensees will not be authorized to use a common antenna, since both licensees under such conditions of operation cannot have complete control of all the apparatus which directly controls the external effects of the station.

Public Eagerly Observing Don Lee Net Television

WHILE RCA, Philco and Farnsworth are giving only occasional private demonstrations of their television systems, Don Lee Broadcasting System, demonstrating the system perfected during the last six years by its television director, Harry R. Lubcke, is continuing its public showings which began last June 4. So great have been demands for glimpses of the receiver and its images that Don Lee has had to restrict attendance to those who secure tickets at KHJ, Los Angeles.

The demonstrations are in the Don Lee Bldg. Each is accompanied by a lecture explaining the system, which employs a cathode ray tube receiver projecting 300-line images 24 times per second. To those who desire them, instructions are given on how to build receiving sets to pick up the images broadcast by W6XAO on the ultra-short waves.

TED SISSON, of the NBC production department in New York, has resigned to join the production staff of Lord & Thomas.

Vice Presidents Added In RCA Personnel Shift

M. F. BURNS and Ralph B. Austrian, motion picture and radio executives, have been elected vice presidents of RCA Mfg. Co., according to announcement Aug. 10 by G. K. Throckmorton, executive vice president of RCA. Mr. Austrian will have offices in New York and will handle motion picture producers and theatre contacts for RCA Photophone. Mr. Burns will have similar duties on the West Coast. Paul C. Richardson, formerly of Curtis Publishing Co., has been made manager of field activities. Henry C. Bonfig, former manager of the Western division, has been transferred to Camden.

RCA-Victor has announced appointment of Vance Woodcox, formerly a member of the sales department and before that director of advertising for Kelvinator Corp., as manager of the newly created central division located in Chicago. James E. Francis, formerly in charge of Hollywood operations, has been appointed western division manager with offices in Hollywood. John W. Griffin continues in charge of the Eastern division.

SOME question about efforts of MacGregor & Sollie, Los Angeles transcription company, to sell its products on the basis of current attempts of recording artists to block radio performances, has been raised in letters to the NAB from stations, according to James W. Baldwin, NAB managing director. A study of the whole situation, with particular reference to the American Society of Recording Artists, is being made, it was learned.



MR. E. H. RIETZKE — PRESIDENT OF CREI

•JUST RELEASED!

"What's Happening in Radio Today"

Mailed FREE on Request

An unusual survey — not an imaginary treatise on what to expect in the future — but a factual report on what's happening TODAY! Gives an analysis of employment changes, salary advances in Broadcasting and other branches of Radio throughout the country. A limited number of copies available — write for yours today!

One-Year Residence Course in Practical Radio Engineering Begins Sept. 21

If you live near Washington—visit the school anytime for an inspection tour of our laboratories, shops and equipment—or, write for FREE 48-page illustrated catalog.

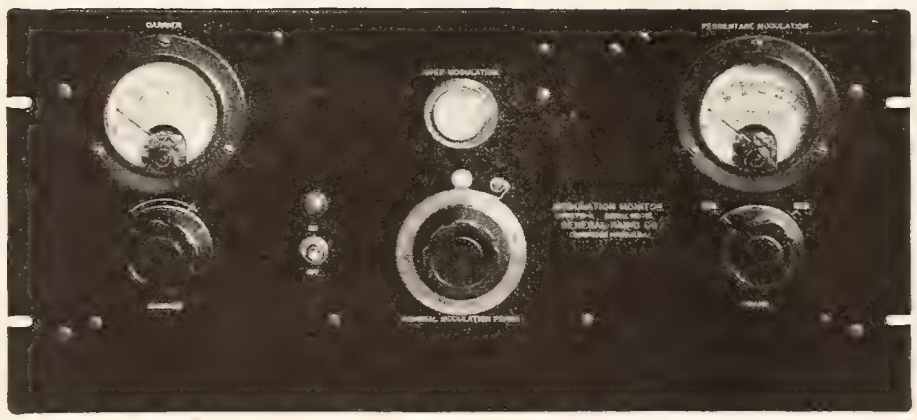
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CREI



THE GENERAL RADIO TYPE 731-A MODULATION MONITOR

Features:

- *A d-c meter for setting carrier and for indicating carrier shift with modulation*
- *A peak flashing light which operates on all peaks exceeding a predetermined value*
- *A high-speed meter indicating continuously the percentage modulation on either positive or negative peaks*

The General Radio Modulation Monitor uses a high-speed meter as the modulation indicator. This meter faithfully follows the signal. It is calibrated in decibels for maintaining the transmitter input at any desired level. The instrument is well shielded so that no special precautions are necessary even when the monitor is operated in close proximity to a high power transmitter.

Type 731-A Modulation Monitor, complete with tubes and accessories, $195.00

Orders are being filled in rotation and shipment on orders received immediately will be made on or about September 1st.

Write for Bulletin 37-B if additional details are desired

GENERAL RADIO COMPANY
Cambridge, Massachusetts

'ower for XEPN)pposed by WOW

sks Power Commission to Bar merican Energy to Station

N THE THEORY that the exortation of American electrical nergy into Mexico to furnish a ower supply for broadcasting staons on the other side of the Amerian border would aid in the viotion of American laws, WOW, maha, on Aug. 3 applied to the ederal Power Commission for a earing at which it would interene against the furnishing of merican power to XEPN, Pieras Negras, opposite the Rio rande River from Eagle Pass, exas.

XEPN, variously reported as perating with 75,000 to 150,000 atts power and licensed by the lexican government to utilize 50,000 watts, recently suffered ower failures during storms and sked for authority to buy its ower from American sources. It as been operating on 590 kc., the merican regional channel occuied by the 5,000-watt WOW and everal other stations located farher northward.

Lack of Relief

INCE WOW, like many other merican and Canadian stations, as been unable to secure relief rom the FCC or other American overnmental sources from Mexian border station interference, it s asking the Power Commission o halt any aiding of violations of Article 35, Section 1 of the Interational Telecommunications Conention of 1932 to which the Unitd States and Mexico are signaories. This article provides that all stations must be operated so s not to interfere with the radio ervice either of the contracting overnments or of private operatng agencies recognized by these overnments."

Paul M. Segal, counsel for WOW, sserts in his petition to the Power ommission that not only is WOW njured by XEPN, which is said to e backed by American capital, ut that "the applicant is evading urisdiction of the FCC by broadasting from Mexico." He charges XEPN with violating the Amerian law forbidding lotteries and lso of violating FCC orders forbidding fortune-telling and per-inquiry broadcasts since it broadasts in English and is heard by U. S. audiences. He points out further that the Power Commission "customarily considers the legality of exportation of power according to the laws of the State of export."

ROBERT J. SMITH, until recently with WFAS, White Plains, N. Y., has joined the sales staff of WNEW, Newark. Mr. Smith was formerly with the A & P Co., was production manager of the Weeks Adv. Agency and is a former partner in the Smith & Williams Co., merchandising and sales counsel.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS



KMBC's Remote Coverage of a Big Political Event

WITH its newscaster car, KMBC, Kansas City, provided thorough coverage of the recent Landon notification ceremonies at Topeka. Other facilities included lines to the Kansan Hotel and a loop to the speaker's stand at the state house. Erle Smith, newscaster, is shown in the center picture talking on a transcontinental CBS network through W9XES, the short-wave car, with Jack Starr assisting. At left is Paul Fonda at the controls during the notification ceremonies. At right is Smith interviewing Congressman Richard Bradley, of Connecticut. Important political personages, crowd broadcasts and other features were broadcast by KMBC.

CBS School of the Air To Add Musical Series For Pupils This Autumn

WHEN the *American School of the Air* resumes on the CBS network Oct. 13 under the direction of Miss Helen Johnson of the network's educational staff, it will feature two innovations designed to heighten interest among the tens of thousands of school children in the schools and adults in the homes who tune in the programs daily during the school year.

One will be a series of Tuesday musical periods during the first semester in which performances of compositions by famous historical figures will be played. The other will be a Thursday series of soloists and choruses singing native music and brought over via short-waves from various European countries. This series, featuring the second half-season of the *School of the Air*, is being arranged by Cesar Saerchinger, CBS European representative.

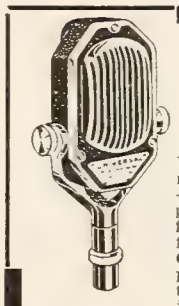
The new school season will start with the musicals; thereafter the programs will be heard each school day for 26 weeks with the usual school holidays intervening, 2:15 to 2:45 p. m. (EST). The subjects to be presented each day at this time will be: Mondays, history; Tuesdays, music and literature; Wednesdays, geography; Thursdays, music, literature and science; Fridays, vocational guidance and current events.

The CBS *American School of the Air* is one of the two major network features designed especially for classroom reception, the other being the Walter Damrosch *Music Appreciation Hour* which NBC resumes over its combined Red and Blue networks Oct. 2, to be heard every Friday from 2 to 3 p. m. (EST).

It Struck Twice

FOR THE second time within a month, the 227-foot tower of WCOP, Boston, was the target for a lightning bolt. The second flash struck Aug. 4. The bolt traveled down the transmitting tower and did minor damage at the base. Immediate repairs were made and the station lost but a short time. The bolt that struck the station early in July was a direct hit on top of the tower and kept the station off the air for 11 hours and 40 minutes.

COOPERATING with the Weather Bureau, the recently organized Florida Association of Broadcasters has pledged its member stations to join government radio services instantly to broadcast tropical storm warnings.



UNIVERSAL

Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
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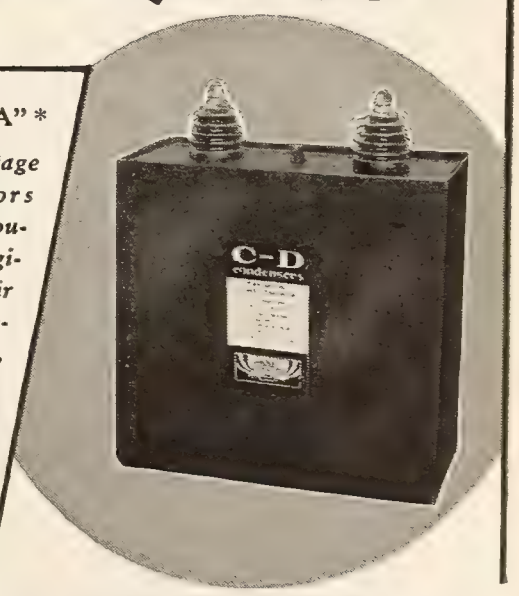
Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

IN 3 YEARS!

THE DYKANOL "A"*

Series of High Voltage Transmitting Capacitors has won an enviable reputation in broadcast engineering circles . . . Their sturdy, compact and dependable characteristics, and their ability to operate under the most severe working conditions have made them favorites with engineers the world over.



You would do well to SPECIFY C-D DYKANOLS for future condenser requirements . . . for truly . . . there are none better.

Catalog No. 127 for radio and industrial engineers, listing in complete detail the Dykanol series, is available free on request.

*DYKANOL "A" . . . is a special liquid diphenal impregnating medium, developed after many years of arduous laboratory research. It is non-inflammable and permits the operation of these capacitors at voltages 10% above rating. The high dielectric strength and dielectric constant has also made it possible to reduce the cubic volume of these units by 50% over previous types, without affecting their high quality characteristics.

CORNELL-DUBILIER CORP. 4370 BRONX BLVD. N.Y.C.

CORNELL DUBILIER

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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JENKINS & ADAIR, Inc.
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Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

We Stand Corrected

To the Editor of BROADCASTING:

Thank you so much for the notice concerning our return to the air, page 20 of your Aug. 1 issue.

Civic pride and an undying and unflagging interest in the "Power City of the World", Niagara Falls, leads me to point to your error in giving the address of The Carborundum Company as Buffalo. All of which, of course, does not lessen my interest in a most newsworthy of all radio publications.

FRANCIS D. BOWMAN,
Advertising Manager,
The Carborundum Co.,
Niagara Falls, N. Y.

Aug. 5, 1936.

WHEN the air conditioning system for studio No. 3 of WBBM, Chicago, went temporarily out of commission one recent morning, Milton Charles, WBBM organist, played his scheduled program in his shorts, for the sake of comfort.

Nu-Mist Plans Tests

FORSON LABORATORIES Inc., New York (Nu-Mist, cold remedy), will use radio for test studio programs in Detroit and Cleveland starting in mid-October. Stations and other details are still undecided. Kimball, Hubbard & Powell Inc., New York, has the account.

ACCURACY

INFORMATION • • • EQUIPMENT • • • SERVICE

Radio Engineering Consultants

For Established Stations and For New Station Applicants

Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Texas station desires operator-announcer who can copy Transradio. State full experience, age, education, references, salary expected. Box 533, BROADCASTING.

Wanted: Experienced time salesman by progressive local station near New York. Drawing account, liberal commission, but you must show us you can produce. State full experience, references, in first letter. Box 538, BROADCASTING.

Wanted: Thoroughly experienced all around station executive, willing to back services with nominal investment as evidence of good faith. Wonderful opportunity for right man not over thirty-five who knows every angle of the game. Box 539, BROADCASTING.

Situations Wanted

Experienced chief engineer desires position with any type radio station. Box 536, BROADCASTING.

Capable station manager desires connection with regional or local station in that capacity. Box 534, BROADCASTING.

Transmitter, control operator for network, announcer. Three years experience. Now employed. Desires permanent position with progressive station. Address Box 537, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading: Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Wanted to Buy

WANTED — A STATION

Radio executive. 14 years experience successfully operating clear channel, regional and local stations in both large and small cities, will buy all or part interest non-network station in maior market. Can pay cash. Give full details. Reply Box 532, BROADCASTING.

Willing to buy controlling interest or will purchase radio station outright. Box 535, BROADCASTING.

Wanted to Buy (Cont'd)

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

For Sale—Equipment

Western Electric 304-A, one kilowatt transmitter, complete with one set of tubes and partial set of spare tubes; also spare 700-A oscillator. Fully AC operated. Guaranteed in first class mechanical and electrical condition. Equipment removed from service because of increased power. Crated, ready for immediate delivery. Original cost $18,000. Offered at $7,000 f.o.b., Columbia, S. C.

FCC memo 243 lists the 304-A equipment "as satisfying the requirements of good engineering practice" promulgated in accordance with Rule 132.

G. Richard Shafto, Station WIS, Columbia, S. C.

Western Electric 1 Kw 106-B Transmitter

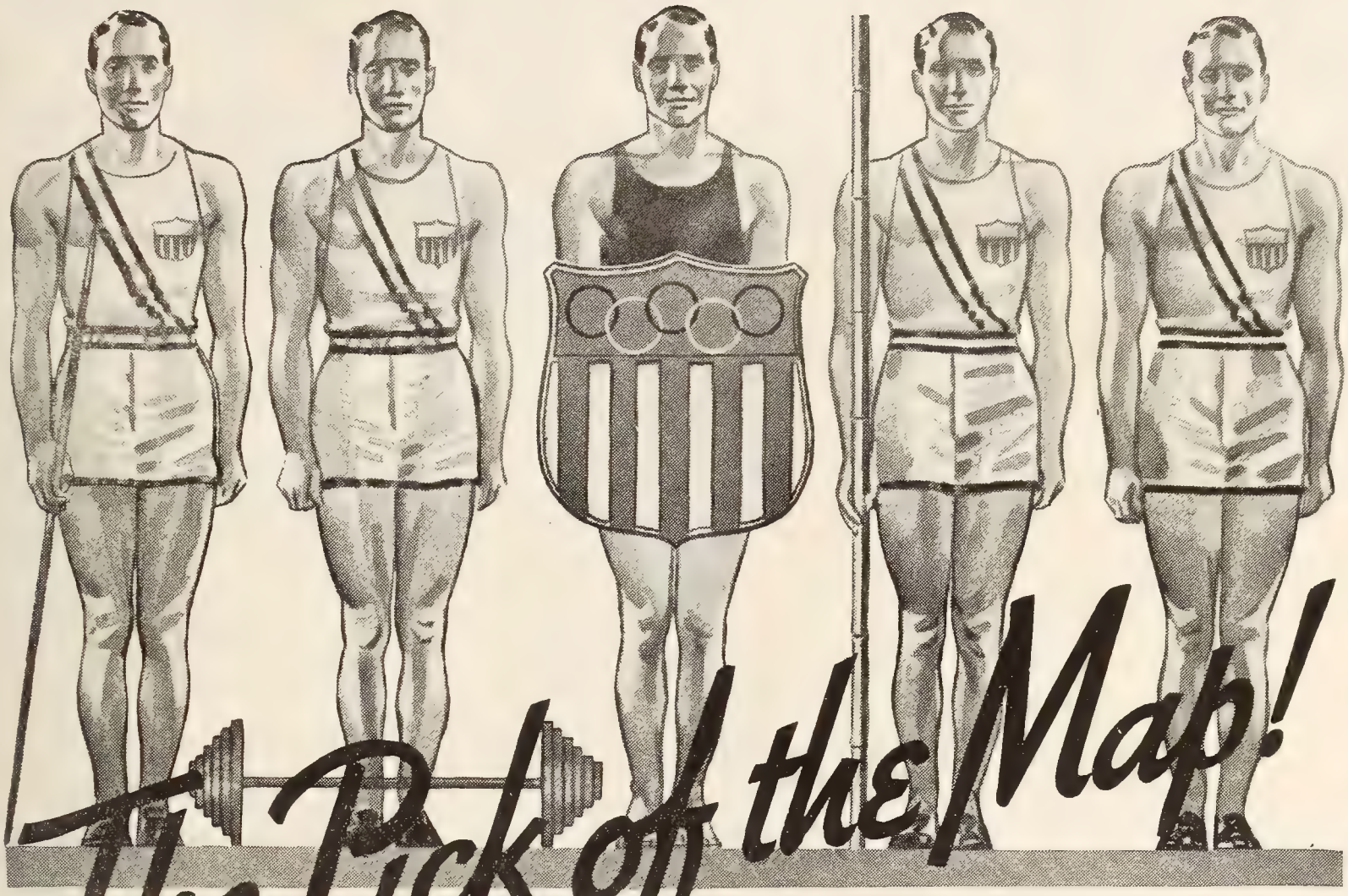
This equipment is an excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

FOR SALE
Radio Transmitter

SEALED proposals will be received until 2:30 P. M., Wednesday, August 19, 1936, for sale by City Commission of City of Jacksonville, Florida, of One (1) used Western Electric 6-B radio transmitter in excellent condition, "as is", complete with duplicate generating equipment and water pumps, together with various spare parts including many tubes. This equipment may be seen upon application to John T. Hopkins, III, Manager, at Radio Station WJAX, from whom further information may be obtained. Each bid should be addressed to City Commission marked "Bid for radio transmitter", and delivered through mail or otherwise at office of Secretary, Room 13, City Hall. The Commission reserves the right to reject any or all bids.

M. W. Bishop, Secretary
Thos. C. Imeson, Chairman



The Pick of the Map!

These are the stations . . . the pick of the pack:

LIKE our athletes now in Berlin, each of these local NBC stations represents the pick of its particular section of the country. These are the same stations on which all-star NBC programs are helping to win sales events for spot and local advertisers.

Covering nine rich markets, they have won their sales spurs in broadcasting against the best local competition.

Effective September 1, 1936

In America's 4th Market . . . Philadelphia

K Y W

Another great station has been added to this select group. KYW now offers spot and local advertisers the benefit of broadcast advertising "completely programmed by NBC."

NEW YORK

WEAF . . 50,000 watts

WJZ . . . 50,000 watts

THE GREAT NORTHEAST

WGY . . . 50,000 watts

NEW ENGLAND

WBZ-WBZA 51,000 watts

NORTHERN OHIO

WTAM . . 50,000 watts

DISTRICT OF COLUMBIA

WRC . 1000-500 watts

WMAL . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET

KDKA . 50,000 watts

CHICAGO

WMAQ . 50,000 watts

WENR . 50,000 watts

DENVER AND THE ROCKY MT. REGION

KOA . . 50,000 watts

SAN FRANCISCO

KGO . . 7,500 watts

KPO . . 50,000 watts

Completely Programmed by NBC

☆ *For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.*

"The answer to a maiden's prayer!"

says John C. Mevius, Gen. Mgr., Station WEMP, Milwaukee, Wis.

WEMP

MILWAUKEE BROADCASTING CO
711 EMPIRE BUILDING
MILWAUKEE, WISCONSIN
TEL. MARQUETTE 7722

OFFICERS:
HERBERT L. MOUNT, PRESIDENT
THOMAS M. DUNCAN, VICE-PRESIDENT
GLENN D. ROBERTS, SEC'Y-TREAS.

GENERAL MANAGER
JOHN C. MEVIUS

July 27th, 1936

Mr.H. C. Vance, Manager
RCA Manufacturing Company Inc.
111 No. Canal Street
Chicago, Illinois

Dear Mr. Vance:

I wish to state at this time that it is a pleasure to work with such excellent equipment such as we have here at WEMP. The 100 E transmitter is the answer to the Maiden's Prayer, when it comes to a local broadcaster. The 70-A transcription equipment, velocity microphones, high fidelity speech input equipment, plus the 100 E transmitter, places the local station in a position to put a program on the air equivalent to his bigger brothers in the 50 KW class.

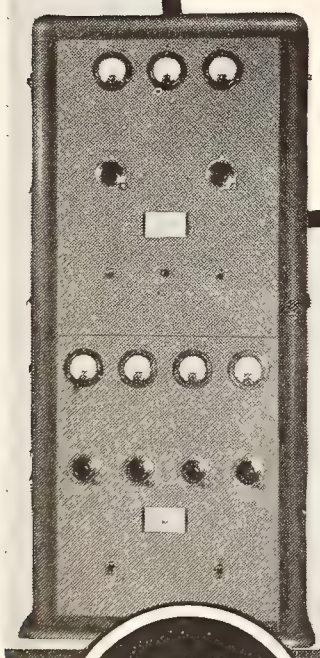
WE have received many letters from our listeners and a day does not pass when we do not receive at least one letter or a telephone call from someone tuning in WEMP for the first time and stating that it is the best station on the air, and that they have never heard quality like it before.

Another point, which I would like to stress is that WEMP has not lost five seconds on the air due to mechanical breakdowns. It truly is a pleasure to work with a station utilizing this type of equipment.

Thanks for your cooperation which is always 100%, I remain

Yours very truly,
John C. Mevius
General Manager.

JCM/EM



RCA'S NEW HIGH-FIDELITY TRANSMITTER FOR LOW POWER STATIONS—the 100-E!

RCA's new high-fidelity transmitter 100-E, designed especially for low-power stations, will make *you* as enthusiastic as Mr. Mevius. It's a fine investment, as the 8-point panel at right proves. Free details on request.

RCA 100-E TRANSMITTER

8 IMPORTANT POINTS

1 A new, simplified transmitter designed specifically for low-power stations. Emphasizes performances, discards items not needed on low-power transmitters, and introduces simplifications for economy and increased reliability.

2 High-fidelity performance equal to that of deluxe high-powered RCA transmitters. Meets the most critical of present standards, and is equal to any likely future standards—thus minimizing early obsolescence.

3 Latest engineering advances forestall rapid depreciation. Has such new developments as zero-coefficient crystals, class B modulation and others, which increase quality and reliability. These important assets greatly increase life of transmitter, allowing cost to be liquidated over greater period of useful life.

4 Self-contained, all AC-operated unit. Almost as easily installed as a receiver. No rotating machinery, starters or parts to get out of order; can be easily moved. Operates from a single-phase 110-volt supply, requiring no special power lines. Has its own speech-amplifier.

5 Uses inexpensive tubes. Employs new and different arrangement of tubes, especially developed by RCA engineers. They are inexpensive types noted for long life. Tube costs with this transmitter are approximately half those of any comparable 100-watt transmitter.

6 Most economical-to-operate transmitter ever developed . . . because of the simplified design and reduced number of components. Power consumption is extremely low. Guarantee against defective materials reduces replacements other than tubes. Minimum of servicing required.

7 Carries all standard RCA guarantees and patent protection. Fully guaranteed, exactly as are the larger RCA transmitters—complete insurance against unexpected replacement costs. Moreover—the user is adequately protected against patent infringement damages.

8 A standard transmitter reasonably priced. Offers small stations "high-fidelity" and RCA quality at a low price. Guarantees quality, reliability and protection previously available to larger stations only.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, NEW JERSEY · A SERVICE OF THE RADIO CORPORATION OF AMERICA

BROADCASTING

Vol. 11 • No. 5

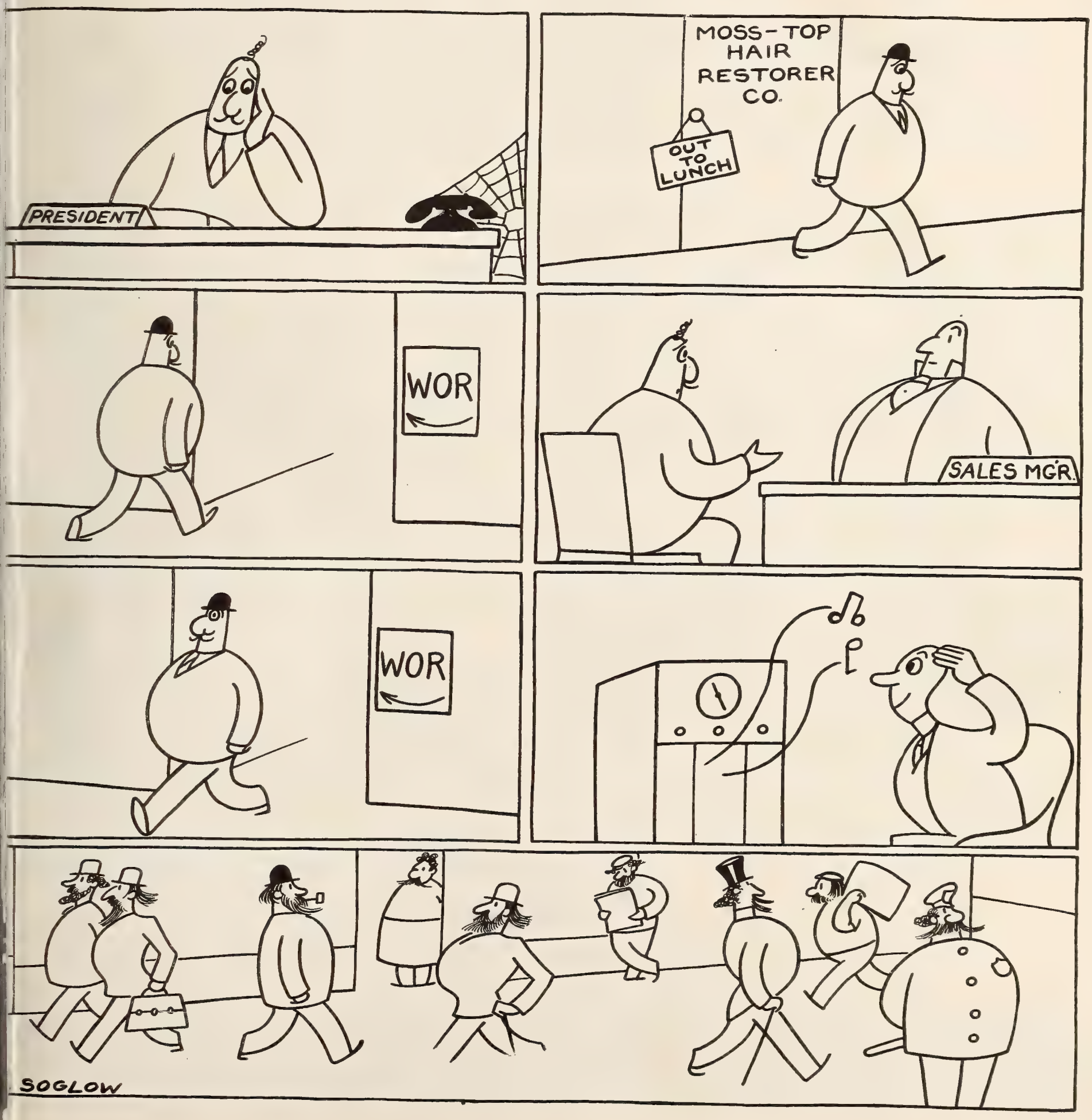
Broadcast Advertising

WASHINGTON, D. C.
SEPTEMBER 1, 1936

Foreign
$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

$3.00 the Year
15c the Copy



Presenting
New Thesaurus Artists

Howard Vincent O'Brien—*Commentator* • Pinky Lee, The Sailor—*Comedian*

• These outstanding artists have been added to the ever-increasing list of THESAURUS talent—one of the reasons why THESAURUS programs are creating appreciative audiences and pleased sponsors for the 160 station subscribers using THESAURUS.



THE COMMENTATOR

HOWARD VINCENT O'BRIEN. Prominent American journalist, columnist and radio commentator, who contributes a series of brief but highly interesting talks covering a variety of subjects from politics to Parisian plumbing.



THE COMEDIAN

PINKY LEE, THE SAILOR. The diminutive star of stage and radio whose humorous experiences are sure-fire laugh provokers.

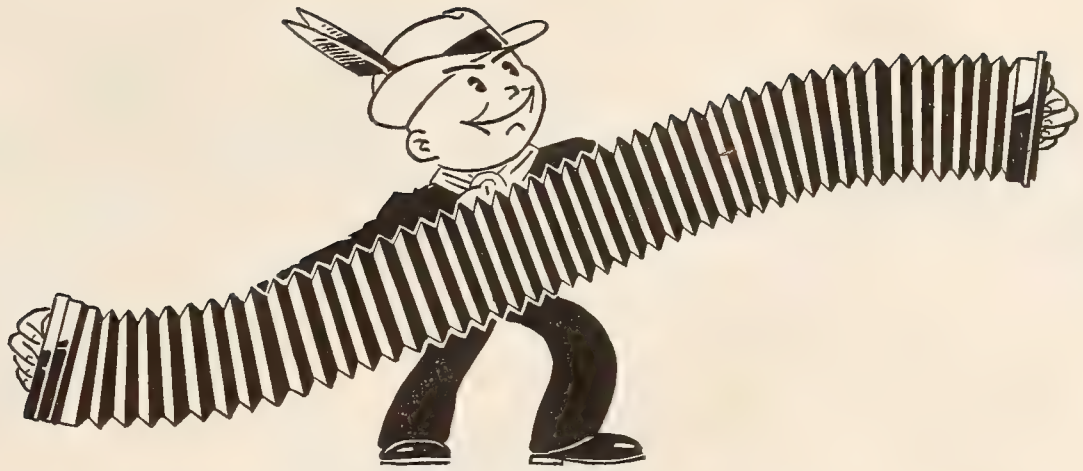
For information regarding THESAURUS Programs and Service—write

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO



Expanding your selling range in New England with one medium

THE NEW YANKEE NETWORK

11 STATIONS

WNAC	Boston, Mass.
WTIC	Hartford, Conn.
WEAN	Providence, R.I.
WTAG	Worcester, Mass.
WICC	Bridgeport, Conn.
WCSH	Portland, Me.
WLBZ	Bangor, Me.
WFEA	Manchester, N. H.
WSAR	Fall River, Mass.
WNBH	New Bedford, Mass.
WLLH	Lowell, Mass.

THE new Yankee Network offers you concentrated coverage in all of New England's major markets, with the dominant station in each locality.

Thirteen out of ninety-three cities in the United States with populations of more than 100,000 are in New England. Nine of these cities have Yankee Network studios. Each of the other four cities is within the intense listening area of a Yankee Network station.

Now with added power in the new Yankee Network, you may be assured of complete market coverage in New England.

Here are the new members:

WTIC, Hartford — 50,000 watts day and night
WTAG, Worcester — 1000 watts day and night
WCSH, Portland — 2500 watts days and 1000 watts nights
WSAR, Fall River — 1000 watts day and night

WNAC, Boston, the key station, now has 5000 watts daytime.

WEAN, Providence, will have 1000 watts unlimited time.

Dominate the New England sales market with the new Yankee Network.

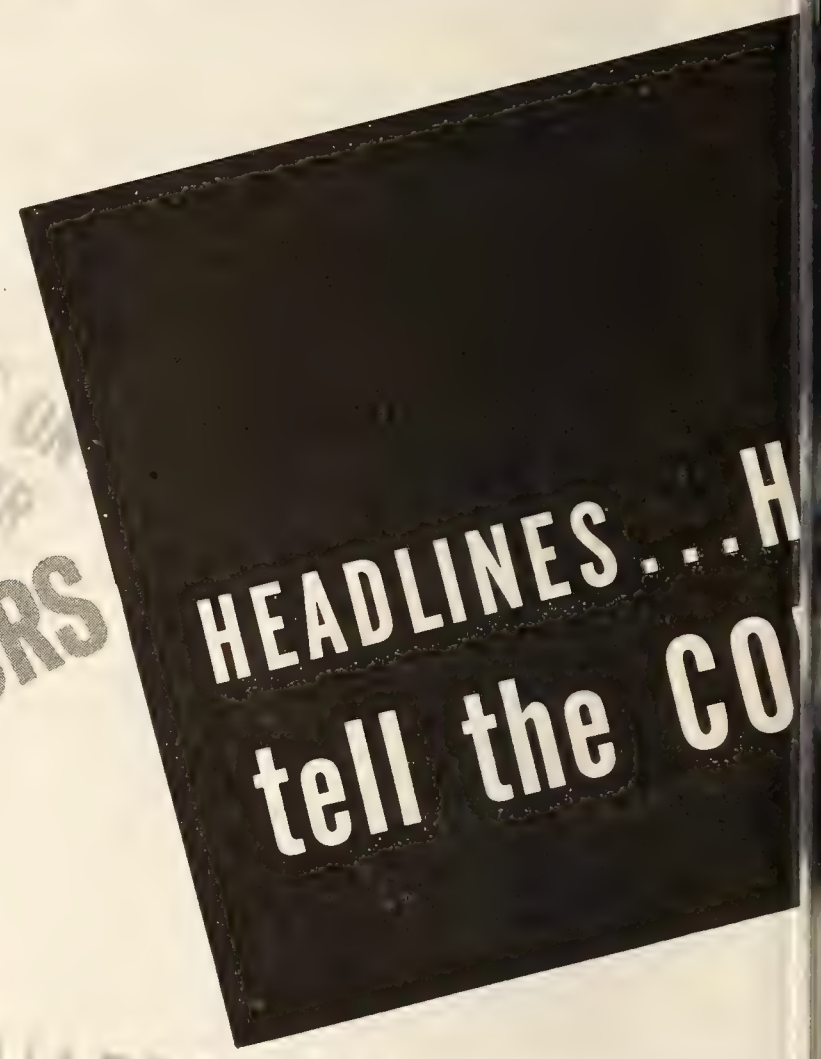
THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

COLGATE-PALMOLIVE PEET SPONSORS NEW NAT

LEVER BROTHERS RENEW CBS CONTRACT



TEXAS COMPANY SPONSORS EDDIE CANTOR
"AND CO." IN FALL CBS SERIES

CHEVROLET AND NASH MOTORS
ON CBS FALL SCHEDULE

PET MILK CO. ADDS EVENING HALF-HOUR TO FALL SCHEDULE

CBS' 28th OLYMPIC PROGRAM SETS TRANSATLANTI

WIDE PROGRAM

CBS JULY BILLINGS UP 42% IN SEVENTH RECORD-BREAKING MONTH

LUCKY STRIKE RENEWS ON CBS



CHESTERFIELD AND LUX RENEW FOR 52 WEEK

COLUMBIA SALUTES MONTANA STATIONS JOINING NETWORK

CBS FORD PROGRAM CONTINUES

LAY RECORD



"He's just nuts about spots!"

MOST advertisers who've ever really tried "spots" realize that in no other way can you get quite the same effectiveness and economy in radio.

By "spots" we don't necessarily mean 50 or 100-word announcements—though we can name some companies that have become *big shots with little spots.*

Buying a network is sometimes like buying a "deal" in merchandise — a few articles that you really need, plus a few articles that you *don't* want—all at a "bargain price" that's *higher* than you'd pay for the needed articles alone.

But when you buy spots — well, we see you're way ahead of us!

Shall we wrap you up a nice assortment of razor blades, shoe buttons and asthma remedy? All right, then — tell us what you *do* want!

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Loui
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angele
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portlan
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattl

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1936 $3.00 A YEAR — 15c A COPY

Fall Time Sales Point to 100-Million Year

By SOL TAISHOFF

Business Is Well Ahead of Last Year in All Branches; Many Advertisers Replacing Spots With Programs

RIDING a wave of unequaled public and advertiser acceptance, broadcasting is entering the fall season with more business booked than any other time in history and with every sign pointing to the first $100,000,000 year for time sales.

In all branches—network, transcription, spot and local — fall business is running substantially ahead of last year, which for the calendar 12 months smashed all records with a gross exceeding $87,000,000. A survey by BROADCASTING discloses enthusiasm on every side over prospects for business — enthusiasm solidly founded upon contracts in hand and bookings in view.

That the $100,000,000 mark will be eclipsed is revealed in the business statistics for the first half of the year (usually the smallest half) of nearly $51,000,000. [BROADCASTING, Aug. 15.] And that figure is 12.7% higher than for the first six months of last year.

Network Bookings

FOR preferred evening hours and for a substantial amount of daytime, both CBS and NBC-Red networks are almost solidly booked beginning this month. The NBC-Blue is lagging behind somewhat, yet it is offering a dozen new accounts beginning this month. Mutual, newest of the networks, has shown a considerable increase not only in business but in supplemental station outlets over which these accounts will be placed. Regional networks likewise report an upswing for the fall.

Checks with major stations in key markets, primarily those on the national networks, disclose virtual sellouts of evening time, due largely to clearances for network programs plus the unusually heavy volume of national spot. The time-clearance problem with them is becoming more and more acute, and in not a few instances it is reflected in rate increases based upon expanded audience as well as unavailability of open periods.

In the transcription spot field, World Broadcasting System reports that accounts literally "are rolling in", as national and regional accounts follow the lead of such bellwethers in the spot field as Chevrolet and Ford by supplementing network presentations with transcriptions. Moreover, the newspaper method of using more than one outlet of a medium in each market to present the advertisers' story is being adopted by more and more radio accounts with resultant increases in spot business.

One of the healthiest signs evolving from current time demands is the gradual reduction in spot announcements, and substitution of five and 15-minute programs. Short spots having often been frowned upon as least desirable business, broadcasters in the past have had no alternative but to accept them in many cases in such volume as frequently to clutter up their schedules. The diminution in spots and the corresponding increase in program commercials is striking a responsive chord not only with the public but with advertisers, who are becoming more meticulous about the radio company they keep and their "before and after" advertisers.

Another indication of transcription prospects was reflected in the recent important change in policy by NBC which announced that hereafter its transcription facilities are available to network clients for spot transcription placements on any stations they may select. Because NBC heretofore has restricted such placement to its own affiliated stations or to those non-competitive with affiliates, this is seen as a definite step by NBC to invade spot transcriptions on a basis competitive with others in the "custom-made" field.

More important to the industry as a whole is the fact that the influx of new accounts to radio is tending toward weeding out of undesirable ones. Laxative and medical accounts, while not disbarred under any laws, are still regarded generally as not in the best of taste. More than noticeable has been the pruning down of such accounts, particularly at peak times, and their replacement with business in the more desirable lines. The increase in symphonic and other better musical programs is a notable trend that will be more evident this fall and winter.

The Federal Communications Commission, whose reactions have been regarded as a barometer, has not cited a station for several months, so far as known, because of program complaints. A year ago there were a dozen a week.

Affiliates Annoyed

BUT THE rise in business, notably spot, has also been accompanied by a revival of feeling on the part of network-affiliated stations over their contractural arrangements with networks. Irked over their inability to clear time in many instances for premium spot business because of network commitments, some stations have given vent to their feeling that the differential between what the networks charge for their time and the amount they receive from the networks should be narrowed.

Stations naturally are inclined toward spot business, which brings national card rates minus sales commissions, as against network programs which yield substantially less in most cases. Nothing resembling a mass movement on this, however, has developed, but individual station owners have been

Fall Premieres Scheduled on the Networks . . . .

NBC

Sept. 2

Goodyear Tire & Rubber Co., Akron, *Literary Digest Nationwide Poll Results*, Mon., Wed., Fri., 7:15-7:30 p. m., 7:45-8 p. m., 11:15-11:30 p. m. respectively (Blue). Agency: Arthur Kudner Inc., N. Y.

Sept. 3

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), *Tea Time at Morrell's*, Thurs., 4-4:30 p. m. (Red). Agency: Henri, Hurst & McDonald Inc., Chicago.

Bowey's Inc., Chicago (Dari-Rich), *While the City Sleeps*, Thurs., 5-5:15 p. m., Sun., 1:30-1:45 p. m., switching Sept. 29 to Tues., 5-5:15 p. m. (Red). Agency: Russell C. Comer Adv. Co., Chicago.

Sept. 4

Macfadden Publications Inc., New York (True Story magazine), renews *True Story Court of Human Relations*, Fri., 9:30-10 p. m., repeat at 12:30 a. m. (Red). Agency: Arthur Kudner Inc., N. Y.

Wasey Products Inc., New York (Barbasol), *Singin' Sam*, Fri., 8:15-8:30 p. m., repeat at 11:30 p. m. for Bost toothpaste (Red). Agency: Erwin, Wasey & Co. Inc., N. Y.

Sinclair Refining Co., New York (oil products), *Red Grange*, Fri., 10:30-10:45 p. m. (Red); *Sinclair Minstrels*, Mon., 9-9:30 p. m. (Blue). Agency: Federal Adv. Agency Inc., N. Y.

Campana Sales Co., Batavia, Ill. (Italian Balm), *First Nighter*, Fri., 10-10:30 p. m. (Red). Agency: Aubrey, Moore & Wallace Inc., Chicago.

(*Continued on page 58*)

CBS

Sept. 2

H. J. Heinz Co., Pittsburgh (canned foods), *The Magazine of the Air*, Mon., Wed., Fri., 11-11:30 a. m. with repeat at 3 p. m. Agency: Maxon Inc., Detroit.

Sept. 6

Gillette Safety Razor Co., Boston (safety razors), *Community Sing program*, Sun., 10-10:45 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Sept. 13

Pittsburgh Plate Glass Co., Pittsburgh (institutional), *Pittsburgh Symphony Orchestra*, Sun., 2-2:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N.Y.

Sept. 14

Maltex Cereal Co., Burlington, Vt. (cereals), *Treasure Adventures of Donald Ayer*, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: J. M. Mathes Inc., N. Y.

Sept. 15 (tentative)

American Home Products Co., New York, Mon., thru Fri., 12:30-1:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Sept. 17

Great Atlantic & Pacific Tea Co., New York (chain grocers), *Kate Smith Variety Show*, Thurs., 8-9 p. m. Agency: Paris & Peart Inc., N. Y.

Chrysler Corp., Detroit (institutional), *Major Bowes' Amateurs*, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Sears Roebuck & Co., Chicago (mail order house), *Golden Jubilee Musical Drama*, Thurs., 10-10:30 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

(*Continued on page 58*)

Mutual

Sept. 2

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Hotel & Crazy Crystals), *Inquiring Reporter*, Mon., Wed., Fri., 1-1:15 p. m., on WOR, WSAI, WGR, CKLW, WFIL, WSM, WCAE, WGAR, WRVA; WAAB (Sept. 14); WBAL (Sept. 28). Agency: Luckey Bowman Inc., N. Y.

Sept. 18

Gruen Watch Maker's Guild, Cincinnati (watches) *Time Flies With Hawks*, Fri., 8-8:30 p. m., on WLW, WOR, WGN, CKLW. Agency: DeGarmo Corp., N. Y.

Sept. 27

H. Fendrich Inc., Evansville, Ind. (Charles Denby cigar), *Smoke Dreams*, Sun., 1:30-2 p. m., on WLW, WGN, CKLW, WGAR, WSM. Agency: Ruthrauff & Ryan Inc., Chicago.

Sept. 28

Sterling Products Inc., New York, Mon. thru Fri., 2:30-2:45 p. m. on 3 stations. Agency: Blackett-Sample-Hummert Inc., N. Y.

Grove Laboratories Inc., St. Louis (Bromo Quinine), *Gabriel Heatter*, Mon., thru Thurs., 7:45-8 p. m. to WFIL, WBAL, WCAE, repeat at 9 p. m. for WOR, WGN, CKLW, WAAB. Agency: Stack-Goble Adv. Agency Inc., N. Y.

Nov. 4

Murine Co., Chicago (eye wash), *Listen to This*, Wed., 8:30-9 p. m. on 7 stations. Agency: Neisser-Meyerhoff Inc., Chicago.

Lutheran Layman's League, St. Louis (religious), *Lutheran Hour*, Sun., 1-1:30 p. m., on 13 stations. Agency: Kelly & Stuhlman Inc., St. Louis.

conferring with network officials of late with redoubled vigor, it is reported.

The business this fall, according to informed broadcasting opinion, can be attributed not only to general business recovery, but to the sounder promotional efforts on the part of groups in the industry. The greater advertiser-awareness of broadcasting has developed from the top because of improved program trends, and because of the phenomenal successes achieved by many old-line firms through judicious presentations of programs and commercials.

Everything points to greater improvement in programs and in quality of broadcast commercials as this trend gains momentum. The increase in institutional programs of high quality, such as those fostered by department stores and banks, is regarded as outstanding recognition of this fact.

The fact that 1936 is a campaign year is contributing to the income of independent stations rather generally. In the case of the major networks, however, political broadcasts do not mean increased revenue on the whole, since in many cases regular commercials must be displaced and the sponsor and talent reimbursed, though the major parties have shown an inclination to buy fixed periods of open time on late evening schedules.

Transcription Campaigns During Autumn Planned By Three Shoe Concerns

THREE big St. Louis shoe manufacturing concerns have recorded one-minute transcriptions for campaigns during the fall, all cut by Premier Radio Enterprises Inc., St. Louis, and placed through agencies in that city. Through Jimm Daugherty Inc., the Central Shoe Co. (Perfect-Eze and Robin Hood shoes), a new series will be placed to supplement its 15-minute *Old Scoutmaster* series which will continue to be broadcast this fall.

The others planning transcription announcement campaigns are Brown Shoe Co. (Air-Step shoes), through Gardner Adv. Agency, St. Louis, and Wohl Shoe Co. (Paris Fashion shoes), through Louis E. Westheimer & Co., St. Louis.

In addition, Premier Radio Enterprises has recorded the first 13 episodes of a new 15-minute program for Roberts, Johnson & Rand, a branch of the International Shoe Co., St. Louis, for its Poll Parrot shoes, this program to be placed on about 100 stations. The show is *The Cruise of the Poll Parrot* and it replaces the *Treasure Trove* series used last season.

National Biscuit Golf

NATIONAL BISCUIT Co., New York, will broadcast the National Amateur Golf Tournament at Garden City, L. I., the week of Sept. 14 on a nationwide NBC-Red network of 64 stations. The broadcast schedule will consist of a daily resume, Sept. 14-18, 5:45-6 p. m., and two programs on Sept. 19, the first 2-2:15 p. m., and an hour program sometime between 2:15 p. m. and 6 p. m., depending on progress of the tournament. The last program will cover actual play of the final round. McCann-Erickson Inc., New York, placed the account.

Network Time Sales Set Record in July; NBC-Red Tops All-time Mark for Month

JULY revenue figures released by CBS, NBC and Mutual reveal that all existing records for the month were broken, the four networks accounting for a total of $3,832,319 in time sales, although it was an unusually hot month.

NBC-Red network reported July receipts of $1,613,148, an increase of 14.6% over 1935 and the largest figure any network has reported for July since the beginning of broadcasting. Still more, it is the first time any network has billed more business in July than in June. The high percentage of renewals which NBC-Red has signed, with sponsors anxious to retain their time periods, is responsible for this trend.

While NBC-Red turned in the greatest amount of sales volume CBS reported the largest July percentage increase, 42%, as compared with July, 1935. CBS July sales were $1,292,775. This is the first time that CBS July billings have run into the million dollar column and the seventh consecutive month that the percentage column has shown an increase as compared with the previous year. After two months in which declines were shown, NBC-Blue July receipts recorded a 1.8% increase over July, 1935, amounting to $816,835.

Combined NBC sales for July were $2,429,983, an increase of 10% over July, 1935. Mutual had July billings of $109,561, 74.8% above July, 1935. How much basic and associated stations contribute Mutual has decided to cease divulging.

Networks' Gross Monthly Time Sales

		1936	% Gain Over 1935	1935*	1934	1933
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,465
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
			MBS			
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

J. V. Connolly Is Named New Hearst Radio Chief



Mr. Connolly

SUCCEEDING T. J. White, who has been named chairman of the directing board of all Hearst enterprises, Joseph V. Connolly, president of King Features Syndicate, has been elected president and a director of Hearst Radio Inc., operating and representing the 10 Hearst-owned broadcasting stations, according to announcement Aug. 20. Mr. Connolly, as president of the Hearst syndicate subsidiary, also heads Hearst's International News Service, Universal service and International News Photos.

Other Hearst Radio officers are: Emile J. Gough, R. F. McCauley, Elliott Roosevelt, vice presidents; O. H. Tunell, treasurer; W. E. Miller, secretary. Directors are Mr. Connolly, Mr. Gough, Mr. Tunnell, Mr. Miller, Mr. McCauley.

NEW YORKER GETS WPEN-WRAX OPTION

AN OPTION to purchase WPEN and WRAX, Philadelphia, for a price of $240,000 has been acquired from the Wm. Penn Broadcasting Co., licensee, by Russell Feldman, of New York, who was identified with the recent sale of KNX to CBS and who participated in the arrangements last year for placing part of the stock of WJR on the market.

Mr. Feldman, it is understood, may dispose of the station to other interests since he himself is not an operator. The option was acquired late in July from Paul Harron and Clarence Taubel, chief stockholders in the Wm. Penn Broadcasting Co., who also own WFAB, New York; who recently purchased WHOM, Jersey City, and who operate WTNJ, Trenton, under lease.

The two stations share the 920 kc. regional frequency with 500 watts day and 250 watts night. They have specialized in foreign-language programs.

Disc Sponsorships To Gain in Autumn

WBS Cutting Campaigns for More National Advertisers

WITH NATIONAL transcription volume reporting a 52.9% gain for the first half of 1936 over the same 1935 period, new contracts coming into World Broadcasting System offices point to an even greater increase for the second six months of this year.

A dealer cooperative campaign for General Electric through Maxon Inc. has been approved, with the list of stations not completely set. The program, known as *The Bandmaster*, is being recorded at WBS studios, 711 Fifth Ave., New York. Production is under the direction of Henry Heyward, and dealers are expected to place the 13 quarter-hour programs in markets throughout the country.

Sterling's Fifth Renewal

ONE OF RADIO'S most popular dramatic programs, *Dick Tracy*, has been renewed for the fifth time by Sterling Products Inc., starting a second year with WBS. The present station list of 13 cities will probably be increased by Stack-Goble Adv. Agency. The 13-week renewal calls for 52 broadcasts, four per week, bringing the total series to 260 episodes which have been recorded by World.

A newcomer to the transcription field is Montgomery Ward, Chicago mail order house, which is appealing to housewives in rural markets through a program titled *The Travels of Mary Ward*. The 15-minute dramatic scripts, five a week, recorded by WBS in Chicago, started Aug. 24th. Fourteen stations in the Midwest are carrying the program. Ferry-Hanly Co., Kansas City, is the agency.

E. R. Squibb & Sons Inc., through Geyer, Cornell & Newell Inc., is using WBS transcriptions on four Pacific Coast and Midwest stations, the program presenting Rae Giersdorf and the music of Frank Cornwell's orchestra. This is a 15-minute program heard three times a week. It started Aug. 10.

Procter & Gamble Co., Cincinnati (Drene) will place weekly quarter-hour Jack Randolph discs recorded by WBS, on 37 stations through H. W. Kastor & Sons Adv Co. Inc., Chicago.

For Lava soap, P. & G. will place *Houseboat Hanna*, WBS 15-minute discs.

(*Continued on page 60*)

Blue Coal Disc Series

DELAWARE & LACKAWANNA COAL Co., New York (Blue Coal) on Oct. 1 will start its annual autumn radio campaign using 22 stations in the East. This season the campaign will be devoted exclusively to transcriptions, a 26-week series featuring Jackie Cooper, juvenile screen star, as master of ceremonies with Victor Young's orchestra. A score of other movie stars will participate. A $5,000 contest for high school students is planned. RCA-Victor cut the quarter-hour discs, to run twice weekly in the early evening on WTIC, WRC, WFBR, WNAC, WTAG, WOR, WBEN, WHAM, WGY, WSYR, WHP, WCAU, WJAR, and once weekly on WCSH, WNBH, WFEA, WPG, WNBF, WIBX, WCBA, WRAW, WORK. Ruthrauff & Ryan Inc., New York, placed the account.

Five Midwestern Stations Join Mutual; WLW Changes Status

KWK, KSO, WMT, KOIL, KFOR Affiliate With Net; WSM Takes Several Programs; WLW Turns in Stock

PRESSING toward its goal of offering nationwide network service, Mutual Broadcasting System on Aug. 26 announced the addition of five midwestern stations, to become affiliates at the time the network begins service to the Pacific Coast late this year. Simultaneously, it was learned that WLW, Cincinnati, one of the three basic stations of the two-year-old venture, on Aug. 20 dissolved its corporate connection with the network but will continue as an outlet for both commercial and sustaining programs.

The new Mutual affiliates will be KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha, and KFOR, Lincoln. WSM, Nashville, also is accepting Mutual commercials on open time, subject to NBC 28-day option on certain hours, and has already booked three Mutual accounts.

In each instance, it is understood, these stations will accept commercial programs on open time, subject presumably to the network notice clause for clearance of programs on optional network time. The exact date of these new affiliations with MBS depends on when the Don Lee Network officially begins to take Mutual programs, now scheduled at the latest for Dec. 29 when the Don Lee contract with CBS expires.

WLW Turns in Stock

WLW's new arrangement with the Mutual Network was effected through resignations of WLW's three directors on the Mutual board—Powel Crosley Jr., WLW president; Lewis M. Crosley, vice president and general manager, and John L. Clark, former general manager and now a member of its executive consulting staff. Simultaneously, they turned in their respective stockholdings.

Disagreement with the Mutual transcontinental project, it is understood, was responsible for the resignations. Mr. Crosley and his associates held the view that Mutual could best be of service as a "quality group" of stations in a few primary markets. When it began operations in 1934, Mutual was a four-station hookup of WOR, WLW, WGN and WXYZ. The first three stations, however, were the only stockholders upon incorporation of the enterprise some months later; the last-named on Sept. 29, 1935, left Mutual to join NBC-Blue, being replaced on Mutual by CKLW, Detroit-Windsor.

Will Take Programs

WLW, also a basic outlet of NBC, does not contemplate severing its connection with Mutual as an "affiliated" station. It will continue to handle Mutual commercial business on the same basis as in the past and will also originate and broadcast both sustaining and commercial programs.

The resignations are effective on Sept. 27. There is no contract covering service entered into by the basic stations. By its withdrawal WLW will not assume any liabilities or costs associated with the maintenance of Mutual, but will simply assume its pro-rata share of the line costs as do other stations which take sporadic programs but are not corporately associated with the venture.

Fred Weber, general manager of MBS, negotiated the new affiliations with John M. Henry, general manager of Central States Broadcasting Co. for KOIL and KFOR, and with Gardner Cowles Jr., president of the Iowa Broadcasting System, for KSO and WMT.

WMT and KSO are NBC-Blue network outlets, as is KOIL. KFOR is a CBS outlet along with its sister station KFAB, Lincoln, but due to CBS agreements KFAB was not in position to join the Mutual enterprise, it was stated. Thus with these stations and KWK, as well as KFEL-KFOR, Denver, a half-dozen stations are aligned to help cover the wire haul to the Coast, entailing about $200,000 annually.

KWK, it was stated at Mutual, has agreed to carry MBS programs beginning Sept. 27. This arrangement was said to have been closed by Mr. Weber after a series of conferences in St. Louis with Robert Convey, president of KWK, and Clarence Cosby, general manager. KWK also is an NBC-Blue outlet. Other NBC-Blue stations accepting Mutual commercials are WFIL, Philadelphia; WGAR, Cleveland, and WBAL, Baltimore.

On Aug. 25, Mr. Weber announced that the further expansion of Mutual has prompted enlargement of its sales staff, and that E. P. Nelson had been named midwestern sales representative with headquarters in the Tribune Tower, Chicago. He was formerly on the sales staff of NBC. He will be associated with Ade Hult, Mutual Chicago representative.

From the program standpoint, it is presumed, the status of WLW will remain unchanged after its corporate affiliation with Mutual is terminated Sept. 27. The station has always followed the theory that network service should be on a non-exclusive basis. It was the first NBC affiliate to subscribe to Mutual programs — a move that provoked a controversy in network-station relations still unsettled.

WLW felt that Mutual is not the character of organization contemplated originally. The limited "quality group" theory of dense population coverage with superpower outlets was dissipated entirely with the expansion project, its officials contend. Always jealous of its claim of greater coverage than any other station, WLW has consistently held in MBS councils that it does not desire to have its programs duplicated by a multiplicity of stations, thus cutting down its remote audience.

In a formal announcement, MBS said that WLW as an affiliate rather than a member station, is the same in status as all other stations excepting WOR and WGN as stockholders, and CKLW, WAAB and the Don Lee Network, who participate in underwriting MBS operation expenses. "Affiliates participating are receiving published advertising rates for commercial programs and reimburse MBS for expenses incurred in serving and contracting business", it added.

Renewed efforts to have WLW sign an NBC affiliated station contract were made during the last fortnight, when Lenox R. Lohr, NBC president, and Roy C. Witmer, vice president in charge of sales, visited Mr. Crosley in Cincinnati. Thus far, it is said, no signatures have been procured.

The newly formed Colonial Network of John Shepard 3d, president of Yankee Network, will constitute the New England MBS outlet.



Nelson in Chicago Daily News

"Besides juggling I can do card tricks!"

BANKS TO PROMOTE BY RADIO

Group of Leading Financial Houses to Sponsor Philadelphia Symphony, Speakers on CBS

FOLLOWING the example of the General Motors and Ford commentaries accompanying symphonic programs, a group of leading banking institutions of the United States, starting shortly after the elections in November, will undertake the cooperative sponsorship of the Philadelphia Symphony, with business commentators, over a nationwide CBS network. Arrangements for pooling resources for the program, tentatively titled the *Business Forum of the Air*, have been made by the Wessel Co., Chicago, which last year produced a series of transcriptions for local bank sponsorship under the title of *Galaxy of Stars*.

The exact date of the starting of the program has not been fixed, nor have the periods been selected, but it is planned to broadcast a 30-minute program weekly for 39 weeks and to make it an annual series. All but about five minutes of the program are to be devoted to the symphony, under the direction of Eugene Ormandy, with business commentators speaking on each program on some subject of business interest to the public at large. Two of the commentators already signed are Willard M. Kiplinger, author of the weekly *Kiplinger Business Letter* published in Washington, and Walter B. Pitkin, Columbia University professor who achieved fame as author of *Life Begins at Forty*.

Kiplinger and Pitkin will each speak once every four weeks, the former from Washington and the latter from New York, and other prominent speakers will be engaged for the intervening periods. Theodore Weldon, of the Wessel Co., is arranging the speakers while James Sauter, also of that firm, is in New York working on the program as a whole. Mr. Sauter is also vice chairman of the movie division of Democratic national campaign headquarters in New York.

The plan is to tie in local announcements in each city on the network in which a participating bank is located, giving due credit to that bank.

The list of participating banks is not complete, but the following have already agreed to join as sponsors: Chase National Bank, New York; First National Bank, Chicago; the Pennsylvania Co., Philadelphia; First National Bank, St. Louis; First National Bank, Pittsburgh; the Marine Midland group (Buffalo, Rochester, Syracuse, Albany and Binghamton); Union Trust Co., Cincinnati; Ohio Citizen's Trust Co., Toledo; Bankers Trust Co., Des Moines; Rhode Island Hospital Trust Co., Providence; Lincoln National Bank, Fort Wayne; Marshall & Ilsley Bank, Milwaukee; The Detroit Bank, Detroit; American National Bank, Indianapolis; Delaware Trust Co., Wilmington.

Executive Appointments To CBS West Coast Staff

AS CBS began lining up its Pacific Coast operations this past fortnight, Donald Thornburgh, vice president in charge of the western division, announced several executive appointments.

Paul Rickenbacker, for the last several years a CBS producer, was named assistant to Mr. Thornburgh. Charles Vanda, former publicity man and Artists' Bureau representative, was named program manager. Lester H. Bowman has been transferred from WJSV, Washington, D. C., to take up new duties as western operations chief in charge of all technical details. Clifford Carlson from CBS, Chicago, was appointed office manager and comptroller.

Meanwhile the network experienced a slight delay in moving into the studios of KNX, but expected to make the transfer by Sept. 1. Naylor Rogers, formerly general manager and part owner of KNX, is planning to retire from radio, temporarily at least, to make a vacation trip around the country.

While no other changes in the KNX staff have been announced, it is likely that Art Kemp, sales promotion manager, and widely known on the Coast in commercial radio, may be transferred to New York with Radio Sales Inc., CBS sales organization.

Meanwhile, CBS is grappling with its studio problem on the Coast. Definite decision has been reached to sell the KNX studios and to build a new plant sufficiently to include two theater type studios seating 500 each. CBS now is using the Music Box Theater in Hollywood for its presentations and is negotiating for another.

Radio Not Directly Affected By Baffling New Federal Law

But Robinson-Patman Act Affects the Interests of Station Clients; Each Case Stands by Itself

THERE appear to be no jitters for broadcasters in the Robinson-Patman Act.

That is a general conclusion reached by lawyers prominently identified with radio after close study of the new Federal law, which has commercial interests running in circles and legal counsel poring over their law books.

Broadcasters are not directly affected, it is believed, because the old Clayton anti-trust law and the new Robinson-Patman act (which amends it) apply to *sales of commodities*. The relation between a radio station and an advertiser usually does *not* constitute a sale of a commodity. Radio sells service, not goods, according to the accepted legal construction.

There is one catch to the above statements, however: The Communications Act (Sections 311, 312) empowers the FCC and the courts to refuse a license to a station found guilty by a court of attempting to monopolize radio communications and holds that all Federal laws relating to unlawful restraints and monopoly are applicable to interstate or foreign communication.

That would be stretching the new law pretty far, it is thought, but stations are warned that there *may* be an indirect application of the act to them.

Of the millions of words written on the Robinson-Patman act by legal minds everywhere, not a single lawyer has been willing to make flat statements without sprinkling them with hems and haws, as well as reserving the right to change all opinions without notice. BROADCASTING's observations on the subject are no exception. They are designed to aid broadcasters in their efforts to comply with all Federal laws.

Effect on Advertising

ONE IMPORTANT result of the law may be to increase direct advertising appropriations for national advertised brands, while decreasing indirect appropriations. The latter often are designed to obtain local rates for national campaigns through the device of placing the business through local dealers. This phase of the law applies to all advertising media and is not peculiar to radio.

Rep. Patman (D-Texas), one of the authors, has stated that many phases are ambiguous and that amendments are necessary.

The Robinson-Patman Act, which amends Section 2 of the Clayton Act, became effective last June 19. During its tortuous path through Congress it was described as the "Anti-Chain Store Bill" and its purpose was to prevent chain stores and other large buyers of commodities from exercising their greater purchasing power to obtain price concessions not available to smaller competitors. It is enforced by Federal Trade Commission, which has indicated each case will be judged on its merits.

The law applies not only to chain stores, but to all persons "engaged in the sale of goods in interstate commerce," which manifestly means to many sponsoring concerns.

Section 1-A of the new law makes it unlawful "for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality * * * where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them * * * ".

This section is enforcible, among other methods, by suit for treble damages.

By Section 1-F it is unlawful for anyone "engaged in commerce, in the course of such commerce, knowingly to induce or deceive a discrimination in price which is prohibited in this Section, thus, not only the seller but the buyer as well may incur treble damage suits."

By Section 3 it is made a criminal offense for any person " * * * to be a party to, or assist in, any transaction of sale, or contract to sell, which discriminates to his knowledge against competitors of the purchaser, in that any discount, rebate, allowance, or advertising service which is granted to the purchaser over and above any discount, rebate, allowance, or advertising service which is available at the time of such transaction to said competitors in respect to the sale of goods of like grade, quality and quantity; * * * "

The penalty provided in Section 3 is a $5.000 fine or imprisonment for one year or both.

In the past, price discriminations affecting the general level of competition in an industry have been prohibited by the Clayton Act. Under the Robinson-Patman Act, the test of illegality appears to be *whether the competitive equality of single individuals is impaired.* This change involves an entirely new concept of unfair competition.

Since broadcasters sell *service*, and not *commodities*, as previously stated, the law is not believed to have any direct effect upon normal transactions of radio stations in selling time to advertisers.

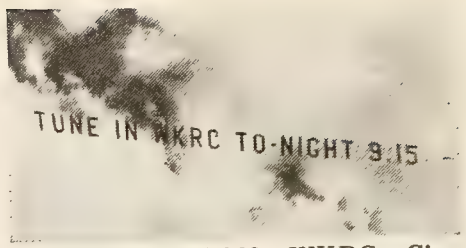
As to indirect effects of the new law, which applies to buyers as well as sellers, the facts surrounding each particular transaction must be considered. The "each transaction" interpretation is given by most legal and Federal analysts who have been studying the law. They take the position that pitfalls and litigation lurk in every phrase.

Section 3 of the law specifically mentions advertising and service charges as an element in price discrimination. Thus advertising allowances, if not made available to all competitors proportionately, are likely to involve the advertiser in charges of discrimination. This phase of the law is the one that is expected to increase direct advertising appropriations by national advertisers and decrease indirect appropriations.

Under Section 311 of the Communications Act the Commission may refuse a station license to any person "finally adjudged guilty by a Federal Court of unlawfully monopolizing or attempting to unlawfully monopolize radio communications, directly or indirectly * * * or to have been using unfair methods of competition".

Section 313 of the Communications Act provides: "All laws of the United States relating to unlawful restraints and monopoly and to combinations, contracts or agreements are hereby declared to be applicable to * * * interstate or foreign radio communications."

Courts are authorized to revoke station licenses for violation of such laws, besides invoking penalties which these laws provide. Since there is no court decision on the constitutionality of the Robinson-Patman law and since there is no decision defining the scope of the law and its relation to the Communications Act, broadcasters are merely advised to keep in mind the possibility of an inter-relationship between the two.



AIR PROMOTION—WKRC, Cincinnati, is using a streamer towed by an airplane to advertise its program. The banner is towed an hour every day, always covering baseball crowds, amusement parks and places where crowds gather.

Radio Sales Named KNX, WEEI Rep As Kelly Smith Is Appointed Chief

WITH the national representation of WEEI, Boston, and KNX, Hollywood, being taken over by Radio Sales Inc., subsidiary representing all CBS owned and operated stations, the network's headquarters announced in New York Aug. 24 that it has appointed J. Kelly Smith, for the last 10 years sales manager of WBBM, Chicago, as general sales manager of all its stations. Mr. Smith will divide his time between Chicago and New York, serving as liaison between Radio Sales and all CBS owned and operated stations. The appointment was ordered effective Aug. 24.

Arthur H. Hayes continues as eastern sales manager in New York and William Williamson continues as western sales manager in Chicago, with a Pacific Coast man yet to be appointed. All will report to Mr. Smith, whose sales post at WBBM has been filled by Harry Smith, formerly with Henri, Hurst & McDonald, Chicago agency. Paul Wilson has been shifted from the WBBM staff to work with Mr. Williamson.

Ten stations thus come under the Radio Sales wing, nine of them owned or leased by CBS and the tenth, WFBL, Syracuse, continuing its arrangement whereby the CBS subsidiary represents it in the national field. The CBS-owned stations are WABC, WJSV, WBBM, WKRC, WCCO, KMOX and WBT. The leased stations are WEEI, taken over Aug. 15, and KNX, taken over Aug. 18. WEEI previously was represented by the Weed Brothers and KNX by John Blair & Co.

CBS announced that as of Aug. 24 Radio Sales was no longer representing the Don Lee Broadcasting System's stations in the national field. The Don Lee Network, however, continues as a unit of CBS until arrangements for the switch of KNX and KSFO, San Francisco, are completed — tentatively scheduled for the end of this year, though the date may be moved up if mutual terms can be arranged. KSFO has also been leased by CBS but the transfer has not yet taken place. It is also expected to be represented by Radio Sales.

Mr. Kelly first came in contact with radio as publicity director of the Stewart-Warner Co., Chicago, buying time on WBBM. He is a graduate of Knox College.

GRABHORN NAMED BLAIR SALES HEAD

MURRAY R. GRABHORN, vice president and New York manager of John Blair & Co., station representatives, on Aug. 27 was appointed general sales manager by John Blair, president. The appointment is effective Sept. 1.



Mr. Grabhorn

Retaining charge of the New York office, Mr. Grabhorn will coordinate Blair sales activity and standardize promotional material for all offices.

With the Blair organization since July, 1935, Mr. Grabhorn has originated many of the sales practices employed nationally by the representation firm. He created the visual presentations first shown at the NAB convention in Chicago in July and developed a standardized presentation for all broadcasting stations.

Prior to joining Blair, Mr. Grabhorn for three years was sales manager of the Don Lee Broadcasting System, with headquarters in Los Angeles. He has been in advertising for about 20 years.

Simultaneously, Mr. Blair announced that effective Sept. 1 his organization will represent WSPD, Toledo, WWVA, Wheeling, and WMMN, Fairmont, W. Va.

KGBX Added to NBC

CONTINUING its expansion plans, NBC on Sept. 1 will add KGBX, Springfield, Mo. 500-watter as an optional outlet of its Southwestern group. This is in line with its gradual additions eventually designed to build up the Blue network nationally, WEBR of Buffalo and WABY of Albany having recently been added to that network. Plans still pend for the addition of KGKO, Wichita Falls, when it is moved into Fort Worth; KXYZ, Houston, and WDSU, New Orleans.

A Simple Formula for Furniture Selling

By EDWARD HOFFMAN
President, Edward Hoffman Furniture Co., St. Paul

Reaching the Buyer in the Home Proves to Be Effective; Store Rises to Front Rank in Less Than Three Years



Mr. Hoffman

"THE Edward Hoffman Furniture Co. presents *Hearth & Home.*"

Some five times each week for the last hundred weeks — that announcement has been made on WTCN, Minneapolis, and it has been heard once a week for many weeks on KSTP, St. Paul.

Edward Hoffman Co. knows that it has a successful radio program, a program that clicks. But, simple enough the elements of *Hearth & Home* may be, the successful combination presented many difficulties in the achievement.

Edward Hoffman Co. is a comparatively new store in St. Paul, a rank newcomer in a city with many well-established furniture retailers—at least four large downtown stores, the youngest of which was founded 30 years ago, all with the same price appeal, aiming at the same consumer class the Edward Hoffman Co. wished to attract. It has been an uphill battle to get into the spotlight but the results have been gratifying. The store has taken its place as a leader in furniture retailing in the less than three years of its existence.

Service for Sale

NOT MORE than met competition in price and quality, but that wasn't enough to build confidence such as a retail furniture store needs. Those mottoes, like "A Quarter of a Century of Service to the Northwest" were hard to beat. The Edward Hoffman Co. had to sell service, and it had to sell its name.

We went into radio advertising with no intention of using the medium for direct selling. We wanted repetition of the name in association with a pleasing, entertaining feature—and, of course, we wanted a tight tie-up with the home—but, not wishing to pass up any tricks, we wanted merchandising as well. And our advertising budget was limited.

So, in the black days of March, '33, we set out to sell the institution to the public, to build confidence. After a bit of preliminary scouting, we went on the air. We chose WTCN because we had convinced ourselves of its excellent St. Paul coverage, and its rates were low enough so that we could afford a daily feature. We started with a program of home furnishing helps—short talks on interior decorating—with a male voice. It didn't work. It created no stir at all. The only comments we heard were that it was boring, if not downright irritating. The radio audience, or that very small portion with which we came in contact, didn't want to listen to what appealed to them like straight commercial copy for a full five minutes.

So we tried again. This time we used a woman shopper in the hope that she might bring some life to the allotted five minutes. But we found there were too many woman shoppers programs.

A third time we tried. This time with *The Old Philosopher.* It was an attempt to simplify the appeal, to give the store a friendly radio personality, to give advice on almost everything, and incidentally, on home furnishing. But it still lacked vitality. It wouldn't work.

Another fault we found in our first three trials — our short program lacked isolation. Sandwiched in as it had to be between other commercials, all straight announcer's copy, it didn't stand out at all.

And then we struck on *Hearth & Home.* It was a natural. In less than a week we felt its effect. It had everything we had been searching for. It was entertaining—more often than not, highly amusing. It was distinctive—different from any other furniture program. It had a hook—it pulled mail, giving us what might be called a "preheated" mailing list. And *Hearth & Home* has become so closely identified with the store that the Edward Hoffman Co. is often referred to as the "Hearth & Home store".



FOR FURNITURE—Charles Irving has produced and announced 500 Hoffman programs.

IN MARCH, 1933, not many business houses embarked upon extensive and expensive promotional campaigns. So no one can call Edward Hoffman Furniture Co. timid, because it was in that very month that the store decided it would be nice if sales could be boosted. Easier said than done, naturally, as they soon found out. But a little tinkering here and some thinking there did the trick—radio, of course, being the formula adopted for the campaign. The next voice you hear will be Edward Hoffman.

Nothing Complicated

AND IT'S all so simple. The program is spotted just before the dinner hour. It has a definitely feminine appeal. It contains 11 elements so cleverly arranged that the program sounds like much more than five minutes and gives us the isolation desired. It opens with a few seconds of theme melody, "My Old Kentucky Home". Then comes the ten-word introduction. The theme swells and fades for a 30-word prize teaser announcement, that helps to hold the listener until the conclusion of the program. Then an appropriate musical selection is brought in—forte for 15 seconds and faded to background for a short and simple poem which runs for some 45 seconds. The music is then brought up another 10 or 15 seconds and faded for the dramatized commercial. After this one-minute dramatization, the announcer uses 30 seconds with a commercial takeout, the music is brought up again for 10 seconds, the prize poem is read, the music fades up again, the closing announcement, naming the prize winner and rules of the "contest", is made, and the theme concludes the program.

Of course, the contest element plays a large part in building the popularity of the program. A table lamp — which costs us, in quantity, a little more than a dollar apiece—is given away on each program. The contest rules are simple. The contestant merely copies his favorite poem from a book or magazine or newspaper, or may send in an original poem. The poems are turned over to a board of judges, one selected to be read each day, and a prize awarded the contributor of that poem. Is it a good hook? *Hearth & Home* is the best mail puller on a station that pulls mail.

And the mail that comes in response to the program we use to very good advantage. Every contributor receives a personal answer. The winner is notified by mail. The contributors who were unsuccessful receive a personalized form letter referring to the poem they sent in and asking them to try again. A check good for $2 on a $15 purchase is also enclosed. The response on these checks has been much larger than we anticipated, so we still use it. The mailing lists are checked closely for repeats. A two-time contributor receives another form letter, a three-time contributor still another, and so on.

The commercial on *Hearth & Home* is never blatant. The dramatized commercial is really dramatized, not just a two-voice commercial announcement. Two to four characters are used in the script, and we have been fortunate in having a script writer who knows how to make his hit go home without becoming blatant or price-shouting. Service is stressed—quality at a price. And it works.

Other Promotion

THE decision of the average family to buy new furniture is not made on the spur of the moment. To most families it represents quite an investment, and the purchase is given a great deal of deliberation. So we have tried to build a desire for new furniture—telling about new decorative schemes, furniture trends, styles and materials—but our story lives because of the style of the dramatized commercial.

So closely has the name of our radio program become associated with the store that we have used it in many other promotions, the outstanding one, of course, being a rather ambitious but highly successful project we went into early this spring. We built a complete four-room bungalow on the third floor of the store and named it the "Hearth & Home Budget Bungalow". A concentrated publicity campaign which included a special section in the daily papers and extra radio time resulted in a successful opening, and we have been carrying through with a close radio tie-up. The complete four-room furniture ensemble in the bungalow is changed every week and the changes are brought into the radio script. Lines were put into the bungalow and occasional broadcasts of the *Hearth & Home* program are made from the living room, with an invited audience.

The success of *Hearth & Home* on WTCN led us to increase our broadcasting activities, going into a series of 30 weekly programs on KSTP, Sunday mornings. We experimented then with application of the same program idea we had been using for the five-minute spot into a quarter-hour show. The response was immediate and enthusiastic. We plan to resume this series of broadcasts in the fall.

All in all, we feel that radio has played a very important part in the success of our store. We feel certain that, with the right programming, the benefit to a furniture retailer from radio advertising, both institutional and direct selling, is tremendous. We have been fortunate in finding the right program.

KNX Ruling Sets Station Profit as Yardstick of Value

FCC Ruling Fixes Precedent For Evaluating Properties

A NEW yardstick to govern sales prices of broadcasting stations was established by the FCC Broadcast Division Aug. 18 in its decision approving the record-breaking sale of KNX, Los Angeles, to CBS for $1,250,000. KNX last month went under CBS management and will join the network at the end of the year as its regular outlet.

Bringing out that KNX stands to earn a net profit of approximately $200,000 this year, the Division's decision stated this would mean a return on the CBS investment of approximately 16% or 17%. "While the actual value of the property and equipment of Station KNX is considerably less than $1,250,000," said the formal decision, "it appears that consideration should be given to the earning power of such an investment as well as the fact that a very large listening public in the Western area will receive the Columbia service, where it has not heretofore been available."

In the past, FCC members have repeatedly looked askance upon high prices for broadcasting stations. In Congress, too, charges have been made of "trafficking" in broadcast station licenses constituting a public franchise. The KNX decision, in the opinion of observers, now gives prospective station purchasers a new basis upon which to evaluate station properties.

Financial Structure

ANALYZING the KNX structure, the decision said that as of Jan. 31, 1936, KNX had assets and liabilities of $380,870.14. The original cost of the transmitting equipment was $177,982.15 and the depreciated value $63,763.30. The FCC engineering department estimated replacement value of the entire technical plant, including studios, at $217,237.85.

"A statement of income and expenses of the Western Broadcast Co. (KNX) for the two years and one month ending Jan. 31, 1936," said the decision, "shows net profits of $35,393.60 in the calendar year 1934; $107,933.70 in the calendar year 1935, and $6,361.66 for the month of January, 1936, said sums representing net profits before payment of Federal income tax. Considering the present station rates, as well as the steady increase of business that has occurred during the past two years, and likewise considering the profit for the month of January, 1936, it is reasonable to assume that the net profit from the station's operation for the calendar year 1936 will be in the neighborhood of $200,000."

The FCC also discussed freely the competitive network situation, bringing out that NBC, largest competitor of CBS, maintains a large West Coast organization. "It also appears to be sound policy", said the decision, "to permit Columbia to better its facilities in the Los Angeles area. It has been the experience of the Commission that where strong competition exists, the public receives a good broadcasting service. This is necessarily true because a station must depend upon its listening audience and its ability to maintain the same in order to obtain the support of advertisers, and the only way which the Commission knows for a station to keep and maintain an audience is through furnishing a good program service."

In the same decision, the FCC explained its reasons for renewing the license of KNX, which had been cited for alleged programming violations, primarily through acceptance of questionable medical accounts. All of the accounts complained of, it brought out, had been removed from the station, save five, and in those cases the continuity proved not objectionable. On July 17, the FCC announced its decision renewing the license and approving the sale to CBS, but the effective date had been set for Sept. 15—at which time the decision was to have been made public. It moved this date up to Aug. 18, at which time the decision was made public.

"Knock-Knock"

THE "Knock-Knock" craze now sweeping the country in the form of a popular song and many gags has been incorporated into the morning *Crazy Quilt* program on WIS, Columbia, S. C., by R. O. Dorsey, chief control operator. As *Col. Staggerhound,* Mr. Dorsey asked listeners to send in "Knock-Knock" puns, offering two passes to a local theater for the best, and in mid-August this became the station's biggest mail-puller.



WHOPPER — Accepting the challenge of Bob Catherwood (WOR) and Phil Hennessey (NBC), whose big fish captures were published in the Aug. 15 BROADCASTING, William S. Borrett, director of CHNS, Halifax, N. S., forwards this photograph of E. S. Campbell, CHNS operator, and the 550-pound giant tuna he caught off Nova Scotia early in August. The big fish was brought to gaff with rod and line after a battle lasting 8 hours and 20 minutes, during which Mr. Campbell's boat was towed 17 miles out to sea.

Station Copyright Group Suspended

AIRS Now Inactive Following Warner Return to ASCAP

SUSPENSION of Associated Independent Radio Stations Inc., a potentially important group of stations formed essentially to combat the music copyright problem, was agreed upon at a meeting of its executive committee in New York last month. Some 150 stations had been invited as members upon its formation last March, but few became aligned with the organization to the point of subscribing funds.

At a meeting in New York Aug. 6 the AIRS executive committee agreed upon the suspension. It adopted this formal minute:

"At a meeting of the executive committee of AIRS held in New York Aug. 6, 1936, it was determined that AIRS suspend activities, in view of the reentry of the Warner Bros. group into ASCAP and the pressure of industry business necessitated by the hearings before the FCC commencing in October.

"Further plans of AIRS are indefinite."

Under the leadership of Powel Crosley, president of Crosley Radio Corp., operating WLW and WSAI, Cincinnati, AIRS was formed last Spring with the main objective of procuring proper legislation covering copyright. Sol A. Rosenblatt, New York attorney and former NRA Division Administrator, was retained as counsel. Also planned was negotiation of a new formula under which stations would compensate copyright owners for performance of their music.

The executive committee had consisted of Mr. Crosley, chairman; John L. Clark, formerly general manager of WLW and now president of Transamerican Broadcasting and Television Corp., John Shepard 3d, Yankee Network; Edwin W. Craig, WSM, Nashville; James C. Hanrahan, vice president, Continental Radio Co.; Scripps-Howard Newspapers subsidiary; Glenn Snyder, WLS, Chicago; Walter J. Damm, WTMJ, Milwaukee, and Edward A. Allen, WLVA, Lynchburg, Va.

NAB Explanation of Time Sales Data Brings Reply From U. S. Census Bureau

By DR. C. H. SANDAGE,
Chief, Division of Communications
U. S. Bureau of the Census

THE statement of the National Association of Broadcasters concerning the "disparities in NAB and Census data on sale of broadcast time" [BROADCASTING, Aug. 15] was hardly as conservative as the NAB estimates of broadcast time sales for 1935. The statement calls for a more critical analysis of these disparities than that found in the NAB report.

It is true that the U. S. Bureau of the Census figures showing the 1935 business of the broadcasting industry do not agree with the estimates for 1935 published by the NAB. The NAB has raised the question of which set of figures is correct and has answered its own question by claiming superior accuracy of its own data. However, before judgment is passed on this question let us consider the methods followed by the Census Bureau and compare them with the methods of the NAB.

The Bureau of the Census followed the method of obtaining a report from every commercial broadcast station in the United States, whereas the NAB followed the method of obtaining a report from a sample of broadcast stations. Its sample represented about 40% of the total time sales of the industry, but perhaps a considerably smaller percent of the total number of stations.

There were 564 commercial broadcast stations in operation during 1935. Of this number 561 submitted reports to the Bureau of the Census. The three not reporting were small stations but no estimate was made of their business. Thus the Census figures show the amount of business done by 561 of the 564 commercial broadcast stations as reported by a responsible official of each station. The reporting official certified to the general accuracy of the figures submitted.

There can be little question concerning the accuracy of the total time sales figures published by the Bureau. The NAB raises a question concerning the accuracy of the breakdown between national and regional spot advertising and local advertising revenue. It was the aim of the Bureau to obtain actual book figures showing total revenue as well as the breakdown of revenue between national and regional spot and local.

In the absence of book figures for some stations the Bureau pursued the policy of asking a responsible official of the station to estimate the percent of the non-network revenue from the sale of time received from national or regional advertisers, and the percent received from local advertisers. Surely no one would question the proposition that an individual station official is in a better position than any one else to estimate the character of the business of his station.

But with all this caution and effort on the part of the Bureau there were 38 stations, or 6.7% of the total number reporting that gave no breakdown of revenue between local and national and regional spot. The total time sales of these 38 stations amounted to $1,884,904 or only 3.6% of total station time sales. The Bureau divided the total non-network business of these stations between local and national and regional spot in accordance with ratios established by similar stations in the same regions. Such factors as power, amount of revenue, affiliation with network, size of community, etc. were considered in making the division for total time sales.

Thus the Census figures for total time sales represent the actual figures reported by the 56 stations. The Census breakdown between local and non-local spot business is made up from two sources: (1) the actual figures or certified estimates by station officials from 92.3% of all stations doing 96.4% of total business; (2) Census estimates for 6.7% of the

(*Continued on page 60*)

Oil Companies Main Football Sponsors

Grid Classics Growing in Popularity as Advertisers Sign for Games; Southern College Ban Is Lifted

BIG oil companies are taking the lead in contracting for sponsorship of college football games and football features during the autumn. Like professional baseball, the scholastic grid contests are growing in favor among sponsors due to their popularity with listeners.

Among first oil companies to contract for football broadcasts are Atlantic Refining Co., Socony-Vacuum Oil Co., Associated Oil Co., Tide Water Oil Co., Standard Oil Co. of Indiana.

Networks and local stations are making program plans for football play-by-play broadcasts and resumes, with many stations obtaining local sponsors for games of interest in their area. NBC will cover some Sunday professional as well as selected Saturday college games. The major networks were planning to cover the all-star game at New York Sept. 8 between the New York Giants, Eastern professional champions, and a team of college stars, as well as a similar game Sept. 1 between the Detroit Lions, national pro champions, and a team of college stars, also at the Polo Grounds.

Southern Ban Lifted

THE Southern Conference has lifted its ban on football broadcasts, leaving the matter up to individual colleges. The ban, several years old, was broken by Charles Crutchfield, program director of WBT, Charlotte, N. C. The first broadcast will be the Duke-Colgate game at Durham, N. C.

A new Southeastern Conference ruling regarding the broadcast of football games, according to Vanderbilt U., will require the following announcement at quarterly intervals. "The broadcast of this football game is coming to you through the courtesy of the ----- and ------ athletic associations and under the sponsorship of the W. K. Kellogg Co." That firm is sponsoring Vanderbilt games.

A peculiar situation exists at Ohio State University, Columbus, which will permit Ohio stations to broadcast home games, as carried by the university station, WOSU, but only on a sustaining basis and charging all stations a flat fee for the privilege and reserving the right to pass on programs booked before and after game broadcasts. Out-of-state stations, however, may sponsor Ohio State games if they pay the fee.

Tide Water Oil Co., New York, through Lennen & Mitchell Inc., has contracted for a series of 30 quarter-hour programs, Thursdays, Fridays and Saturdays, featuring Eddie Casey on 12 Yankee network stations, WNAC, WCSH, WEAN, WSAR, WNBH, WLLH, WICC, WTIC, WLBZ, WFEA, WATR and WTAG. The series will start Oct. 1 and end Dec. 5. On Thursdays Casey will give football information and inside stories about coaches and players. Fridays he will make predictions of Saturday scores. Saturdays he will give scores of principal games and comments on some of them.

Another New England sponsor will be Atlantic Refining Co., Philadelphia, which has signed with Weed & Co., station representatives, for 12 play-by-play broadcasts of New England college games on WEEI, WTAG, WMAS, WJAR, singly or in combinations. Cost, including time, station fees and broadcast rights, is $13,744. N. W. Ayer & Son Inc., Philadelphia, is agency.

The schedule, worked out by Joseph J. Weed, president of the Weed firm, includes home games of Dartmouth and Holy Cross, Brown - Pennsylvania, Williams-Amherst, among others. While Yankee Network has exclusive contract to Boston College home games, this does not include the Boston College-Boston University or Boston College - Holy Cross games, both of which are included in the Atlantic Refining series.

Atlantic also will broadcast all Cornell U. games on the entire New York State network starting Sept. 26 and perhaps the Columbia - Army and Colgate - Syracuse games. All Duke U. games will be broadcast by Atlantic on WBT, Charlotte.

Exclusive rights to University of Pennsylvania games, to be broadcast on WCAU, Philadelphia, and University of Pittsburgh games on WCAE, are held by Atlantic. Home games of the University of Virginia will be sponsored on Virginia Network (WPHR, WLVA, WBTM, WGH, WCHV) as well as WRVA and WDBJ. Atlantic is considering sponsorship of North Carolina State and North Carolina U. games; Temple U. games on WIP; Ohio State games on Columbus, Akron and Cleveland stations. N. W. Ayer & Son Inc. is the Atlantic agency.

John M. Muir, Philadelphia rep, has acquired sponsorship rights to Temple games, he announced Aug. 28.

The Yankee Network contract with Boston College has not yet been taken up by a sponsor, as far as can be learned. Yankee also has exclusive rights to Brown University games. William Farren has been signed by Yankee as sports announcer, starting Sept. 1.

Royal Typewriter Co., New York, will sponsor Eddie Dooley on 10 CBS stations, Thursdays and Saturdays, 6:30-6:45 p. m., with football predictions and resumes. Hanff-Metzger Inc., New York, is agency.

Socony in Chicago

SOCONY-VACUUM Oil Co., Chicago division, will broadcast the entire home grid schedule of Northwestern University on WBBM, Chicago, with Pat Flanagan as announcer. Two out-of-town games will be included, making eight games in all. J. Stirling Getchell Inc., is agency.

Plans of other Socony-Vacuum divisions for football sponsorship have not been divulged.

Standard Oil Co. of Indiana, Chicago, will sponsor all professional football games played by the Chicago Bears and Detroit Lions, of the National Football League. Bob Elson, WGN, will handle Bear games on that station. Lions games will be broadcast on CKLW, Detroit-Windsor, although that team is owned by George A. Richards, operator of WJR, Detroit. All games will be played on Sundays, with the Bear-Lions Thanksgiving contest included. WGN will allow sponsorship of pro games but will not carry sponsored college grid games, keeping them in the sustaining class as in past years.

Wesley I. Nunn, advertising manager of Standard, said in announcing the sponsorship plans: "For a long time our dealers have been reporting to us the tremendous and rapid growth of public interest in the broadcasts of professional football games. A number of surveys have indicated that more than 43% of the radio homes in Chicago and in WGN's primary listening area tune in these games. Great interest in the Lions, national champions, was also indicated in Detroit and the surrounding area." McCann-Erickson Inc., Chicago, is the agency.

Wadhams Oil Co., Milwaukee, which for nine years has sponsored all football games and other play-by-play sports events on WTMJ, Milwaukee, has again signed for all University of Wisconsin games and all professional games of the Green Bay Packers, on Saturdays and Sundays respectively.

Kellogg Co., Battle Creek, Mich. (cereal) will sponsor all games of Vanderbilt University on WSM, Nashville. N. W. Ayer & Son Inc., Philadelphia, is agency.

Associated Oil Co. of California, San Francisco, for the eleventh consecutive year, will sponsor the broadcasts of all major collegiate football games on the Pacific Coast. Nearly 100 major games will be presented over 36 stations by Associated's staff of 22 trained sports announcers, according to Harold R. Deal, advertising and sales promotion manager of Associated. An exclusive contract for broadcasting privileges with the Pacific Coast Conference and major independent schools was recently signed. The Associated budget is said to be $225,000.

Both NBC and CBS as well as independent stations will be used during the season. Schedule is now being made up and Deal pointed out that the task of arranging for the 1936 season broadcasts will be more difficult than ever because the Conference's new schedule will find every major team playing each other. Three and sometimes four important games will be played on the same Saturday, including those by the larger non-conference elevens, he stated. The KNX-KSFO hookup will be used, among other groups of stations.

Games for Everyone

"THE SCHEDULE this year really calls for four networks on some days," Mr. Deal said. "Unfortunately there are only three networks (2 NBC and CBS-Don Lee), so we will have to do some intricate schedule juggling. However, as in the past, we will make every effort to insure the fans of every section of the Coast hearing the games they are most interested in. There will be more games than ever on the air this season. Many of the independent colleges are scheduling intersectional games that will rival the conference contests in importance.

"During the past 10 years of sportcasting, Associated has built up a sports audience that wants and appreciates the broadcasting of football games. They will not be disappointed this year. As in the past, we will urge all fans who can do so to attend the games, while we serve the hundreds of thousands of football fans who cannot reach the stadiums."

GallenKamp Stores Co., San Francisco, Pacific Coast retail shoe stores chain, will start its third year of recreating high school football in the San Francisco Bay region on KGGC, that city, with the beginning of the season. Every major high school game will be thoroughly covered by George Tolin, KGGC's sports announcer. An assistant thoroughly familiar with the participating personnel will accompany him to each game and complete notes taken of every play. Thirty minutes after the game is over, it will be recreated over KGGC.



ON THE DOTTED LINE — Socony-Vacuum Oil Co., Chicago division, will broadcast all home games of Northwestern U. on WBBM, and here is the scene at the signing of the contract. Pat Flanagan, pioneer WBBM sports announcer (left) will handle play-by-play. Kenneth L. Wilson, Northwestern athletic director (right), congratulates William J. Gerwe, Socony-Vacuum automotive division manager.

Three Tough Nuts--How to Crack Them

Department Stores, Public Utilities, and Banks: A Commercial Manager Tells What to Do About Them

By HARRY TRENNER
WNBF, Binghamton, N. Y.

SO YOU'RE having trouble with big retailers, or maybe the light company, or perhaps the local custodian of dimes and dollars! Rapidly these three are turning to radio — nationally and locally. But Harry Trenner has been boiling over for a long time because they aren't turning fast enough; and when Harry boils, there's action. Here is an action story from his pen. He is planning to offer it as his contribution to the clearing house of sales ideas set up when the Sales Manager's Division of the NAB, of which he is local sales committee chairman, was formed at the July convention.

DEPARTMENT STORE business is desirable not only from a dollars and cents angle, but it is "prestige business" that draws smaller merchants who copy the media policies of the big spenders. Probably the biggest job any time salesman has is selling a store that has leaned on newspaper advertising for perhaps half a century. The store doesn't want to be converted to radio. It doesn't want to be shaken from its complacent, self-satisfied attitude toward its old media.

Let's start with the supposition that you are having a tough time with the department store's advertising manager. He makes his living with newspaper layouts. He's difficult to sell on radio. For getting around him I have found two effective methods. In the case of Department Store A, we selected a number of items advertised on the air by smaller merchants. Case histories of results achieved by these were brought to the attention of individual buyers in Department Store A. A gentle hint to the buyer of men's furnishings that Haberdashery B sold three dozen shirts from spot announcements was left in his mind. An "inside" tip is given the hosiery buyer that Y's Hosiery Shop is doing a land office business with their air program. Similar work in other departments of store "A" brought this result at a regular buyers' meeting:

The officers started to criticize the business done in various departments. The buyers had to look for quick alibis. They wouldn't blame the merchandise they had bought. They had received the benefit of newspaper advertising and window displays as always. So they leaped to the lack of radio as an excuse. At the meeting just one buyer had to pick that idea, and immediately the others set up a hue and cry that somebody operating a store dealing in the merchandise handled in their department is using the radio and cutting into their business. Never lose sight of the fact that nearly every retail store in your town is a competitor of the local department stores.

Reducing Resistance

WE FOLLOWED this up closely. Usually you'll find the boss has dropped the matter in the lap of the advertising man, or he was present at the meeting. From this point on we found it easy sailing. It may be more difficult for you, but it certainly helps to cut down sales resistance.

Appropriation: The bugbear of every advertising salesman, is another that is set up by advertising men in department stores. My answer is brief: Sometimes it works; sometimes it doesn't.

We found this effective; it may help you. We carefully watched the advertising of a certain department store for two weeks, cut their ads out of the paper and filed them away. After that two-week period we clipped the ads and laid them out so as to give just as effective a display, but eliminated at least two inches, six or seven columns wide, every day. This, we pointed out, was ample to pay for a radio program.

The advertising manager never let our display sheets get to his boss, but proceeded to go about selling him for us. The early morning shopper, a 15-minute program with a girl describing store bargains is probably the most universally effective department store program. Further than that, 15 minutes of news of the store gives the advertiser more of an opportunity to advertise the many products that they have for sale. While we have four department stores on the air, we have found that this type of program is most successful.

After they reach the point of giving you a trial, *make them merchandise the goods advertised over the air.* When they go on the air for a so-called "test", the merchandise goes under the counter, and the clerks are told not to push the items as "we are making a test of radio". They've used newspapers long enough to think it's a good way to advertise. You think you have a medium as good or even better. The only way is to test it. But test it on an equal basis, or don't test it!

Stay away from the institutional stuff. The more you take, the more you are going to have to fight down the old argument that "radio is a good institutional medium, but I don't think it can sell merchandise". Ask for tangible items. Only the big stores do a consistent institutional job. Department stores in small and medium size towns can't afford it consistently. If you get that type of business, you can expect a few programs or announcements three or four times a year, whereas a department store should be a steady spender with you.

Maybe you can sell 20 fur coats for them, and make more money than you can if you moved two or three hundred printed house dresses. But those two or three hundred women marching through the store look mighty good, and that's what creates the impression. And after all, what is the store's greatest problem? Traffic. That's why it's a department store. Because a woman coming in for a dress can go out with a number of other things she needs. Everyone walking over their threshhold is worth money. The more you bring, the more they'll like you.



MR. TRENNER

Until you get established, lay off the men's department. It's the toughest department store merchandising job in most stores. When they get ready, they'll give this stuff to you for a test, and if you don't click, they'll not tell you they've been batting their brains out in the newspaper for the last ten years. They'll just blame it on radio. Spend a little time in watching the various departments. When you get to first base, be picky and choosy; they'll like you better if they think you know what it's all about.

PUBLIC UTILITIES

UTILITIES are probably represented in your paper every day, yet you can't get any of it? Why? Let's just take the example of the electric company. What is their greatest problem today? The government competition. Either Federal or municipal. Yet what have they been doing about it? The same old load-building idea that has been their policy for years. Buy a hot water heater! Buy an electric

(*Continued on page 54*)

NAB Sales Group Has 214 Members

Lottridge Names Fox, Trenner As Heads of Committees

LESS THAN two months after its organization from scratch at the NAB Convention in Chicago, the Sales Managers' Division of the NAB on Aug. 25 had a membership of 214 station executives representing 226 stations, according to an announcement by J. Buryl Lottridge, general sales manager of KOIL, Omaha, and KFAB and KFOR, Lincoln, chairman and prime mover of the organization.

Working diligently at the task of aligning station members, the organization now has to set up several committees to tackle particular sales problems, and perhaps to hold periodic regional meetings in advance of the NAB convention next year. Mr. Lottridge was enthusiastic over the response accorded the movement and said he expected real benefits would inure to advertisers, agencies and to stations.

On Aug. 26, Mr. Lottridge announced the appointment of J. Leslie Fox, KMBC commercial manager, as chairman of the Committee on National Business and of Harry Trenner, commercial manager of WNBF, Binghamton, N. Y., as chairman of the Committee on Local Operations. Other members of the National Business Committee named were H. M. Feltis, KOMO-KJR, Seattle; Jack Gross, KWKH, Shreveport; Martin Campbell, WFAA, Dallas; E. Y. Flanigan, WSPD, Toledo, and one other to be named. Designated on the local group were H. J. Greig, McClatchey Stations, Sacramento; Craig Lawrence, KSO, and three others to be named.

The executive committee decided also to divide the United States into six districts for regional meetings and definitely agreed to have a national meeting at a centrally located city in January.

Division of Work

MORE than likely the Sales Managers' Division will be made a branch of the Commercial Section of the NAB prior to the next convention. It is functioning as a unit of the trade association at this time, having been so constituted by resolution at the last convention and the NAB is defraying its overhead.

Of the stations already enrolled in the Division's membership some two dozen are clear channel, more than 100 regionals and approximately 100 locals. Approximately 100 are members of major networks with 82 independents and 36 regional network outlets.

In addition to Mr. Lottridge, the executive committee of the Division comprises John W. New, WTAR, Norfolk, secretary; M. Trenner, Mr. Fox, L. H. Avery, WGR-WKBW, Buffalo; Hale Boggs, WHO, Des Moines; Clair Luther, WOC, Davenport; Clarence T. Hagman, WTCN, Minneapolis; Walter J. Rothschild, WTAD, Quincy, Ill.; Mort C. Walters, WHEC, Rochester; Mr. Feltis, Mr. Gross, Mr. Greig, and Mr. Flanigan.

LUDEN'S Inc., Reading, Pa. (menthol cough drops) will sponsor Jimmy Fidler, *Hollywood Reporter*, in an NBC-Red series from Hollywood beginning Nov. 10, Thursdays, 10:30-10:45 p. m. J. Mathes Inc., New York, is agency.

• AT RIGHT — H. R. Gross, who handles noon, early evening and night news broadcasts over WHO. With a background of 14 years' reporting and news-desk experience, Gross has given the WHO news a top broadcast-ranking in the extensive area covered by WHO.

The news-broadcast in the morning is handled by Jack Shelley.



NEWS YOU CAN'T BUY

● News on Station WHO is news you can't buy, because just at present we haven't any left to sell.

WHO broadcasts United Press News four time daily — morning (Iowa Hardware Dealers), noon (Alka-Seltzer), early evening (Kentucky Winners), and night (Phillips Petroleum).

Each news broadcast is now contracted on a 52-week basis, because the sponsors have found that, in WHO territory especially, news-broadcasts are a remarkable buy.

In cities where one newspaper edition after another rolls off the press nearly every hour, newscasting is still an interesting radio service. But out in the semi-open spaces of the corn belt, where folks formerly have had to wait 12 to 24 hours, or even longer for much of their news, WHO's newscasting service brings world events hours nearer than ever before.

In addition to regular newscasts, major news items are flashed over the air as soon as received. The desire not to miss any of these flashes, is just another reason why so many sets in WHO territory stay tuned to WHO most of the time—

And why advertisers find WHO stays at or near the top of any station-list in returns per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager — Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

KFRU

OWNED AND OPERATED
by the
ST. LOUIS STAR-TIMES

COVERING A

$75,000,000.00
(75 MILLION DOLLARS)

RETAIL SALES MARKET

1,000 Watts—630 Frequency
(500 Watts at Night)

IN THE CENTER OF MISSOURI

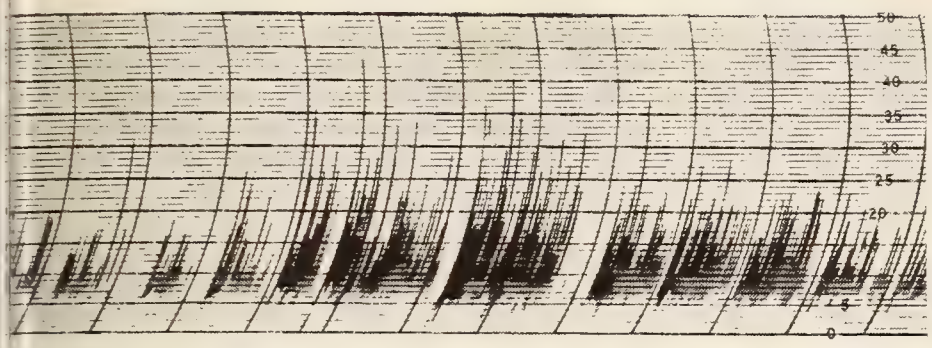


National Representatives

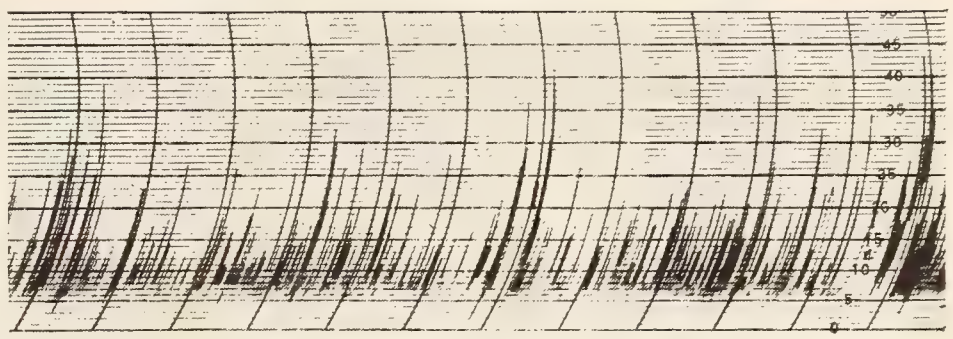
WILSON —— DALTON —— ROBERTSON

Kansas City Chicago New York

How the Roosevelt Voice "Looks"



How the Landon Voice "Looks"



VOICES AT CHAUTAUQUA — An oscillograph analysis of the presidential candidates' voices taken down under identical conditions by radio engineers when each spoke at Chautauqua, N. Y. last month. Experts interpret the Roosevelt graph as showing a faster rate of speech than Landon, a steadier pace, lower pitch and emotion in voice. The heavy ink shows the steady pace; the breaks, or low dips, indicate either pauses, applause, a cough or halt for a drink of water. Landon's recording shows a high-pitched voice which requires engineers to hold their dials at low gain at almost all times. The Landon voice, it will be noted, goes "sailing up" without notice, and if that happens on high gain the danger is it will break through the carrier wave. Landon is speaking much slower on the radio now than in the past, due to coaching.

Parties Plan Autumn Campaign And Perfect Broadcast Setups

President's Addresses Nonpolitical at Present; Landon Starts; Preparing Transcription Series

WITH President Roosevelt indicating that he will make no political campaign talks before October and that whatever speeches he makes during his current tour of the drought areas will be nonpolitical in character, relatively little activity in the way of radio time placements was reported by major party headquarters during the last fortnight. Beyond the time engaged on NBC for the Landon talks at Middlesex, Pa., Chautauqua and Buffalo, CBS carrying the Chautauqua talk also, and the several one-time schedules placed for various speakers on networks and individual stations [BROADCASTING, Aug. 1 and 15], the parties were still apparently gearing themselves for the widened radio activities to come during September and October.

The Democratic radio division, with its small but smoothly working organization under the direction of William Dolph at Washington and Robert Berger his assistant at New York headquarters, was planning to engage more network open time on a schedule, possibly on the Mutual Network, and during the last week began laying plans for an extensive transcription campaign to reach the foreign language audience.



Mr. Stuart

The Republican radio division, with headquarters in Chicago, concentrated on the initial Landon speeches and during the last few weeks was still in organizational throes. Hill Blackett, radio director, announced the appointment of Alfred Stuart, former New York newspaperman who has been in the publicity department of Paramount-Publix Corp., as director of radio publicity for the Republican National Committee, with Wells Church, formerly program director of WJSV, Washington, as his assistant. Mr. Church was also assigned to assist John Elwood, one-time NBC vice president, who is handling G.O.P. radio programs. Democrats are leaving to their foreign Language Dept., directed by L. W. Robert Jr., the plans for foreign language transcriptions, with Ralph Steinberg, president of Radio & Film Methods Corp., transcription producers, as "coordinator" under Mr. Robert and R. Bryan Owen, son of Mrs. Ruth Bryan Owen, U. S. Minister to Denmark, recently named radio division director. Its tentative plans call for the use of radio stations in about 15 cities, using 15-minute transcriptions in Italian, German, Jewish, Polish, Russian and the Scandinavian tongues.

Transcription Plans

REPUBLICANS are also planning a disc campaign, and will record the William Hard *News for Voters* talks (currently heard nightly on the NBC-Blue network, which on Aug. 24 shifted to a 9 o'clock period, EST, rather than 6:15 p. m.). Mr. Hard's network talks will be repeated via the transcription medium in spotted areas not reached by the network.

Other transcription plans are in the making at G.O.P. headquarters, but have not yet been announced. Like the Democrats, the Republicans are buying mainly one-time periods for their chief speakers, with Col. Frank Knox doing most of the speaking over networks and individual stations during his widespread tours.

Not only did his radio-speaking coach accompany Governor Landon on his August tour of the East, but both Landon and Knox are carrying their own microphone equipment and their own operators. Charles Warriner is the technical advisor to the G.O.P. radio division. The special microphone stands were built for the candidates by Collins Radio Co., Cedar Rapids, Ia.

NBC is sending Carleton Smith, its presidential announcer in Washington, with President Roosevelt for his talks, non-political or political, while Albert Johnson, its divisional chief engineer at Washington, and his men are joining the candidates with technical equipment when needed. CBS has Bob Trout on call to continue announcing the President, with Clyde Hunt as his technician, and they may join Landon also when that network is purchased for the later Landon talks.

To cover Landon, NBC has assigned Announcer Charles Lyons from its Chicago staff and to cover Knox it has assigned Nelson Case.

What time the other candidates will purchase was still undecided as BROADCASTING went to press, but they have informed the networks they intend to use the radio as extensively as their funds will permit between now and the elections Nov. 3. Communists have already reserved NBC time [BROADCASTING, Aug. 15] and the other minor candidates expect to be heard. Not so well known but in a position to demand "equal opportunity" to use the air under the communications law are not only Earl Browder, Communist candidate, but Norman Thomas, Socialist; John W. Aiken, Socialist Labor; D. Leigh Colvin, Prohibition, and William Lemke, Union.

President Roosevelt, Gov. Landon and the other five candidates, as well as Chairman Hamilton of the Republican National Committee and Chairman Farley of the Democratic National Committee, all are scheduled to speak over nationwide networks in sustaining time to be furnished Sept. 23 for the annual *Forum on Current Problems* conducted in New York by the *New York Herald-Tribune* —the first time during the campaign when all candidates will be heard on one day's program.

Most of President Roosevelt's talks during September will be on a sustaining basis, with assurances that he will be speaking as President and not as a candidate. An interesting sidelight on the hair-line differences that may arise over this, and indicating also that the parties do not intend to be too free with their radio funds, was the demand by the G.O.P. that, since Mr. Roosevelt delivered his foreign affairs speech from Chautauqua, N. Y. last month on a sustaining basis, the Landon talk the next week from the same platform should also be sustaining. Both NBC and CBS, rather than get into prolonged argument with the politicians, agreed to donate the time, though Landon's Middlesex and Buffalo talks were on a sponsored basis on NBC only.

What the non-political organizations that are very much identified with politics will do in a radio way during the next two months, still remains an enigma. Networks and stations were still at sea whether to accept as sponsors the programs of such organizations as Father Coughlin's National Union for Social Justice, the Liberty League, the Jeffersonian Democrats, the Townsend Old Age Revolving Pension group and the Gerald Smith Share-the-Wealth movement, some of whom already have used local time.

Democrats Buy Regional Nets; Preparing Discs

EMPLOYING a special independent nine-station state hookup, the New York State Democratic Committee on Oct. 15 will begin a schedule of half-hour political broadcasts to be picked up from various parts of the state. Through U. S. Advertising Corp., New York, the committee has engaged staggered time schedules for 14 nights up to Oct. 31, chiefly between 9 and 10:30 p. m., on WOR, WABY, WSYR, WGR, WMBO, WIBX, WOCL, WNBF and an unselected Rochester station.

Democratic National Committee headquarters at 444 Biltmore Hotel, New York, advised BROADCASTING as it went to press that its transcription campaign [see adjoining column] will definitely get under way Sept. 15 on about 50 stations, with two 15-minute shows a week. Robert Berger, in charge of the New York office, also announced that he has bought the Iowa Network Sept. 9, 1:15-1:30 p. m., and the Michigan Network Sept. 6, 12:45-1 p. m., through U. S. Adv. Corp., for political speakers.

Governor's Disc Dramas

DRAMATIZATIONS of state and national political issues via transcriptions are being recorded by Columbia Phonograph Co., Chicago, for placement on stations throughout Illinois. Twenty-six 15-minute programs, in which Gov. Henry M. Horner is featured in talks and dramatic episodes, are to be placed on WJJD and WCFL, Chicago; WJBC, Bloomington; WMBD, Peoria; WHBF, Rock Island; WROK, Rockford; WTAD, Quincy; WJBL, Decatur; WCBS and WTAX, Springfield; WCLS, Joliet; WDZ, Tuscola; WTMV, E. St. Louis.

Townsend Radio Chief

HOWARD RAY, at one time commercial manager of KTSM, El Paso, and studio manager of KOB, Albuquerque, has been appointed radio director of OARP Ltd., the Townsend Old Age Revolving Pension plan, with headquarters at the Townsend offices in Chicago. Mr. Ray replaces J. B. Kiefer and was personally appointed by Dr. Townsend.

Facsimile on Broadcast Band Provided in New FCC Rules

Experimental Operations Permitted in Revision of FCC Rules; High-frequency Rules Changed

DEFINITE provision for use of the regular broadcast band for experimental facsimile along the lines often advocated by many broadcasters, is made by the FCC Broadcast Division in revised rules and regulations governing high-frequency broadcast and experimental services, and which become effective Sept. 15.

Revising in several important respects the rules it had promulgated earlier this year to become effective first in July and then deferred until the September date, the FCC took into account testimony and data adduced at recent hearings as well as the results of its own studies. The change in the facsimile rule will allow broadcasting stations to operate facsimile transmitters experimentally during early morning hours on their regular channels and should give impetus to the development of this impending visual radio art.

Other changes in the rules cover television, call letter announcements on international frequencies, high-frequency broadcast stations and international stations. Moreover, the language is clarified in other instances. Two new groups of frequencies also are set aside in the very high frequency range for relay broadcast stations. The 2000-2100 kc. band was set aside for television experimentation to test rural coverage along the lines outlined at hearings in June by Purdue University.

Wide Bands for Television

ADOPTING the recommendation of the Radio Manufacturers Association that a band 6,000 kc. wide is essential for high-definition television transmission, the new rules specify that bands of that width may be selected in the ultra-high range above 110,000 kc. Previously the regulations prescribed that any two adjacent frequencies in this range might be used. Another change in television regulations states that the lower carrier frequency shall be for visual broadcast and the higher for the aural broadcast, whereas the previous rule left this optional.

Rules governing visual broadcast services were divided into two separate groups — one for television and the other for facsimile. There were no changes in definitions or policies from the rules as originally promulgated, although there is considerable variation in language.

The most important revision is that pertaining to facsimile. In the original rules there were no specific frequencies assigned for this service, but frequencies were to be allocated where least interference would be caused from among those designated for television.

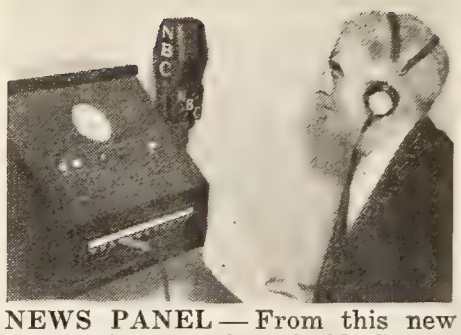
The revised rules provide that three frequencies—2012, 2016 and 2096 kc., now in the television band—shall be used for experimental facsimile broadcast stations provided no interference is caused to the television stations operating in the band 2000-2100 kc. Then it is specified that if the facsimile program of research and experimentation cannot be properly carried forward on these frequencies, other frequencies under the FCC jurisdiction may be assigned experimentally provided a sufficient need is shown and no interference will be caused.

This opens the way for use of regular broadcast channels for facsimile. Experimenters have maintained that it is feasible to use these channels from midnight to 6 a. m. for picture transmission into the homes through a simple attachment on the conventional receiver and via a rather simple transmitting station. Thus, the public could arise each morning and find in a receptacle beside the receiver considerable printed matter, and even facsimiles of newspaper pages.

The revised rules do *not* cover a rewritten regulation for international rebroadcasting (Rule 177) which provoked considerable controversy at the time it was promulgated. It had provided that specific authority would have to be procured from the FCC for rebroadcasts from foreign countries, among other things. A proposed revised rule probably will be considered by the FCC early this month, in time for promulgation by Sept. 15.

Another change in regulation was that relating to relay broadcast stations, described as stations licensed to transmit, from points where wire facilities are not available, programs for broadcast by one or more broadcast stations or orders concerning such programs. Whereas the original rule provided that relay stations could only be used by stations holding regular licenses, the clause was revised so that a chain station may pick up a program for the network, even if it does not itself broadcast the particular program. A new paragraph reads:

"The Commission may license a special relay broadcast station to the holder of other classes of broadcast licenses provided the relay station will be used wholly in conjunction with the experimentation or relaying of programs for broadcast by that broadcast station."



NEWS PANEL — From this new automatic control desk NBC cuts into network programs with flash news announcements. Automatic fadein and fadeout are provided. Here is Patrick J. Kelly, supervisor of announcers, at the panel.

Relay Broadcasting

IN ANOTHER change in relay broadcast rules, the FCC eliminated the clause that no international frequencies may be used for such service.

Heeding the plea of broadcasters, as expressed at the June 8 conference in Washington, asking that it eliminate the proviso in the regulations that any of them may be changed without prior notice or hearing, the FCC eliminated this language wherever it appeared in

(*Continued on page 59*)

Regional Station Group Enlarges Ranks And Prepares for Reallocation Hearing

ACTIVELY pursuing its plan of presenting to the FCC Broadcast Division at the "reallocation hearings" beginning Oct. 5 a comprehensive plan for a horizontal increase in power for regional stations, the newly formed National Association of Regional Broadcasting Stations on Aug. 27 announced a total paidup membership of 49 stations. John Shepard 3d, president of Yankee Network and chairman of the executive committee, disclosed also that another dozen stations had signified intention of joining, but these will not be counted as accredited members until they have paid the initial assessment of four times their highest quarter-hour rate.

Meanwhile, it is evident that battle-lines were being formed for the epochal hearings, with superpower of 500,000 watts likely to become a seething issue. The newly formed regional group has expressed itself in outright opposition to superpower and in favor of East-West Coast duplication on most of the clear channels. Another group of regional stations may be formed under the leadership of W. C. Alcorn, vice president and general manager of WBNX, New York, who takes the view that the opposition to superpower is unwarranted, and that the Shepard group is discriminating against regional stations on the higher frequencies.

Clear Channel Plan

THE so-called clear channel group already is prepared to present a case in support of the retention of clear channels with high power as a means of serving rural listeners, and of opposing duplication on such channels. Louis G. Caldwell is counsel for this group of a dozen stations, with McNary & Chambers, consulting engineers, to present technical testimony.

Local stations have not yet designated counsel. Through Edward A. Allen, president of National Independent Broadcasters Inc., efforts are being made to align them in a group and procure funds to defray the costs. Thus far, apparently, the efforts have been unsuccessful. All parties have until Sept. 15 in which to file appearances for the reallocation hearings, and some decision may be reached in advance of that date.

Chairman Shepard announced also that Paul F. Godley, consulting engineer of Montclair, N. J., and John A. Barron, formerly FCC Broadcast engineer and now a consultant in Washington, have been retained to aid Dr. Greenleaf Whittier Pickard, chief technical counsel, in the preparation of technical testimony at the hearings. They are handling the preparation of exhibits.

Paul D. P. Spearman, former FCC general counsel, is the chief legal counsel for the regional group. A fortnight ago, in behalf of the group, he filed with the FCC a petition asking 5,000 watts at night for regionals and retention of the status quo insofar as regional assignments are concerned until after the new FCC policy is decided upon. The FCC law department now has this petition under advisement, and the Broadcast Division probably will consider it at the next formal meeting.

On that date the executive committee of the regional group will meet in New York to hear reports of the engineering and legal staffs and give them final instructions for the presentation at the hearings. A meeting of the entire membership of NARBS will be called in Washington the day prior to that assigned for its presentation to the FCC.

To offset Mr. Alcorn's move opposed to his organization, Mr. Shepard on Aug. 24 sent to all regional stations on channels between 1220 and 1450 kc. a special letter stating his organization was prepared to work in behalf of all regionals, rather than a particular group. Recommendations of his engineers, he said, will definitely favor increases to 5,000 watts night on all regional channels. Moreover, he brought out that of the six members of the executive committee, two represent stations in the higher regional frequencies. He pointed out, also, that of the aggregate paid up membership, 14 stations are in the higher frequency group.

"If you have hesitated to join NARBS because of any thought that they might not adequately represent all stations in this band," he said, "I hope this letter will clear the situation up and that you will no longer hesitate to declare your intention of helping the regional stations in this presentation by becoming a member."

Changes in Officers

TWO CHANGES in the regional chairmanships of the organization were announced. Don Withycomb, WFIL, Philadelphia, was named in lieu of J. Thomas Lyons, WCAO, Baltimore, who found himself unable to serve and Ralph R. Brunton, KQW, San Jose, Cal., was named in place of Jerry King, president of Standard Radio Inc., who last month resigned as general manager of KFWB. Other regional chairmen are J. H. Ryan, WSPD; Henry W. Slavick, WMC, Memphis, and Dean Fitzer, WDAF.

The executive committee headed by Mr. Shepard comprises Edgar L. Bill, WMBD; Walter J. Damm, WTMJ; John J. Gillin Jr., WOW; Herbert L. Pettey, WHN; Hoyt Wooten, WREC, and W. J. Scripps, WWJ.

Stations which already have paid up memberships are WICC, WDRC, KQW, KFSD, WDEL, WGES, WMBD, WIND, WLBZ, WCAD, WNAC, WAAB, WORL, WTAG, WWJ, KMBC, WOW, KGIR, KGHL, WOKO, WBEN, WHOM, WHN, WHEC, WFBL, WSYR, WWNC, KFYR, WSPD, WGAR, WFIL, WEAN, WMC, WNBR, WREC, KRGV, WDBJ, WMMN, WTMJ, WXYZ, KSO, WSAI, WHIO, WNOX, WTAR, WCAM, KOIL, KGGF, KFNF.

Again! AT THE STATE FAIR



AGAIN, WLS filled the grandstand on the opening night of the 1936 Illinois State Fair. Almost 9000 people *paid* from 25c to $1.00 each to see the five-hour broadcast of the WLS National Barn Dance from an open air stage in front of the amphitheatre. ¶ Gene Irwin manager of the State Fair said "You folks certainly have what the people want. Twenty-five percent of our State Fair mail has asked about the Barn Dance. We had to open our clerical offices two weeks sooner than usual to care for advance ticket orders." ¶ That's listener interest. And listener interest predicates advertising results.

Starting in 1924, WLS has broadcast from the Illinois State Fair each year bringing major features of the Fair to those unable to attend personally. One of many projects conducted regularly by WLS — in the public interest and for service to its listeners.

50,000 WATTS CLEAR CHANNEL

WLS

THE PRAIRIE FARMER STATION

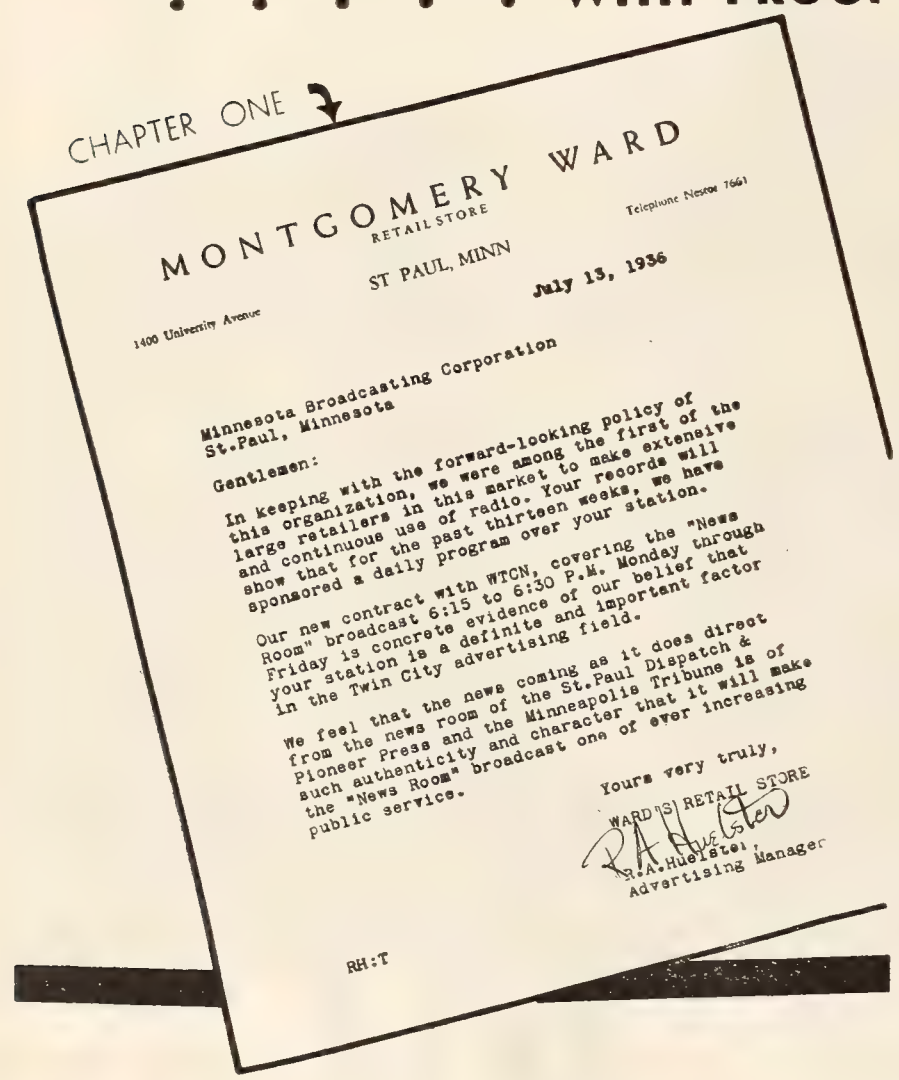
Burridge D. Butler, President — John Blair and Company, Sales Representatives — Glenn Snyder, Manager

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN

. . . . . WITH PROOF


CHAPTER ONE

MONTGOMERY WARD
RETAIL STORE
ST PAUL, MINN
Telephone Nestor 7661

1400 University Avenue

July 13, 1936

Minnesota Broadcasting Corporation
St.Paul, Minnesota

Gentlemen:

In keeping with the forward-looking policy of this organization, we were among the first of the large retailers in this market to make extensive and continuous use of radio. Your records will show that for the past thirteen weeks, we have sponsored a daily program over your station.

Our new contract with WTCN, covering the "News Room" broadcast 6:15 to 6:30 P.M. Monday through Friday is concrete evidence of our belief that your station is a definite and important factor in the Twin City advertising field.

We feel that the news coming as it does direct from the news room of the St.Paul Dispatch & Pioneer Press and the Minneapolis Tribune is of such authenticity and character that it will make the "News Room" broadcast one of ever increasing public service.

Yours very truly,

WARD'S RETAIL STORE
R.A.Hueister
R.A.Hueister,
Advertising Manager

RH:T

WTCN

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.

National Representatives

DISC DEDICATOR

Prall Speaks at WTMJ and KWK at Same Time

CHAIRMAN PRALL of the FCC was the principal speaker at the dedication of new broadcasting station plants in St. Louis and Milwaukee on Aug. 23 at approximately the same hour. He performed the feat by electrical transcription. Invited to both dedications, and unable to attend either, Mr. Prall resorted to the modern transcription method, having had his addresses recorded at the U. S. Recording Co., Washington. KWK dedicated its new 5,000 watt transmitter with a half-hour program attended by many out of town guests, while WTMJ ushered into service its new ultra-modern studios.

In each case Mr. Prall expressed satisfaction with the new installations, declaring that investments of this character tend to "lend stability" to broadcasting as an industry. The FCC, he asserted, looks with favor upon installations of modern equipment as an indication of the "awareness of public service" of the station owners.

New York Court Decides Theatres Used By Radio Must Hold City License

IN A RULING handed down by Supreme Court Justice Lloyd Church in New York Aug. 19, the court decreed that all theatres coming under the jurisdiction of the New York Commissioner of Licenses, Paul Moss, cannot be used by broadcasting companies for radio broadcasts unless the theatre holds a theatrical license.

The ruling was an outgrowth of the suit filed by the Dry Dock Savings Institution, New York, as owners of the New Amsterdam Theatre, restraining Commissioner Moss and Police Commissioner Valentine for interfering with radio programs broadcast from the studio atop the New Amsterdam Theatre. The bank contended that broadcasts are private theatricals to which no fee is charged and to which the audience is invited. It also claimed that the license law was passed prior to radio and was not intended to apply to broadcasts.

Commissioner Moss said that CBS had licenses on all three theatres which it utilized and that a license was necessary to certify that the Fire and Building Departments have approved the premises. In the original complaint, Dry Dock Savings Institution had claimed that Mutual and CBS have signed leases for the use of their radio theatres this fall. So far as BROADCASTING could ascertain, no such lease was signed by either network and no broadcasting company is using the theatre at present. NBC is not involved in the case, their studios not being classed as theatres since they are located in the RCA Bldg.

DEDICATED to Bob Burns, radio comedian, whose bazooka and stories about fictitious kin down in Arkansas, have put Van Buren on the map in a big way, the *Van Buren Press-Argus* has issued an 18-page Bob Burns Edition to commemorate his homecoming.

Fall Series Signed By Yankee Network

Revised Lineup Now Includes 11 New England Stations

ELEVEN instead of 13 stations will comprise the new Yankee Network when it goes into operation Sept. 27 under the management of John Shepard 3d. This was disclosed when Rate Card No. 1 was issued Aug. 15, listing the individual and collective rates for the realigned regional network [first announced in Aug. 1 and Aug. 15 BROADCASTING]. The final lineup of stations omits WMAS, Springfield, and WATR, Waterbury, at first scheduled to join the net, leaving the list as follows:

WNAC, Boston, key station; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell. These stations will also take programs from or feed to WOR, WHN and WINS, New York, the rate card states, and the network will be represented in the national field by Edward Petry & Co. Plans for the Shepard-operated Colonial Network, a second New England regional to be keyed from WAAB, Boston, which will be the New England outlet of Mutual Network and will also hook up with WHN or with the New York State Broadcasting System, remain the same. [BROADCASTING, Aug. 15.]

New Contracts Signed

LESS than three weeks after announcement of the formation of the new Yankee Network, contracts with regional and national advertisers had been completed representing an amount well over a third of a million dollars.

Contracts include:

Penn Tobacco Co., Wilkes-Barre (Kentucky Club, Kentucky Winners), 144 quarter-hour baseball programs starting April 19, 1937, daily except Sunday on 8 stations. Agency: Ruthrauff & Ryan Inc., New York.

Penn Tobacco Co., six weekly participations in *Yankee Network News Service* starting Oct. 1 on 10 stations. Agency: Ruthrauff & Ryan.

Tide Water Oil Sales Corp., New York (Tydol, Veedol), 30 quarter-hour thrice-weekly football programs with Eddie Casey, starting Oct. 1 on 8 stations. Agency: Lennen & Mitchell Inc., New York.

Durkee-Mower Co., Lynn, Mass. (Flufferettes), 26 quarter-hour Sunday programs starting Sept. 7 on 5 stations. Agency: Harry M. Frost Co. Inc., Boston.

Fels & Co., Philadelphia (Fels Naptha), thrice-weekly quarter-hour vocal trio, starting Sept. 28 on 4 stations. Agency: Young & Rubicam Inc., N. Y.

John Morrell & Co., Inc., Ottumwa, Ia. (Red Heart dog food), two weekly participations in *Yankee Network News Service*, starting Sept. 29 on 10 stations. Agency: Henri, Hurst & McDonald Inc., Chicago.

Dawson Brewery Inc., New Bedford, Mass., participations in *Yankee Network News Service* on 9 stations. Agency: Dowd & Ostreicher Inc., Boston.

E. R. Parker Dental System Inc., Boston, with commentator series.

SAFEWAY STORES Inc., Oakland, Cal. (chain stores), will call attention to opening of its new milk plant in Portland, Ore., with one-minute dramatic discs twice daily on KGW and KOIN, Portland, during the week of Sept. 7.

KSD service to the public keeps pace with the growth of RADIO

1936

KSD was started by the Post-Dispatch in 1922—one of the pioneer stations to serve a discriminating radio audience. KSD has taken advantage of every opportunity to use its facilities for the entertainment and enlightenment of all classes of listeners.

KSD facilities to serve have kept pace with the growth of the radio industry. From microphone to antenna, this station's equipment is the very latest.

KSD is owned and operated by the St. Louis Post-Dispatch, with this newspaper's energy, resources and prestige to keep it ever alert to opportunities for the extension of the Station's helpful service to the public.

1922

KSD

ST. LOUIS

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Best Business in Seven Years

$100,000,000 Cotton Crop In Mid-South Brings Smiles to Memphis

By JACK BRYAN AND NED TRAPNELL
Press-Scimitar Staff Writers

The Mid-South will have the biggest cotto known since the war.

More than $100,000,000 will pour thru Me Mid-South market from cotton alone.

Fall business in every quarter is stocking biggest season since 1929.

Already the movement is under way.

Retail stores have increased their stocks 25 per cent.

Wholesalers have increased their busines 25 to 50 per cent.

Rail traffic has grown to 30 per cent over last year's figure.

River traffic is 29 per cent greater.

Bank debits, the "spending money" of business and individuals, is 12 per cent greater than a year ago in Memphis.

Lumber sales are 15 per cent greater than 1935.

Steel and construction supplies have jumped 50 per cent or better to meet the widespread revival in repairs, building and new construction.

Building permits are more than doubled.

Memphis citizens are investing heavily in home furnishings, as they spread out from depression-crowded homes into their own establishments and the housewife's hand is given freer reign.

MERCHANTS CAUGHT BY THE RUSH

Merchants were almost caught by the early trek to outfit children for school well ahead of time

Radios, refrigerators, roofing, new water systems are going in swelling volume to the farms.

Business is singing a song of triumph in Memphis and the Mid-South.

Backed by a swelling chorus of consumers, wage-earners and farmers, it will reach its climax in another month when the new cotton crop begins coming in.

King Cotton is furnishing the main push. Memphis is on the verge of the greatest cotton season since the war. Merchants are betting their cold, hard cash on it—because with cotton money, farmers buy machinery, goods, clothes, hardware, building materials.

Farmers spend money, and this year they are going to spend it on things they have needed and wanted for five years.

MONEY GOING BACK TO WORK

De ... ayer than a year ago, which is a sign of bet... ...e Kennedy of the Memphis Clear-

... more idle money," he said.

...r cent ahead of last year ...ent above the figure for

...,780,000 ahead of last

... reflects how much ...f last year, showing ... the second week of

...as the cotton traffic ...le of cotton is $2.50. ...emphis, for it costs ...re and sell a bale of

...s of seed, which they ... The short corn crop, ... vegetable oils.

...hillion pounds of crude oil, ..., 65,000 bales of linters, sell- ...d 100,000 tons of hulls, which ... probably go down to $5.

... comes from the soil, and while its annual ... ...tened by reckless cutting, lumber production remains second to cotton as the largest income producer.

THE Voice of MEMPHIS

Choose WREC TO SELL THIS RICH MARKET FOR YOU

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Texaco Promotion For Cantor Series To Blanket Nation

Posters, Hats, Huge Cutouts, White Space Will Be Used

BEHIND the New Eddie Cantor-CBS program starting Sept. 20 The Texas Co., New York (Texaco oil products) will place an extensive merchandising campaign. Using the 42,000 Texaco dealers across the country as the starting point for distribution of merchandising aids, The Texas Co. will literally blanket the country with Eddie Cantor promotional material.

A total of 25,000 life-size cutouts of Cantor will feature the campaign and also will be reproduced in the *Saturday Evening Post* Sept. 26, *Time*, Sept. 28 and *Collier's*, Oct. 3. The ads will be full-page black and white insertions. Eight-color cutouts depict Cantor as a Texaco salesman carrying a placard announcing the radio series. The famous Texaco Scotties of a few years ago have been revived and they accompany Cantor in the cutouts.

Dealers will receive 100,000 small window stickers; 100,000 large window strips in four colors; 50,000 small canvas banners in two colors, and 100,000 large canvas banners in a four-color combination. These banners will be featured on all trucks hauling Texaco products, in addition to service stations. A new novelty called the Eddie Cantor Pop-Up folder, in which the Cantor face jumps into view when the folder is opened, will be used for direct mail. A total of 4,000,000 will find their way into the hands of radio listeners before the program is a week old.

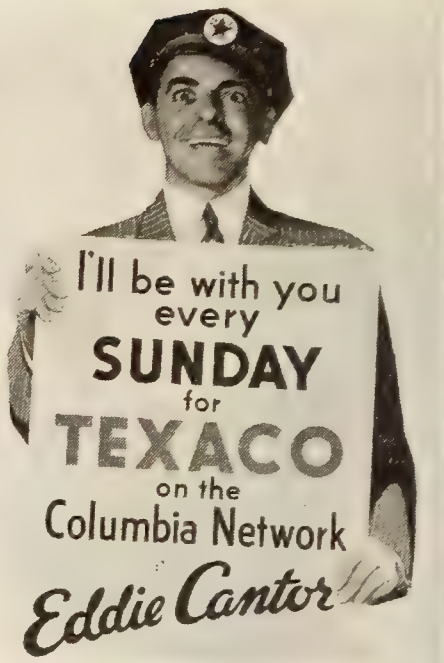
House Organ Plans

INSTEAD of a broadside to dealers The Texas Co. is using the September issue of its house organ, *The Texaco Mission*, an eight-page tabloid, to tell dealers about the series. In subsequent issues the company will carry follow-up stories on the program. The house organ is mailed to 50,000 dealers and prospects. The already famous Texaco Fire Chief hat will again be in evidence but due to a new company policy the hats will be given only to the studio audience. Wording of hats has been changed slightly, and they will be souvenirs of the *Texaco Town* broadcast since the series will revolve around a mythical town.

Whether the program will originate from Hollywood or New York depends on Cantor's film plans. If the program comes from Hollywood, Texaco will use the Music Box Theatre. In New York it will use the newly leased Manhattan Theatre. To introduce the series 250-line ads will be taken in 225 Saturday or Sunday newspapers on Sept. 19-20. For the next four or five alternate Sundays 100-150 line ads will be used.

Other merchandising plans will be announced after the program has been on the air a couple of weeks. It is estimated that the total cost of the Eddie Cantor program will be well over $20,000 for each half-hour period. In addition to Cantor the program will feature James Wallington, Parkyakarkus, Bobby Breen, and Jacques Renard's orchestra. Wallington will do the commercials.

Newell-Emmett Inc., New York, handles the newspaper and magazine copy for The Texas Co., with Hanff-Metzger Inc., New York, servicing the radio, poster, and merchandising material. George Vos, vice president of The Texas Co., is in charge of all radio advertising for the company, with James Tierney serving as his assistant.



EDDIE AND TEXACO — This poster is part of Texas Oil Co.'s elaborate merchandising program for its new Eddie Cantor series.

Disc Library Designed For Smaller Stations to Be Issued by Associated

A SECOND transcription library service designed for smaller stations has been launched by Associated Music Publishers Inc. to supplement its basic service now being used by some 50 stations, according to announcement Aug. 21 by M. E. Tompkins, president. The new library, to which about a dozen stations already have subscribed, is in production and will begin formally on Sept. 15.

According to Mr. Tompkins it will be the same as the larger library in quality, but will comprise only 20 hours playing time initially, with an hour additional per month. The basic service, launched last Jan. 1, comprises 50 hours initially with a guaranteed supply of 1½ hours additional per month. Cost of the new library varies from $37.50 to $50 per week, depending upon station and market. The basic service is supplied at $75 per week.

Simultaneously Mr. Tompkins announced the addition of Jack Hayes, formerly of Transcription Co. of America, as Chicago representative for AMP's transcription branch. He is now traveling the midwestern territory under the direction of Loren Watson, AMP sales manager.

Gordon Jones, formerly recording engineer on the New York staff of Electrical Research Products Inc., has joined AMP as recording engineer.

ARNOLD MAGUIRE and Van Fleming, NBC producers in San Francisco have a combined library containing a total of 30,000 humorous situations, gags and anecdotes, all classified and cross-indexed.

Knock Knock!





WHO'S THERE?

Busy Builders Trying to Keep Up with Oklahoma City's Demand for New Homes!





Oklahoma City Leads the Nation in Building Gain First 7 Months!

● A RECENT DUN AND BRADSTREET building report showed Oklahoma City gained 347.8% over last year for the January to August period, leading the nation in percentage of gain.

Oklahoma City Building at 5-Year Peak!

Homes have been going up at an average rate of three and a half a day since January 1st. With Oklahoma City growing at the rate of five families a day during the same period, residential building is due to continue without let-up to meet the growing demand for homes in this constantly growing city.

Besides residential construction, a $6,500,000 civic center project, a $1,560,000 federal low-cost housing project and scores of business structures, schools, streets, water, sewage and miscellaneous projects are under way.

Throughout Oklahoma City's trade area building activity is at a new peak keeping an army of workmen busy at good pay and making business hum for manufacturers and dealers who supply the vast amount of materials and equipment.

A Standout Sales Area!

In the building picture here you can see conclusive, factual evidence of the healthy, vigorous condition of this market and of a sales potential far above average.

And WKY is the station in Oklahoma City best able to translate this above-average potential into above-average sales.

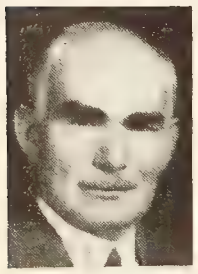
ffiliated with
HE DAILY OKLAHOMAN
KLAHOMA CITY TIMES
HE FARMER-STOCKMAN

WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

National Representati
E. KATZ SPECIA
ADVERTISING AGEN

Pioneer Wireless Experiments Recalled By Dr. DeForest at WWJ Anniversary



Dr. DeForest

MEMORIES of the early days of wireless experimentation which led up to voice and music broadcasting were recalled by Dr. Lee DeForest, noted inventor of the audion tube which is the heart of radio, speaking at the 16th anniversary celebration of WWJ, of the *Detroit News*, Aug. 20, the occasion also being the informal dedication of the station's magnificent new studio and transmitter plants.

The formal dedication of WWJ's million-dollar plant has been set for Sept. 16, when the station will begin a week of special programs featuring big-name talent.

Dr. DeForest paid tribute to WWJ as "the original broadcasting station" of the country, declaring that KDKA at East Pittsburgh was founded 11 weeks later and that he believed WSB of the *Atlanta Journal* was the second station to be operated by a newspaper. Though one of his men installed the transmitter for what was later to become WWJ, Dr. DeForest's remarks opened anew the controversy as to whether WWJ or KDKA is the oldest station still on the air — the former insisting that it is and the latter claiming that it started on Nov. 2, 1920, with the call letters KDKA on a regular broadcast schedule and therefore is entitled to pioneer claims.

The First Announcer

THE FAMOUS inventor, recalling his own early experiments in radio-telephony, asserted that he was "the first radio announcer" and declared that in 1909 he wrote that "some day the news, and even advertising, will be sent out to the public on the wireless telephone."

"My memory wings back to 1906," he said, "when after six eventful years devoted to bringing into life the then miracle of commercial wireless, I decided it might be actually easier for me to devise a system of wireless telephony than ever to become personally proficient in sending and receiving the telegraph code.

"Never suspecting at that time that my little three-electrode audion detector tube could be made also to generate alternating current of unlimited energy at any frequency, I developed instead a radio telephone transmitter using the arc in an alcohol flame, or steam. Crude though this generator was, and brutal as was the only method of modulating its radio output (by means of heavy microphones in the earth connection), nevertheless radio broadcasting was thus first initiated; and until 1915 this was the only known method of wireless voice transmission.

"By its means the actual voice of Caruso, in December, 1908, was radiated from the roof of the Metropolitan Opera House. I could hardly call it 'broadcasting' in that early epoch, when the radio audience to the greatest tenor voice in musical history was limited to a few wireless operators near New York harbor, plus a small group of reporters planted for this occasion in nearby Newark. Yet this was to me the realization of a dream cherished since 1900.

"Few indeed were found at that time who could even dimly envision any commercial application for the new 'wireless telephone.' Unless perchance every office or home in a great city could have its own wireless telephone, with complete secrecy from all interlopers, of what possible commercial money-earning value could it ever be? Thus sagely argued the wise financial lights, some of these my own classmates in New York, loathe to consider financing basic patents on inventions which since then have actually earned hundreds of millions of dollars.

"And then, 11 years later, and for the first time in history, this prophecy was actually realized when on Aug. 20, 1920, the *Detroit News* opened the original commercial radio broadcasting station. WWJ. The 16th anniversary of that momentous inauguration, so courageously hazardous at that time, so epochal in its subsequent world-wide influence, we are celebrating today.

"From the time of my discovery, in 1912, that the three-electrode tube connected in a 'feed-back' circuit could be made to generate high-frequency electric currents, suitable for use in radio signaling, I had zealously striven to realize, by means of this new modality, my early dreams of general, widespread broadcasting of words and music.

"Many of my listeners tonight may recall the 'radio concerts', as I then styled them, which three nights a week issued from the very first pioneer broadcasting station located at High Bridge, New York City. We had progressed so far that in November, 1916, 20 years ago, we broadcast news bulletins of the Wilson-Hughes Presidential election. I well remember, as the first radio announcer, gleefully informing my audience of some hundreds of 'ham' fans that 'Hughes had been elected President of the United States' and at 11 o'clock bidding them all a glad Good Night! Only to learn next morning after the California vote had come in, that a slight error had been unwittingly perpetrated the night before."



YOU SELL MARYLAND WHEN YOU BUY WBAL

The Fall of 1936 will be radio's biggest season. Contracts and reservations prove it will be **WBAL's** biggest season, too. Write or wire ***NOW*** if you want to sell Maryland

Send for a copy of

WBAL'S NEW BOOK

NATIONAL REPRESENTATIVE • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

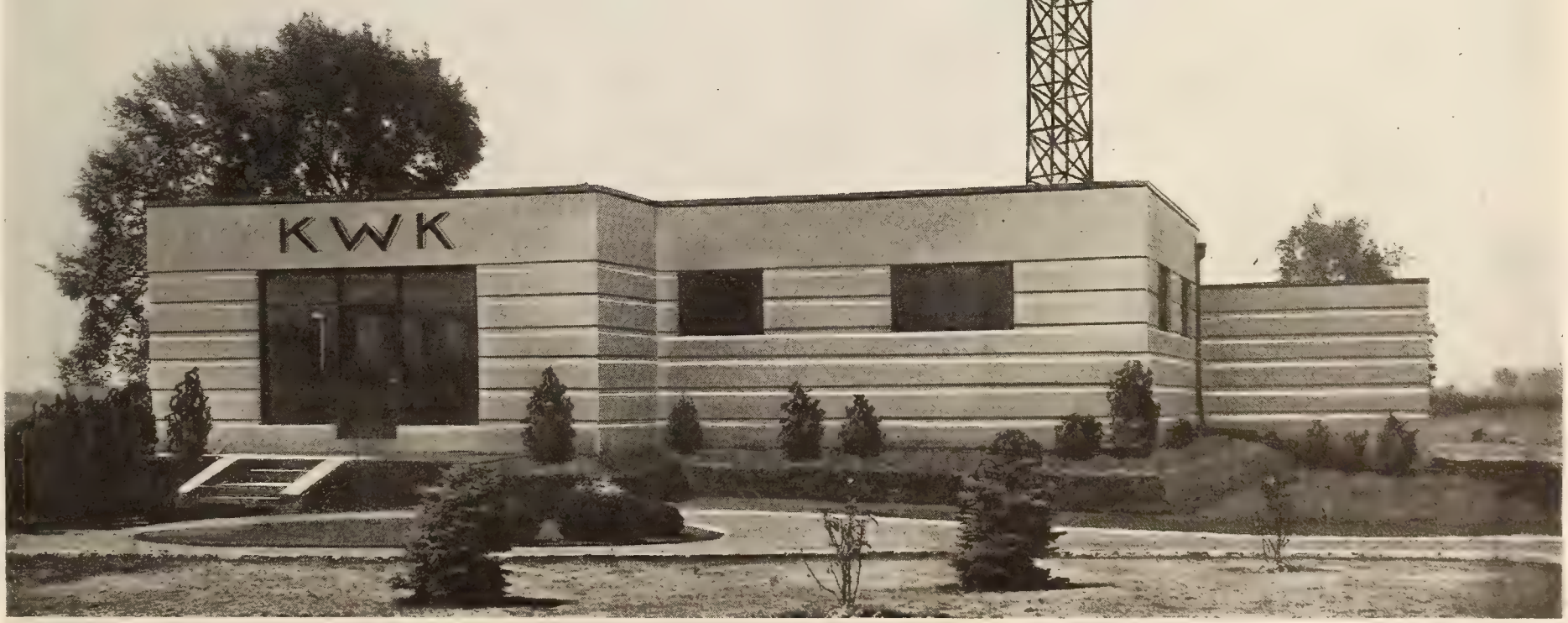
Announcing

KWK'S NEW TRANSMITTER

In keeping with our policy of continually staying abreast of the latest in broadcasting, KWK now offers the advertiser and the listener the newest and finest in Western Electric Transmitters... High Fidelity... 100% Modulation... and a 400 foot vertical half wave Blaw-Knox Radiator. KWK, with the most modern transmission equipment in St. Louis, assures the advertiser increased coverage and the finest presentation of his message that is possible in the St. Louis area.

THOMAS PATRICK INCORPORATED
Hotel Chase St. Louis, Mo.





PARENTS AND OFFSPRING AGREE

THIS IOWA NETWORK SHOW IS OKAY



By Priscilla Wayne.
The sponsor of Uncle Bill and the comic pages every Sunday morning is certainly doing a grand service to the parents of Iowa, as well as the children.
The average early Sunday morning scene is the funny page spread out on the floor so that all the offspring, bottoms up, may listen, while they feast their eyes.

Clown suits add a touch of gayety as Uncle Bill puts the cast through the antics portrayed in the 16-page comic section of The Des Moines Sunday Register.

Priscilla Wayne, columnist, novelist and movie writer, hands the orchids to Colonial Bread, sponsors of "Uncle Bill Reads the Funnies".

"Uncle Bill Reads The Funnies" is now in its fourth year, having graduated to a Network hookup after a lusty start on KSO. Statewide circulation of *The Des Moines Sunday Register* means that children in every county of the state can follow this lively program—and results achieved for the sponsor show that they do follow "Uncle Bill" every Sunday. Of equal age is the children's show sponsored by Iowa's largest department store, "Younker's Junior Broadcasters" now scheduled for its fourth winter. Successful shows such as these are the best testimonial that we know how to reach the children in Iowa. Write now for information; or call the nearest office of our national representatives: E. Katz Special Advertising Agency.



CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

PROPRIETARY GROUP PLANS TRUTH DRIVE

AT A JOINT meeting of the Proprietary Association and the Medicine Manufacturers held in New York under the auspices of the *American Druggist* and *Drug World*, Hearst publications, it was decided that the two associations would sponsor a joint campaign of truth about reputable proprietary products which will be laid down on a national scale on the radio as well as in magazines and newspapers. The idea was conceived by T. Howard Kelly, executive editor of *American Druggist* and *Drug World*.

The campaign is being directed by a committee headed by Lee Bristol, Bristol-Myers Co., of the Proprietary Association as chairman. Mr. Kelly, secretary and P. L. Frailey of the Medicine Manufacturers as treasurer. It was decided to call it The Committee on Information for the Drug & Cosmetic Industry. Cosmetics were included within the scope of the committee because many of the concerns in the associations manufacture toilet articles.

On Aug. 13 the committee discussed plans to utilize independent stations and national networks in the educational program. Mr. Bristol and W. Y. Preyer (Vick Chemical Co.) of the radio subcommittee reported that preliminary parleys with broadcasting officials indicated that networks would cooperate in arranging for dramatic programs of an educational nature. It is also understood that the radio campaign will not begin before the presidential election. In addition to Mr. Bristol and Mr. Preyer the meeting was attended by Frank Blair, R. L. Frailey, William Jacobs, Dwight E. Austin, Edward Austin, Earl Meyer, Edward Gardner and T. Howard Kelly. Pending the launching of the radio efforts, publicity continues in white space.

Tangee Placing Discs Over 21 Latin Stations

GEORGE W. LOFT Co., New York (Tangee cosmetics), on Aug. 12 inaugurated a 26-week series of weekly 15-minute transcriptions on 21 Latin American stations. The program is modeled after Tangee's domestic success with Jimmy Fidler, *Hollywood Reporter*, and is titled *Tangee's Hollywood Reporter*. It features Carlos Borcosque, popular Spanish-speaking Buenos Aires movie columnist whose writings are syndicated in more than 60 Latin American newspapers.

The Tangee export account is handled by the Export Adv. Agency, New York City. Stations were selected by Broadcasting Abroad Ltd., New York City. Stations securing the placements are in Argentina, Chile, Cuba, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Peru, Puerto Rico and Venezuela. Other Latin American stations will be added to the list shortly. Newspaper tie-ins publicizing the program are being used extensively.

U. S. EXPORTS of radio transmitting apparatus to foreign countries were valued at $1,590,358 during the fiscal year ending last June 30, comparing with $1,485,536 during the preceding fiscal year, reports the Radio Manufacturers Association. Central and South American countries continue to be good export markets for American-made broadcast equipment.

KMPC Asks Full Time; Leo Tyson Now Manager



Mr. Tyson

DECISION to apply to the FCC for full time for KMPC, Beverly Hills, Cal., was disclosed in August when Lewis Allen Weiss, representing the purchasing interests, announced the appointment of Leo B. Tyson as station manager. The station, operating limited time with 500 watts on the 710 kc. clear channel, on which WOR is the dominant station, was sold Aug. 20 to G. A. Richards and Leo J. Fitzpatrick, operators of WJR, Detroit, and WGAR, Cleveland. It is planned also to seek 1,000 watts power.

Mr. Tyson, until recently manager of *Al Pearce & His Gang*, is former manager of KHJ, Los Angeles, and was a member of the NAB board and also a director of the Los Angeles Advertising Club. He is a graduate of the University of Virginia and the U. S. Naval Academy.

Richard Connor, who has been manager of KMPC, continues on his leave of absence due to ill health, but is expected to return to the station within a few months as public relations director.

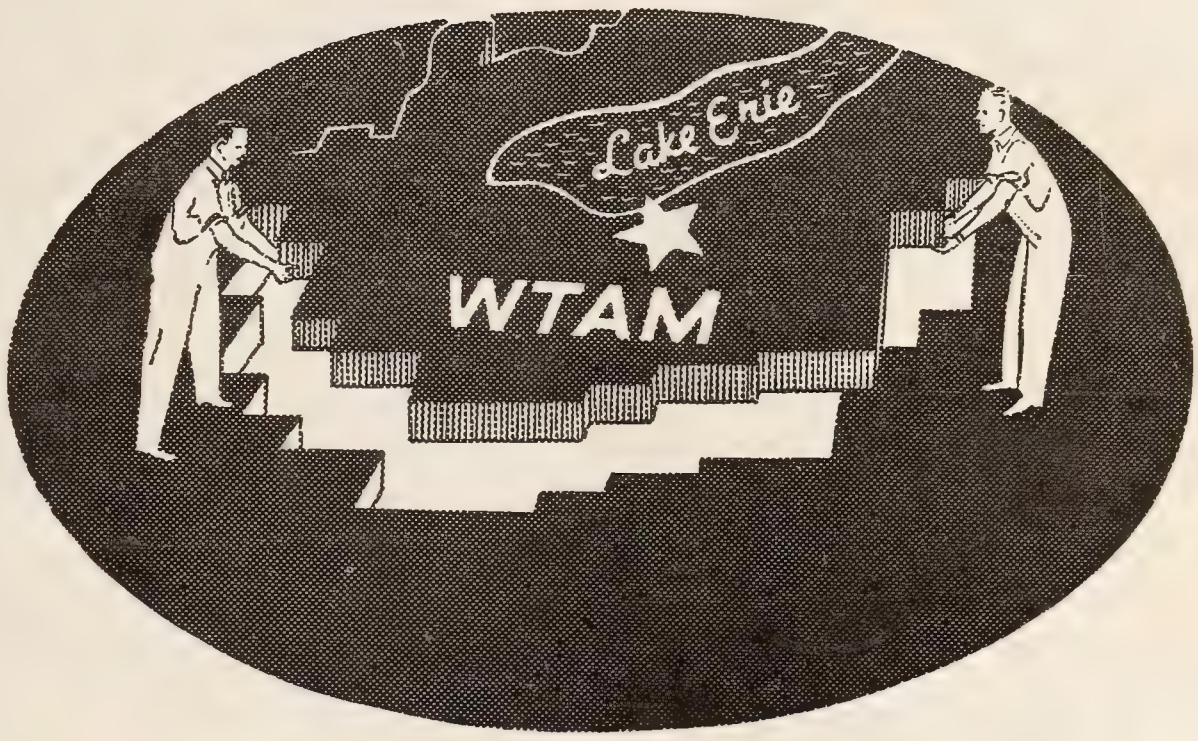
Standard Returns in West With Educational Series

STANDARD OIL Co. of California, San Francisco, which has sponsored symphony programs over the NBC Pacific Coast network since 1927, on Oct. 1 renews for its tenth year of weekly broadcasts. The hour concerts, currently broadcast by the Standard Symphony Orchestra under direction of Mishel Piastro, are heard Thursdays at 8:15 p. m. (PST). During its nine years on NBC, Standard has sponsored the principal symphonic orchestras on the Pacific Coast, including the Los Angeles Philharmonic, San Francisco, Portland and Seattle symphonies. The *Standard School Broadcast*, a Thursday morning series of elementary and advanced lessons in music appreciation, with string ensemble illustrating, which is off the air during school vacation, returns to the NBC-Pacific Red network Oct. 15 for its ninth year. Lessons for this weekly broadcast are prepared by Arthur S. Garbett, NBC western division educational director in San Francisco, and Adrian F. Michaelis, of Standard.

Croghan Sues; Seeks New Station in Minneapolis

SUIT for $41,560 alleging repudiation of contract has been filed against the operators of WDGY, Minneapolis, by Arthur H. Croghan, who left his post as national sales manager of that station in August and who on Aug. 17 applied to the FCC for authority to erect a new 100-watt daytime station in Minneapolis on 1310 kc. Mr. Croghan, with WDGY since 1930 and before that with KWK St. Louis, alleges a contract guaranteeing him 40% commission on all accounts within a 200-mile territory was broken by the defendants.

MOLDED TO THE MARKET



In northern Ohio, the aireas of WTAM fit the concentration of purchasing power just like a mold. It's the only high power, clear channel station that covers the entire Cleveland Chamber of Commerce trading area. Direct your campaign to the audience of 1,017,000 NBC radio families—and—the die is cast!

WTAM **50,000 WATTS**
NBC Red Network
CLEVELAND

Completely programmed by NBC

World Library Service Acquires Six Stations

SIX stations, one of them in Canada, became subscribers to the World Broadcasting System program service during August, bringing the company's total to more than 150, according to a WBS announcement Aug. 21. The stations are KCMC, Texarkana, Ark.; WLAK, Lakeland, Fla.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.; KFKA, Greeley, Colo., and CHSJ, St. Johns, N. B.

WBS also announced that in the last few months it had increased by 50% the new releases sent its affiliates each month, together with completely revised continuity service designed to aid stations in sale of transcriptions to local sponsors, and tested merchandising plans. The WBS library now contains more than 1,600 musical selections, it said. The continuity department, headed by Garrett E. Hollihan, is providing stations with 20 hours per week of programs designed for commercial sponsorship.

KMBC TO RESCUE
Mobile Unit Supplies Light At Mine Disaster

WHEN KMBC of Kansas City sent its Newscaster car and mobile transmitter W9XES to the scene of the Esry mine disaster near Moberly, Mo., Aug. 18 there was no inkling of the heroic role it was to play in the rescue itself. Veteran miners on the surface had organized a rescue party and had started to dig for four entombed miners.

First broadcasters to arrive on the scene, Larry Sherwood, KMBC special events man, Paul Fonda and James Gardner, technical men, found the mine vicinity entirely without lighting facilities to continue its work through the night. Quickly the 1,000 watt motor generator in the Newscaster car was brought into use to illuminate a 500-watt bulb over the mouth of the mine and another at the bottom of the shaft. Workers labored desperately through the night to clear out the collapsed mine shaft seeking to reach the trapped men.

A news report of the disaster and the rescue attempt was flashed to the nation over CBS, the next night. After the broadcast Sherwood, Fonda and Gardner worked through the night without food or sleep to see that the mobile transmitter's generator kept up its supply of power.

Coverage of the most tragic event in Missouri mining history in years continued Aug. 20 when KMBC successfully hooked into the crude interphone system which extended to the bottom of the shaft and enabled listeners to hear actual working and progress on the rescue, which was under the direct supervision of Arnold Griffith, state mine inspector. Workers described conditions and gave a dramatic picture of their frenzied race against time to save the lives of their miners whose distraught families waited with fading hope at the mine's mouth. Back in the studios of KMBC Kenneth Krahl, studio director, collapsed from exhaustion because of intense work.

WESTINGHOUSE RADIO STATIONS · INCORPORATED · W

MOST POWERFUL IN INDIANA

WOWO is the most powerful broadcasting station in Indiana — 10,000 watts.

Power alone proves nothing.

But WOWO programs, keyed to the needs and preferences of audiences in the tri-state area of northern Indiana, southern Michigan and western Ohio, have won the 429,000 families in WOWO's primary listening area to WOWO, their station, *the* Hoosier station.

Power plus program originality and sincerity of service have made WOWO most popular as well as most powerful in Indiana.

WOWO *The* **HOOSIER STATION**

Westinghouse Radio Stations Inc.

Ft. Wayne, Indiana

10,000 Watts • CBS • 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

Public Educational Stations Advocated

Viewed as One Hope of Making Radio Truly Democratic

"THE educational station, publicly owned and supported, is the one hope of making broadcasting in America truly democratic and socially responsible," declared Prof. W. H. Lighty, first program director of WHA, Madison, Wis., before the annual convention of the National Association of Educational Broadcasters held at the University of Wisconsin, Madison, Aug. 17-18.

Prof. Lighty was one of two speakers on the subject "Our Place in the Picture", the other being S. Howard Evans, secretary of the National Committee on Education by Radio.

Contending that all stations are given limitations by their basis of operation, Mr. Evans pointed out that to have an improved radio service it is necessary for broadcasters to admit and make allowances for them. With the place and function of each type of service recognized it would be possible to draft regulations to cover the situations, he asserted.

Power Problems

INEQUALITIES, contended Mr. Evans, are created by a system which grants one station 50 kw. power, gives to another in the same city only 100 watts and then expects them to exist under a competitive system.

William D. Boutwell, director of the Federal Office of Education's Radio Workshop, explained the developments in that project. Its function, he said, was to explore and develop methods and techniques for building educational radio programs. Its work in producing network features, while important, should not be considered the sole objective. Mr. Boutwell is working with educational stations to secure from them ideas, scripts and plans of successful educational features.

The interest of education in the FCC allocation hearings was discussed by C. M. Jansky Jr., Washington consulting radio engineer. He explained the interests of certain groups of stations in regard to allocations, and told of the differences between the clear-channel group and the shared-channel group. The present conflict, he said, is within the industry and not with outside interests.

The ultra-high frequencies are effective for urban areas, or over short distances only, said Mr Jansky. Comparatively little is known of their characteristics. It is not likely that these frequencies will solve the problem of facilities for education, or serve where good coverage over areas such as a state is needed.

Officers elected for the ensuing year were: President, H. B. McCarthy, WHA, Madison; vice president, Carl Menzer, WSUI, Iowa City; treasurer, B. B. Brackett KUSD, Vermillion, S. D., and executive secretary, Harold A. Engel WHA, Madison. The executive committee consists of C. A. Taylor WESG, Cornell; R. C. Higgy WOSU, Ohio State; E. P. Humbert, WTAW, Texas A. & M.; C E. Dammon, WBAA, Purdue; F F. Nalder, KWSC, Washington State; W. E. Phillips, WILL, Illinois.

NOW IT'S 10!



Transfer of KOMA* and WACO* To Hearst Radio Is Approved

TRANSFER of the remaining two stations of the four of the Southwest Broadcasting System group purchased by Hearst Radio Inc. last spring for any... $350,000 ... creased to 10. Previously, the FCC had set the assignment... tions, along ... for A...

✓ **Service from sale to broadcast through one organization.**

✓ **As easy to buy all ten stations as one.**

✓ **Intensive coverage of 10 major markets**

* MEMBERS COLUMBIA BROADCASTING SYSTEM

HEARST RADIO

WCAE Pittsburgh **KYA** San Francisco
WBAL Baltimore **WINS** New York . .
KTSA San Antonio **KEHE** Los Angeles.
WISN Milwaukee **KNOW** Austin . . .
KOMA Oklahoma City **WACO** Waco . . . .

HEARST RADIO REPRESENTATIVES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

Still Growing!

WADC

Now 5,000 Watts Daytime

- Completely equipped with new Western Electric high Fidelity speech and transmitting equipment.
- New Truscon 365′ half wave vertical radiator.
- Field intensity strength increased approximately 42%.
- *11 years a Basic Member Columbia Network.*

FOUR MARKETS — ONE LOW COST

Strategically located . . . 22 air miles from CLEVELAND . . . 33 air miles from YOUNGSTOWN . . . 16 air miles from CANTON . . . WADC, Akron, offers the shrewd Advertiser intensive coverage of these Four Important Ohio Markets at ONE LOW COST.

RESULTS ARE WHAT COUNT

WADC has been delivering results to its clients for 11 years. Include WADC in YOUR Advertising Campaign and increase YOUR sales in Northern Ohio.

For Additional Information Write or Wire

ALLEN T. SIMMONS, OWNER - MANAGER

5,000 Watts Day **WADC** **1,000 Watts Night**

Studios Akron, Canton and Tallmadge, Ohio

Basic Network Station Columbia Broadcasting System

1000 Watts **KIRO** 710 KC

SEATTLE, WASHINGTON



KIRO, with 1000 Watts on 710 KC and the most efficient transmitter in its territory, offers you the most economical coverage of Western Washington.

NEW YORK DETROIT — NATIONAL REPRESENTATIVES **John Blair & Co.** — CHICAGO SAN FRANCISCO

FREEDOM OF AIR
WOL Commentator Supported In 'Watch Tower' Stand

WHAT is believed to be a real "first" in radio startled listeners to WOL, Washington, the evening of Aug. 22 when Charles Benford, editorial commentator, heard sustaining nightly except Sunday, advocated the tuning out of a commercial program on that station.

The program was three 5-minute broadcasts of an electrically transcribed lecture by Judge T. F. Rutherford, head of the Watch Tower Society. WOL has carried these talks for several years on a commercial basis. Recently the Judge has directed his attention to the Catholic hierarchy, making remarks which have turned Mondays at the station into the proverbial "blue Monday" what with telephone calls, letters and personal visits from objectors.

Basing his talk on the inalienable right of citizens of this country to speak freely, Benford's broadcast affirmed Rutherford's right to express his views. Benford explained that the station itself does not condone derogatory utterances against any religion regardless of the nature of the program. To clearly drive home his point to those who have demanded an explanation from the station as to why WOL permits such lectures to emanate from its transmitter, Benford added:

"So those of you who have voiced your protest—and perhaps will continue to do so as long as this station broadcasts the program by Judge Rutherford—you are not criticized—but again we suggest that you tune this station out during the periods of these broadcasts." The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford.

Star Program Service Offers Spot Assistance

A NEW PLAN designed to assist radio stations in securing national spot business is being introduced by Star Radio Programs, 250 Park Ave., New York. Specializing in script programs sold to local and regional stations on a 26-week contract basis, Star is approaching advertisers and agencies with the proposal that they schedule their spot campaigns in conjunction with specific Star programs broadcast daily over stations subscribing to the service. Thus, an advertiser in New York may audition a Star program heard on a score or more of stations throughout the United States, and, if satisfied with the show, may specify that his announcements be heard in connection with that program on the "Star" stations of his choosing.

The plan is known as the "Star Chain". Twenty-one stations now subscribe to the service, including WJAY, WGAR, WABY, WTAR, WHAT, WRR, CJCA, KJBS, WRAK, WWNC, KUMA, WHKC, KGCX, WOC, W9XBY, CKCW, WLAK, WFDF, CKOC, WCAO, KQW. Star does not plan to charge commission for "Star Chain" sales, but will include this in its service to member stations.

WLWL Transfer Becomes Involved In Maze of Events

Paulists Protest Bulova Entry; WPG Withdraws Its Consent

MORE confusion than ever now seems to prevail over the series of moves and countermoves made by parties associated with the transaction whereby WLWL, New York station, operated by the Paulist Fathers, would acquire full time on a clear channel, as a result of incidents during the last fortnight.

Arde Bulova, New York watch manufacturer and broadcast station backer, who disrupted original plans to bring about the new station in New York by purchasing WOV, New York, found himself the subject of a vigorous attack at the hands of the Paulists in a letter filed with the FCC by Father John B. Harney, Superior of the Paulists, who objected to his intrusion in the negotiations.

WPG Withdraws Consent

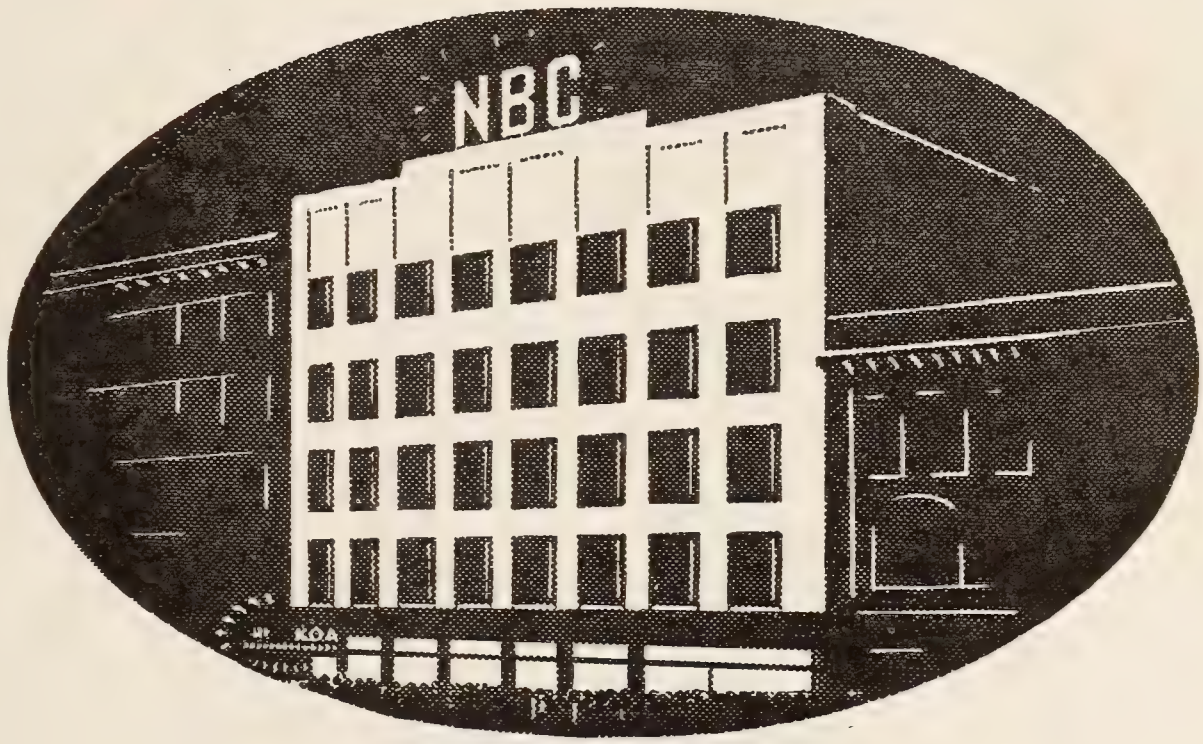
THE possibility of working out the plan conceived by Mr. Bulova, whereby he would become the lessee or the owner of WLWL as a full-time outlet, also appeared to go aglimmering when WPG, Atlantic City municipally owned station, which figured in the deal, rescinded a "consent" it had given whereby the three-way arrangement might have been worked out. With the withdrawal of this consent, it means there is no chance of WLWL procuring full time on the 1100 kc. channel upon which WPG is the dominant station. The Atlantic City station had agreed to accept a full-time assignment, with 1,000 watts power on the 1130 kc. channel, relinquishing its six-sevenths time on 1100 kc. to WLWL, as a part of the original Paulist plan, in which CBS would have figured as the lessee or purchaser of WLWL, guaranteeing to the Paulists certain time for its religious broadcasts. Instead, the Bulova group stepped in by purchasing WOV, part-time Italian language station, from John Iraci, for $300,000, and proposed to take over the CBS end of the deal. [BROADCASTING, Aug. 15].

The Paulists, however, have made known to the FCC, which must approve the transaction, that they do not intend to deal with Bulova, and made accusations of breach of faith. The letter, dated Aug. 19, was addressed to Chairman Prall and to the other members of the Broadcast Division.

Mr. Bulova, in his purchase of WOV, is understood to have agreed to pay $300,000 for the station under any circumstances which may arise. Mr. Iraci, in turn, would become 80% owner of WNEW, New York, in which Mr. Bulova is heavily interested, if the latter become the lessee or owner of WLWL as a full-time 5,000-watt outlet in New York.

It has been indicated that if Mr. Bulova acquires WLWL, the station would become the key of an east coast network, including besides WLWL, WELI, New Haven; WNBC, New Britain, and WCOP, Boston, all of which have been licensed during the last year, and all financed largely by Bulova capital. WTFI, Athens, Ga., also is owned by Bulova interests.

RADIO CITY OF THE ROCKIES



That's NBC's Denver station, KOA. A big station designed for a big area. It gets results for advertisers because it has the power, prestige and popularity to influence the buying habits of a vast, prosperous audience.

KOA 50,000 WATTS DENVER

Completely programmed by NBC

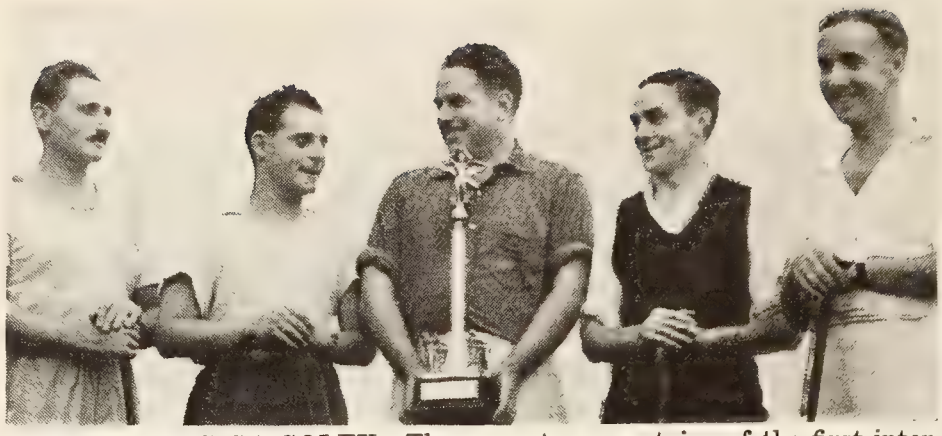
Radio Used Frequently By Seattle Paper and Striking Guild Members

(Special to BROADCASTING)

SEATTLE, Wash., Aug. 26—Using heavy schedules of sponsored time on nearly every radio station in Seattle, both the *Seattle Post-Intelligencer*, Hearst-owned morning newspaper, and the striking members of the American Newspaper Guild have taken to the air to explain their actions and enlist support from the people of western Washington.

With the dismissal of a feature writer and a staff photographer, both Guild members, as their announced grievance, all Guild members of the *Post-Intelligencer* staff went on strike on the afternoon of Aug. 13, asking reinstatement of their dismissed members, plus better hours, wages and working conditions. Aided by members of other friendly union organizations, a picket line was formed around the paper's plant and publication of the Aug. 14 edition was suspended. Up to the present time, all publication has been suspended, with both sides seemingly willing and able to "fight it out along these lines all summer".

Seattle radio stations have maintained an absolutely neutral position in the controversy, but have gladly cleared time for both sides, with all stations charging political rates, as far as can be ascertained. Because of the highly controversial nature of the dispute and the proximity to national election time, premium charges have been considered necessary.



ANNOUNCERS GO GOLFY—These are team captains of the first inter-network golf tournament played last month, won by announcers of CBS. Left to right: Andre Baruch, WABC, head of the victorious CBS team, which scored 12½ points; Ben Grauer, WEAF, head of the NBC team, which came second with 9½; John Handwerg, president of the River Vale Country Club with winner's trophy; Joseph Mayer, WMCA, head of the Inter-City team, which scored 8; John B. Gambling, WOR, head of the Mutual Network team, which trailed with 6. It is planned to make the tourney an annual affair.

New Inter-City Rates

A NEW rate schedule for the Inter-City Network Rate Card No. 4, has been issued as of Sept. 1. It covers the eastern seaboard group of nine stations jointly and individually, the network embracing WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; W1XBS, Waterbury; WMEX, Boston; WPRO, Providence; WLNH, Laconia, N. H. The rate card, available upon request from Bertram Lebhar Jr., WMCA sales director, quotes the morning and evening scales of rates for each station separately as well as for the whole network.

Child Program Contest

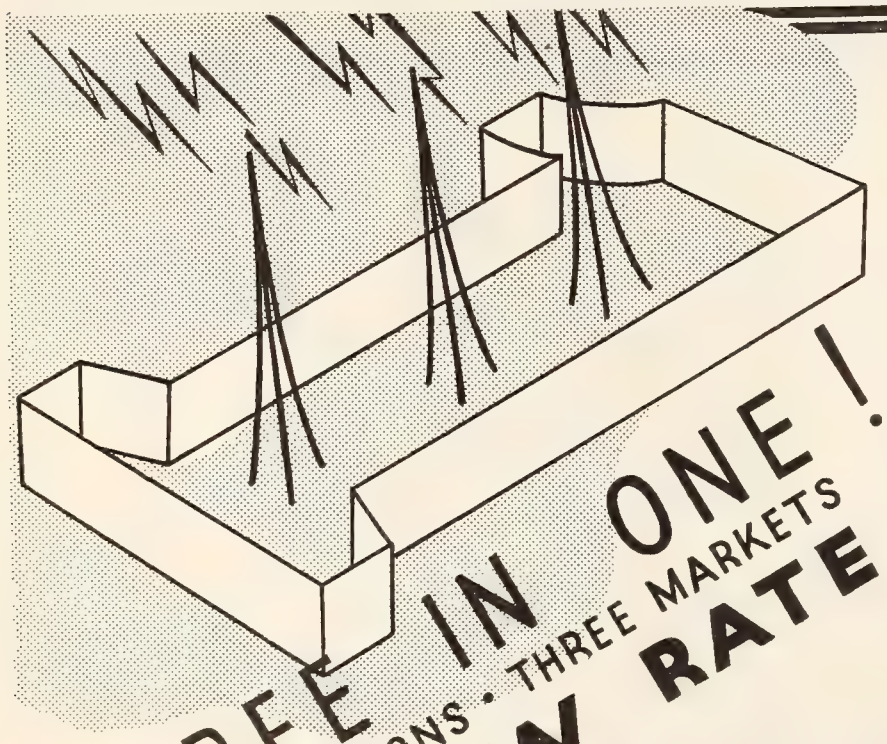
CHARLES COBURN, Broadway actor, producer and director, has been named the seventh judge in the $2,500 NBC children's program contest closing Sept. 1. Prize-winning scripts will be announced Oct. 19, with prizes of $1,000, $500, $400, $300, $200 and $100 to be awarded and with assurances the scripts will be enacted on NBC. The other judges are Louise Seaman, juvenile book authority; Dr. Rollo Reynolds, principal, Horace Mann School; Homer Croy, novelist; Mrs. P. F. Langworthy, president, National Parent-Teachers Association; Mrs. Sidonie Gruenberg, secretary, Child Study Association of America; Dr. Frank Payne, psychologist.

Police Protection Sought As WDGY Gets Threats

MYSTERIOUS telephone threats to "blow up" WDGY, Minneapolis, unless it stops carrying the Judge Rutherford transcriptions under auspices of the Watch Tower Society, Brooklyn, led Dr. George W. Young, owner of the station, to seek police protection early in August. Members of the local Jehovah's Witnesses group and Ed Shurick, assistant station manager, also threw a cordon around the transmitter to protect it during the broadcasts.

Washington representatives of the Watch Tower Society on Aug. 13 presented a memorandum to the FCC calling attention to the Minneapolis situation, in which they stated that Dr. Young and his station have several times been threatened unless the Rutherford talks are discontinued. A sworn affidavit by Mr. Shurick attesting to the threats was also attached. Dr. Young reported that, though frequent requests to take the feature off the air had been received, these were the first threats of physical violence. The programs are accepted at regular rates and have eight months to run under their contract, which Dr. Young indicated he has no intention of cancelling.

WITHIN one hour after Michigan state police had asked WSM, Nashville, to broadcast a warning to be on the lookout for a stolen car, the chief of police at Rouyn, Que., intercepted the car and credited the station with giving him the first information.



For Rates and Data Write Any Station Listed Below

Whether you are introducing a new product or building up sales of an old one, advertising on the "Missouri Triangle" will create consumer demand—break down dealer resistance—secure wide distribution in record time at the lowest per sale cost.

KWTO-KGBX SPRINGFIELD, MO. • **KCMO** KANSAS CITY, MO. • **WTMV** E. ST. LOUIS

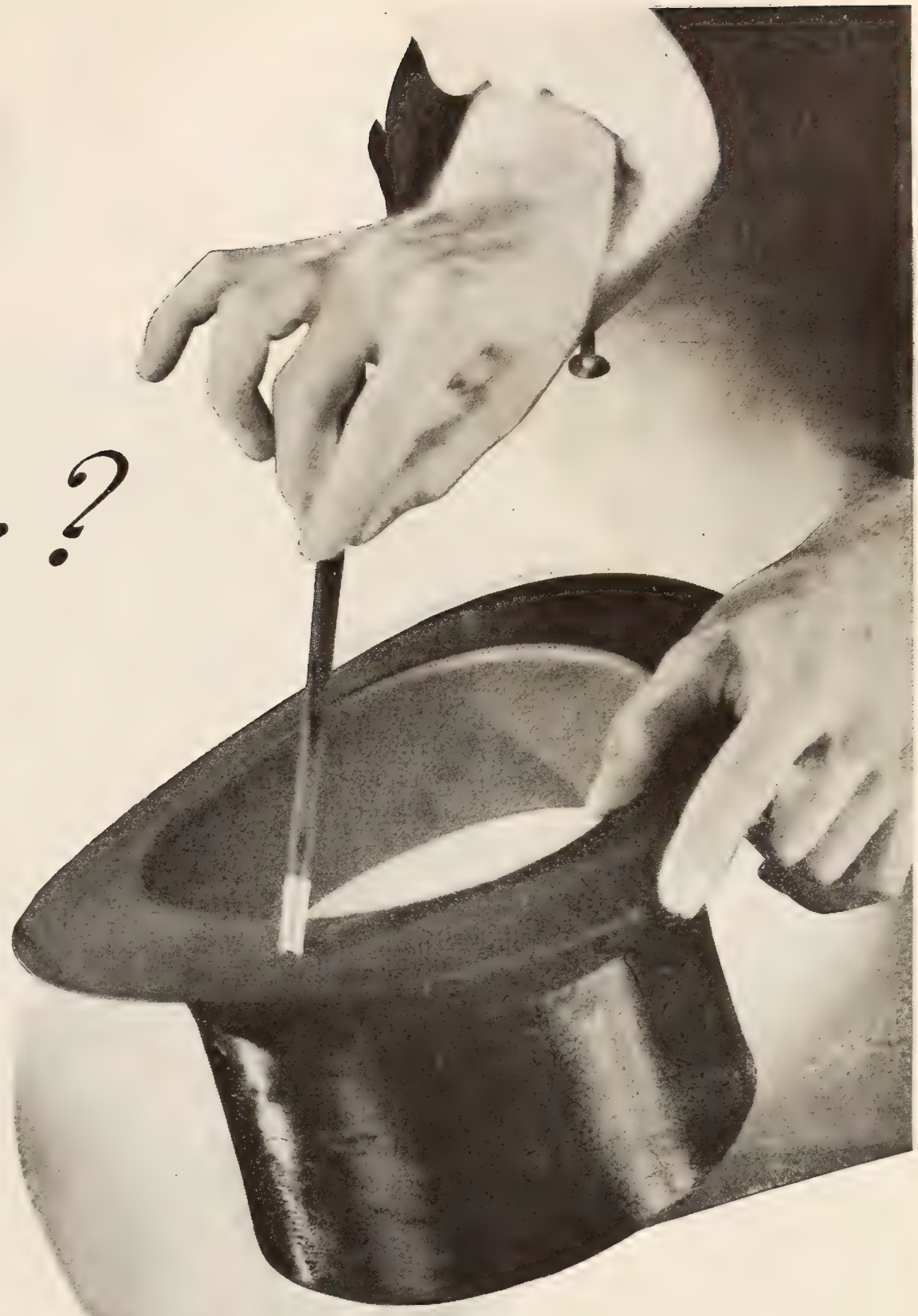
"Hail to Pitt"

When the University of Pittsburgh's Panthers roll down the gridiron this Fall, for the first time in history a radio station will report the entire season's games play by play direct from the stadium.

The station, of course, is Pittsburgh's FIRST station—

WCAE

What no Rabbits?



No Sir! We employ no tricks. No zealous letters from Eskimo listeners . . . no supposedly spectacular records of coverage of the South Sea Islands.

We don't care (and we don't think you do either) whether somebody out in Hellangone hears your broadcast or not. To reach the buyers is the important thing.

And that's what we do to perfection. We give a powerful signal in seven Ohio counties (Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake) . . . a concentrated market where homes are seldom a good stone's throw apart, and where people rub elbows more often than at county fair time.

Within this blanketed area of ours is nearly one-third of the state's population, better than one-fourth of the retail outlets, the automobiles, and the residence telephones. And tie this. More than one-third of the state's retail purchases are made within the boundaries of these same "big seven" counties.

Advertisers must figure the way we do, too. They have put more money into our cash register within the past year than they have spent with any of our worthy competitors.

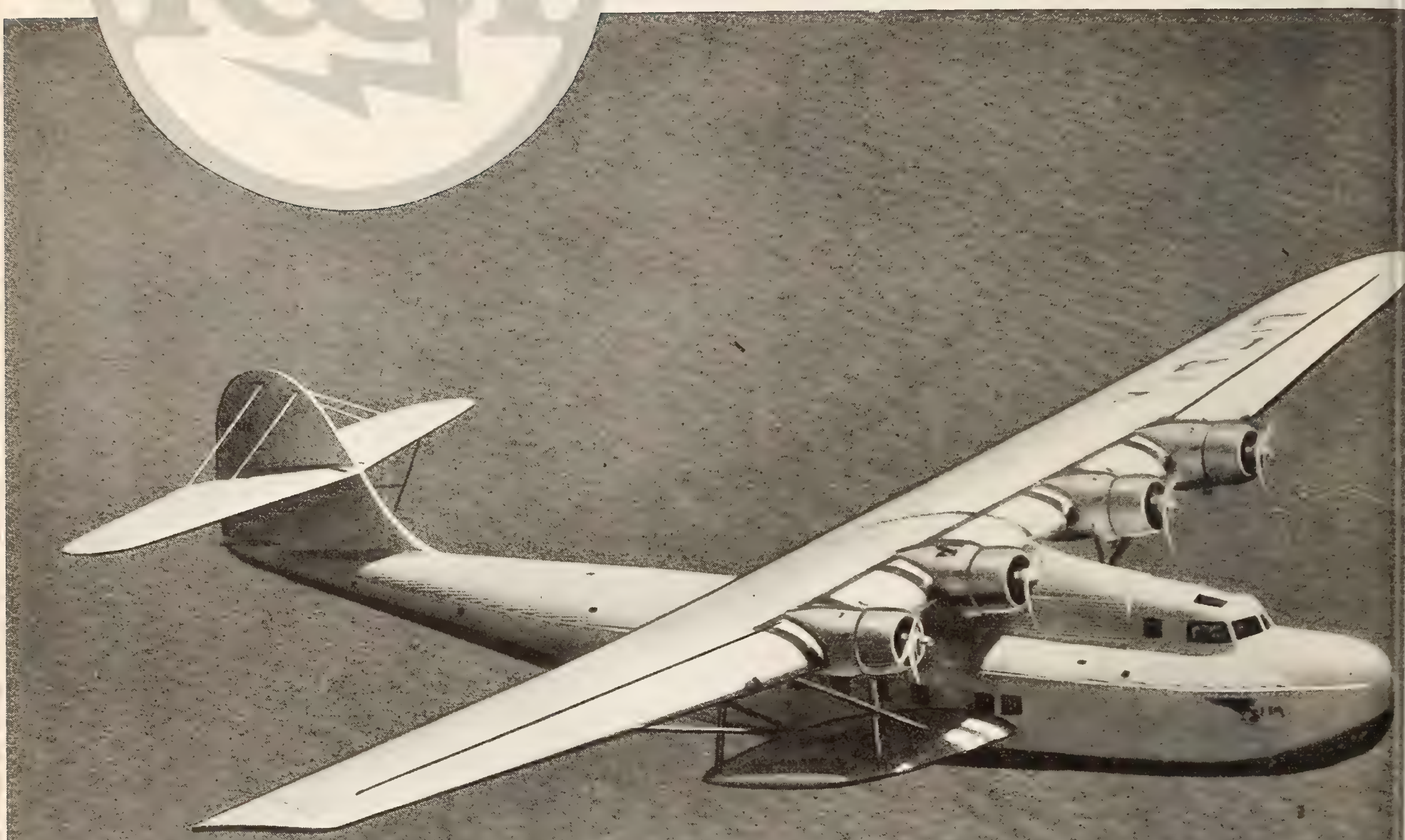
And we believe the reason is that we concentrate on the buyers . . . charge only for reaching those buyers . . . and leave the hocus-pocus to the Houdinis and the Thurstons.

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

'round



SOUND ENGINEERING

Pan-American Airways...swift transportation system linking the United States with 33 foreign countries. Similarly, RCA Communications joins 32 large American cities and 47 nations with fast radiotelegraph service... Above is pictured the famous *China Clipper,* Pan-American Airway's mighty transpacific airliner, one of a fleet of new and super-powered sky giants.

RADIO CORPORATION OF A

EVERYTHING IN RADIO FOR SERVICE IN

the World by Radio

TWENTY-FOUR HOURS EACH DAY, the Radio Corporation of America, through RCA Communications, Inc., provides the world with dependable, efficient, economical domestic and international radiotelegraph service.

Messages sent "Via RCA" flash across nations with the speed of light, winging along invisibly over snow-capped mountain peaks, scorching deserts, mighty seas and sunken valleys, to swiftly bring together thousands separated by time, distance or raging elements.

The communications systems with which RCA achieves this far-flung service extend across thousands of miles, forming an invisible bridge between 32 important metropolitan centers in this country and 47 foreign lands. At Rocky Point, Long Island, RCA owns and operates Radio Central, world's largest and most powerful radio station. From this point and several others, domestic and transoceanic messages are shot into space. Next time *you* send a message *anywhere*—send it "Via RCA."

This, however, is but one of the RCA's radio services. This organization alone is engaged in *every* phase of radio. That's why the American public regards RCA as a house deserving of the utmost confidence. And because of this confidence, any product trademarked "RCA" sells well.

Hence, RCA dealers do a better business—enjoy finer profits. They are connected with Radio's Leader—the institution that has been *first* with radio's greatest *sound* achievements—the organization that some day will thrill the world with radio *sight*—RCA!

RCA MANUFACTURING CO., INC. • NATIONAL BROADCASTING CO., INC.
RCA COMMUNICATIONS, INC.
RADIOMARINE CORPORATION OF AMERICA • RCA INSTITUTES, INC.

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

Covering the World "Via RCA"

RCA Communications, Inc., offers direct radiotelegraph service between:

32 AMERICAN CITIES

including

New York	New Orleans
Boston	Detroit
Philadelphia	Chicago
Camden	San Francisco
Baltimore	Los Angeles
Washington	Seattle

—plus efficient, fast transfer service to hundreds of communities

and

47 FOREIGN COUNTRIES

Argentina	Italy
Belgium	Japan
Brazil	Macao ("Via RCA" Manila)
Chile	Mexico
China	Norway
Colombia	Panama
Cuba	Philippines
Curacao	Poland
Czechoslovakia	Portugal
Dominican Republic	Porto Rico
Dutch East Indies	Russia
Dutch Guiana	Siam ("Via RCA" Manila)
Fiji Islands ("Via RCA" Honolulu)	Society Islands ("Via RCA" Honolulu)
France	Syria
French Indo-China	Sweden
Germany	Switzerland
Great Britain	Spain
Guatemala	Turkey
Haiti	Venezuela
Hawaii	
Holland	
Hong Kong ("Via RCA" Manila)	

—plus rapid transfer service to all other points in the world!

IERICA · *Radio City* · NEW YORK

UNICATIONS . . . BROADCASTING . . . RECEPTION

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The Outlook and Why

THINGS LOOK mighty bright in broadcasting these days. Business is better than ever before. We have heard it said that a station that can't make hay these days just doesn't fit into the industry and should close down.

Business is good because radio has proved itself an outstanding medium. The experience of trial and error methods of a few years ago has built up generally sound methods. Although it took some rather stiff proddings from Government sources, broadcasters learned to say "no" in the majority of cases to advertisers and their agencies who sought to load the ether with excessive and objectionable sales talk as a means of moving merchandise.

There is still a lot of work to be done in building better programs. Experience has proved that it isn't the number of words and the high pressure that sells to the radio audience, but the manner and technique. You can't count radio returns entirely by box tops or contests.

The steady improvement in the quality of sponsors and their methods of selling will continue as the demand for time increases. Broadcasters are in better position now than ever before to select their sponsors and to check their sales efforts rigidly, not only as a means of protecting their franchises but also because they know by case history the type of advertising that will win listener plaudits and the kind that will damn both the sponsor and the station or network.

There can be no justifiable criticism of a medium that sells conscientiously and carefully, and does not offend the tastes of the majority of the public. Radio broadcasting is fast attaining the stage of its rather meteoric existence where it can pick and choose its programs and its sponsors to the point of excluding even the remotely questionable.

Within the Law

WHILE other industries are frantically pondering cloudy opinions rendered by baffled lawyers, broadcasters are believed to be pretty well immune from the uncertain rules of trade laid down by the Robinson-Patman law passed by the last session of Congress.

What's still nicer, they may find themselves relieved of the chiseling campaigns staged by national advertisers at local rates—a device that had been growing in favor. The new law will involve national advertisers in civil and criminal trouble if advertising allowances to dealers are not made available to all competitors proportionately. The very thought of this sweeping Federal mandate may frighten most advertisers away from cooperative campaigns, but alert broadcasters are not likely to let them be discouraged from continued use of the medium.

A careful perusal of some of the opinions rendered by the best minds in the legal profession induces the suggestion that all statements about the new law should be taken with several grains of salt. Perhaps the suggestion applies equally well to some observations on the Robinson-Patman law, printed on another page of this issue.

Two Long Months

SOMEHOW, a state of apathy seems to have enveloped the radio headquarters of the major political parties while the minor parties, including the Communists, cast about eagerly for ways and means of utilizing radio during the campaign within their limited pocketbooks. Except for the occasional one-time periods and the relatively few network schedules, the Republicans and Democrats are proceeding so slowly that it seems unlikely they will spend anywhere near the predicted $1,000,000 each on radio time—unless we take into account the incalculable expenditures by the state and local candidates and parties.

All of which should disturb the broadcasting fraternity not a bit, for political accounts at best are in-and-out affairs that too frequently disrupt regular commercials at a net loss to radio. There is plenty of other business this summer, and in prospect for this fall, to make radio welcome the fact that the parties aren't plumping their all into radio. Moreover, the vehemence and virulence of politics and political utterances all too frequently find radio caught between the horns of libel and policy dilemmas. But there are still two long months left for campaigning—and we hope the political radio managers will adhere to their avowed intentions of buying clear time rather than seeking eleventh hour rights-of-way for their partisan ballyhoo.

Station Values

RATHER far-reaching regulatory precedent was established by the FCC Broadcast Division in its decision approving the sale of KNX to CBS for the hitherto unequalled figure of $1,250,000. The FCC, for the first time, took economics into account and decided that, based on KNX's present and prospective earnings, the price was fair since CBS stood to realize 16 or 17% on its investment.

There can be no quarrel with that conclusion in this day when money is so easy and when ordinary investments bring rather paltry returns. But there are broader questions of policy involved. The KNX decision cannot stand as a yardstick applicable to *all* station deals, and we presume the FCC does not mean that the only factor is that of investment and earnings. Public service is the primary requisite, and that all-inclusive point first must be disposed of in station sales.

The decision also brought in the competitive network situation and concluded that where strong competition exists, the public receives good service. With that conclusion we agree also, as far as it goes, but it cannot be accepted as a rigid principle. There are many cases where added competition would destroy rather than enhance public service.

Some 200 applications for new station facilities now pend before the FCC. In many cities where new stations are sought there is at present an abundance of broadcast service. Another competitor would spell the difference between making a living and losing money.

Therefore, we feel that the FCC must take economics into account whenever it considers a new station facility or the sale of a station. There can be no hard and fast rules to govern such transactions if the FCC is to perform its sworn function of administering radio in the best interests of the people.

The RADIO BOOK SHELF

THE FIRST book on how to write and broadcast a speech—whether after-dinner, club, political, educational or news—came off the presses last month, the product of the facile pen of Orrin E. Dunlap Jr., radio editor of the *New York Times*. It is titled *Talking on the Radio* and is published by Greenberg: Publisher, 67 W. 44th St., New York. The book is written as a practical guide, emphasizing the "how" angles, and its chapter titles best describe its contents: Writing the Radio Talk, Broadcasting the Speech, Tricks in Political Oratory, Lessons of a Campaign, Laws and Ethics, Teaching by Radio, For Newscasters and Commentators, Practical Do's and Don't's.

EMPLOYING somewhat the same format as the *Journal of the Institute of Radio Engineers*, the first edition of the *RCA Review*, a new quarterly devoted to radio progress and containing articles by RCA executives and scientists, came off the presses in mid-August. With a foreword by Maj. Gen. James G. Harbord, RCA chairman, and the paper on the future of radio read by David Sarnoff, RCA president, before the June shortwave hearings of the FCC, the initial volume also includes articles on the New York-Philadelphia facsimile relay system, by H. H. Beverage; RCA's television field tests, by L. M. Clement and E. W. Engstrom; on microwaves in NBC remote pickups, by Robert M. Morris; sound reenforcing systems, by Harry F. Olson; the television Iconscope and Kinescope, by Vladimir K. Zworykin; safety of life at sea, by Charles J. Pannell; a 1935 review of fixed services, by C. H. Taylor; new developments in audio power tubes, by R. S. Burnap.

We Pay Our Respects To —



STEPHEN RICH RINTOUL

IT'S NOT a far cry . . . in fact only a whisper . . . to the days when electrical transcription was the "forgotten stepchild" of the broadcasting industry. A few bold individuals dared to predict that the day of the transcription was soon to dawn upon the airways, but as recently as 1930, which in radio history is the middle ages, transcriptions were told to apply at the back door.

It was all a misunderstanding, of course, like all medieval mistakes.

Early in 1930 Lamont-Corliss & Co. of New York inaugurated a radio campaign in behalf of Nestle's Chocolate. It fell to the lot of one of their younger men, one Stephen R. Rintoul, to become closely associated with this campaign, which, incidentally, proved a success.

Being one of those rare individuals who preaches the gospel of thoroughness in anything he attempts to do, Steve Rintoul decided this new thing called radio demanded a systematic investigation. Steve asked a few questions and then a lot more. The next thing he knew, Stephen R. Rintoul was in the broadcasting business.

In November, 1930, he joined World Broadcasting System, newly-formed transcription company. Percy L. Deutsch, WBS president, gave him the job of assistant in station relations—a stroke of genius in picking the right man for the right job. It wasn't long before his genial personality, his rare sense of business integrity, and his genuine ability and sincerity were recognized throughout the rapidly-advancing radio industry.

Three years later, in 1933, Rintoul took over the station relations department of World Broadcasting System. By that time, transcriptions had come into their own—national advertisers were quick to recognize their possibilities. Old inhibitions and prejudices were disappearing.

But transcription's greatest contribution to radio was an idea still only in the making. By the end of 1933, that idea had crystallized, and in March, 1934, World Program Service, radio's first transcription library, was inaugurated. In two years, 150 radio stations have endorsed the idea, and World Program Service has been flattered by the entrance into the field of many other services.

Thus we find Mr. Rintoul, at 32, a veteran in the transcription field with a thorough knowledge of the problems of broadcasters from Miami to Seattle and from Bangor to San Diego. Station owners and managers seek him out when they come to New York. It matters not whether they are members of World Broadcasting System. They know Steve will welcome them and they know that they will leave with at least one good contribution to the solution of their own particular problems at home. Few men know and understand the problems of the broadcaster as well as Steve Rintoul.

For the sake of the record, it might be well to mention that Steve was born in New York City, on March 30, 1904. Strangely, and he admits it himself, he comes from a long line of clergymen. His grandfather was one and his father and several uncles were ministers. Even his aunts married members of the cloth.

He attended Trinity School in New York and finished his schooling at Kiskiminetas Springs School, Pennsylvania. In 1922 he entered the woolen business with H. O. Wilson, wholesale mill agents. Here he learned the art of salesmanship and the value of studying the problems of a local nature which are so important in the business of broadcasting. From that firm he went to Lamont-Corliss & Co. in 1930.

In 1928 he married Mary Robbins Barry of New York City. They have three children, Nancy, 6; Stephen Jr. 5; and Mary, in her second year.

If he has any hobby other than his job, it is an interest in tennis. But this transcription business is a serious matter with Steve. He believes in it so sincerely that his faith has been transmitted to station owners from coast to coast.

World Broadcasting System is only seven years old — yet it has handled the three most extensive radio advertising campaigns ever placed. World Program Service is heard on 150 stations, and 440 of the nation's 600 radio outlets now broadcast at least one commercial program via World transcriptions.

"Yes," says Rintoul, "The 'stepchild' is fast becoming radio's fair-haired boy. Just another case of the prodigal son."

PERSONAL NOTES

NAYLOR ROGERS, manager of KNX, who relinquishes that post with the station's acquisition by CBS, on or about Sept. 1 will leave to join his family at Kingston, Ont., after which they will motor through Quebec and the New England states to New York and Washington. He has not decided his future plans.

GERALD C. GROSS, chief of the International Section of the FCC, sailed for Europe with his family Aug. 27 on the *City of Hamburg* from Baltimore. They will visit friends in London and Paris before Mr. Gross attends the conference of the International Committee on Telegraphy in Warsaw late in September as an American delegate.

CHARLES DELANEY, formerly an announcer of WFBL, Syracuse, has resigned to become commercial manager of WESG, Elmira. He replaces Norbert O'Brien, who has gone to the new WTHT, Hartford, also operated by the Gannett newspaper interests.

MERRITT R. SCHOENFELD, Chicago advertising man, has been added to the NBC Chicago division sales force. Previously he had been with Montgomery Ward & Co., Breese Engineering Co., Nelson Co., and the Dorsey Montgomery Co., Chicago, and with Nelson Tanning Co., Milwaukee. Schoenfeld was graduated from the University of Illinois in 1927.

MARK L. GERSTLE, San Francisco capitalist and president of Associated Cinema Studios, Hollywood transcription concern, was married Aug. 16 to Mrs. Genevieve Mills Bennett, of San Francisco, in Reno. Mr. Gerstle is also vice president of The Emporium, San Francisco department store, and a director of the Alaska Commercial Co., that city.

PHILIP G. LASKY, manager of KSFO, San Francisco, was official motion picture photographer for the Chevrolet Motor Co. when that organization, in conjunction with the *San Francisco Chronicle*, staged its annual Soap Box Derby in that city last month.

PEGGY STONE, of the CBS station relations department, planned to sail Sept. 9 for a three-weeks trip to New Orleans and the Dallas Centennial.

WILLIAM A. SCHUDT Jr., manager of WBT, Charlotte, who was stricken with heat prostration in July, is still ill at his summer place on Lake Ronkonkoma, New York. His physicians say he will not be able to return to his office before Sept. 5.

DEWEY LONG, of the commercial staff of WBT, Charlotte, and Mrs. Long are the parents of a son, William Attaway, born Aug. 15.

QUIN RYAN, veteran announcer and manager of WGN, Chicago, left for his vacation Aug. 21, to be gone until Sept. 15. He is at Banff and Lake Louise in Alberta.

L. SCOTT PERKINS, for the last several months radio relations counsel for Northern California Broadcasting System, resigned Aug. 15 and will shortly announce his affiliation with an agency.

WELLS (Ted) CHURCH, until recently program director of WJSV, Washington, is now with the Republican National Committee's radio division headquarters in Chicago.

HERMAN MAXWELL, of the WOR sales department, was married Aug. 1 to Miss Muriel Seiffer in New York.

BEN PRATT, formerly night manager of the NBC press department, is now on the staff of the Republican National Committee's radio division in Chicago.

HAMMOND B. SMITH, for four years with the sales department of WSB, Atlanta, has accepted a similar position with WMC, Memphis.

J. FRANK BEATTY, managing editor of BROADCASTING, and Mrs. Beatty are the parents of a 6 lb. girl, Jane, born in Columbia Hospital, Washington, Aug. 24.

BEHIND THE MICROPHONE

LEON CHURCHON has been transferred from the production staff of WCAE, Pittsburgh, to KYA, Hearst San Francisco station, and placed in charge of production, working under Harry Rogers, program director. Linn Church, KYA chief announcer for several months, has been moved to the production staff of the station, succeeding Z. Wayne Griffin, resigned. Church's successor as chief announcer, has not been named. Station has also added Robert Stanley and Bertram Buzzini as announcers. Stanley was formerly on the staff of CKLW, Windsor, Ont., Canada and various eastern stations. Buzzini was chosen from KYA's dramatic department.

TED MAXWELL, who recently returned to the NBC studios in San Francisco as writer and dramatic reader, after two years on the network's Chicago staff, is now doing the script for *Hawthorne House*, dramatic serial on boarding house life, sponsored by Wesson Oil & Snowdrift Sales Co., over the Pacific-Red network. Samuel B. Dickson, author of *Winning the West* sponsored by Occidental Life Insurance Co., of California on NBC-Pacific-Red network, originally wrote the continuity.

DAN THOMPSON, radio and movie editor of the *Louisville Times*, has resigned to join the NBC press staff in Chicago.

CHARLES SEEBECK, formerly of KYW, Philadelphia, has joined WCBA-WSAN, Allentown, Pa., as announcer. Previously he had been with Muzak Corp. of Ohio and WLTH and W2XAR, New York.

FRANCES EFFINGER, hostess in the San Francisco NBC Studios, was married Aug. 22 to Grover V. Rothenburg, New York newspaper publishers' representative.

JOHN MAYO, program director of WNOX, Knoxville, and formerly with CBS and NBC in Washington, has resigned.

JAMES McCLAIN, recently of WFAA, Dallas, has become chief announcer of the Texas Centennial, taking the post vacated when Martin Provensen left for California.

JACK DAY, formerly of Baltimore, has joined WDNC, Durham, N. C., as announcer, taking most of the announcorial duties of Lee Vickers, now program director.

KATHERINE BATCHELDER, at one time connected with the former WKAV, Laconia, N. H., and a musician, copywriter and announcer, on Aug. 24 began her duties as general secretary of WCOP, Boston, replacing Katherine Nutting, who leaves radio.

RALPH ROSE, Jr., musical director of KTUL, Tulsa, is learning to fly. Charles Bush, continuity writer of the station is his instructor.

DON HARRIS, formerly with WEBR, Buffalo, has joined WHAM, Rochester, to handle its early morning *WHAM Alarm Clock* program.

DUKE MURTA, formerly promotion man for the *Tulsa World*, has joined KTUL to handle promotion and publicity. He was at one time general advertising agent for the Shuberts in New York.

STAN CONRAD, formerly of WCHS, Charleston, W. Va., is now broadcasting the daily United Press news programs on WKRC, Cincinnati. John McCormmick, WKRC program director, is spending his vacation cruising from California through the Panama Canal and West Indies to New York.

CHARLES BULOTTI Jr. has been promoted to program director of KHJ, Los Angeles, with Glenhall Taylor advanced to production director and idea man.

MARY O'KELLEY, of the staff of WHK, Cleveland, formerly program director of WPTF, Raleigh, was interviewed by Les Biebl in his *News From Radio Row* program during her vacation visit to Raleigh in August.

LOUIS KATZMAN, orchestra director, has renewed his contract as musical director of WINS, New York.



HAMMOND B. SMITH has resigned from WSB, Atlanta, to join WMC, Memphis. Dana Waters, transcription chief, takes his place as assistant to John M. Outler Jr., WSB advertising manager. Hugh Ivery, Georgia Tech graduate, formerly of WRDW, Augusta, becomes a WSB announcer.

KEN CARPENTER, NBC west coast announcer and sports commentator, has been signed for the forthcoming Packard Motor Car Co. hour with Fred Astaire on an NBC-Red Network, Tuesdays, 9:30 p. m. (EDST), beginning Sept. 8.

STANLEY SCHULTZ, music director of WPRO, Providence, has been named northeastern music director of the WPA Radio Project. He joined WPRO last May and has served with several Boston stations. Recently he was employed in Hollywood.

JOHN SCHOLTZ, formerly with WSJS, Winston-Salem, N. C., on Aug. 15 joined WBIG, Greensboro. Erving Darlington, WBIG announcer, will attend University of North Carolina this fall and will be attached to its publicity staff.

MARGARET C. (Mike) SCHAEFER, Philadelphia writer, has been named head of the production and continuity departments of WFIL, Philadelphia. She has authored many network scripts as well as articles, short stories and scenarios.

ROBERT EVANS, sports announcer of WGAR, Cleveland, is the father of a baby girl born in August.

WILLIAM HOLMES, for the last year on general assignment, has been appointed radio editor of the *Oakland* (Cal.) *Post-Enquirer*. He succeeds Paul Nathan who resigned and left Aug. 14 for New York to try playwriting. Don Logan, staff vocalist of KROW, Oakland, who subbed for Nathan while he was on vacation, was erroneously announced as Nathan's successor.



HOSTESSES GONE — But NBC's Radio City studios have their guest relations, studio operations and mail-messenger staffs properly bedecked in new-style uniforms delivered last month. Left to right are a guest relations and sound effects man, mail-messenger, studio guide and special officer resplendent in new uniforms trim as those of West Pointers. Their gold buttons, incidentally, look at first like those on Navy uniforms but on closer inspection a microphone and the initials NBC can be discerned.

LOUISE E. TABER, heard as commentator in *Gold Rush Days* on KYA, KFRC and KGO, in San Francisco for the last two years under sponsorship of Albert S. Samuels Co., that city (jewelers), has turned author, and is writing a series of booklets containing her broadcasts.

DUDLEY MANLOVE, on the announcing staff of KYA, San Francisco for the last few months, has gone to KROW, Oakland, in a similar capacity.

COLIN DRIGGS, Hartford organist, has joined the staff of WDRC and will play the new Hammond Electric organ recently purchased by the station.

THORNTON STEIL, of Hartford, has joined the announcing staff of WDRC of that city. A newcomer to radio, he is a graduate of the New England Conservatory of Music, and an accomplished pianist.

REGINALD ALLEN, announcer of WBT, Charlotte, returned to his duties in August after being released from the hospital where he was confined for several weeks with an infected foot.

RICHARD WEARNE, recent graduate of Kalamazoo College, has joined the announcing staff of WKZO, Kalamazoo.

HAROLD BRATSBERG, former San Francisco NBC announcer, has joined KFRC, San Francisco, as writer-producer, succeeding Austin Peterson, resigned.

Z. WAYNE GRIFFIN, who resigned from the production staff of KYA, San Francisco, Aug. 29 to go to Southern California, has announced his engagement to Elinor Remick Warren, noted composer and pianist of Los Angeles. The wedding is scheduled for early October.

GENE CLARK, producer at KQW, San Jose, Cal., has been appointed chairman of the radio committee of the San Jose Junior Chamber of Commerce. He formerly was a member of both the San Francisco and San Jose chambers.

JOHN MONTGOMERY, formerly of KUOA, Fayetteville, Ark., joined the staff of KFEQ, St. Joseph, Mo., Aug. 1 as announcer.

LEON KRUPP, continuity chief of KBNC, Amarillo, Tex., was married Aug. 2 in Fort Worth to Miss Juanita Ankele, formerly of the continuity staff of KFJZ, Fort Worth.

RUSS BAKER, formerly on the announcing staff of WOW, Omaha, is now one of the players with the summer Shakespearian Folio Players at Central City, Colo.

BOB DOLAN, orchestra leader, has been appointed musical advisor of Cleveland B. Chase Co. Inc., New York, radio production firm.

LESLIE MARSHALL, formerly of KMOX, St. Louis, and Bob Fidlar, formerly of WKZO, Kalamazoo, are new announcers recently added to the staff of WHIO, Dayton.

ALBERT R. GOODWIN, former page boy at WBBM, Chicago, has become a member of the WBBM-CBS publicity department.

MISS BETSY KING, head of the continuity department of WIP, Philadelphia, was married Aug. 17 to Robert Bates, of that city.

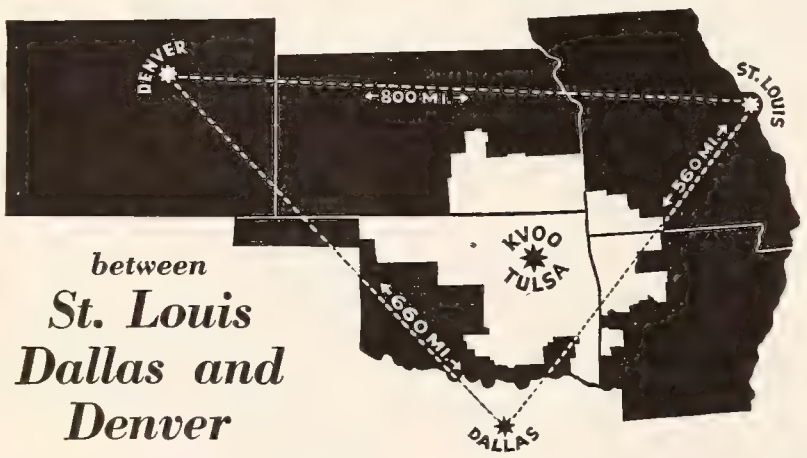
ISHMAEL GRANT, formerly of Tracy-Locke, Dawson Inc., Dallas agency, has joined the continuity department of KFJZ, Fort Worth. Neal Fletcher, recently of KGKB, Tyler, Tex., has joined the KFJZ announcing staff.

ELBERT HALING, publicity and merchandising director of KFJZ, Fort Worth, was married recently to Miss Vera Hedrick, of that city.

RON GAMBLE, formerly of WKZO, Kalamazoo, Mich., has joined WJIM, Lansing.

NED TOLLINGER, master of ceremonies of *Carefree Carnival*, has been transferred to the production department in NBC's San Francisco studios at his own request.

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA

BREAD RADIOAIDS WILL DO THE 100% SELLING JOB!

√ Sell non-consumers the need of Bread.

√ Increase Sales to present consumers.

Wire or Write

RADIOAIDS INC.

1357 North Gordon Street Hollywood, Cal.



TENTH ANNIVERSARY

NATIONAL BROADCASTING COMPANY INC

ANNOUNCES

THAT IT WILL ASSUME COMPLETE PROGRAM AND SALES MANAGEMENT OF KYW, NBC-RED NETWORK STATION IN PHILADELPHIA, WITH LESLIE JOY AS STATION MANAGER AND RALPH SAYRES AS SALES MANAGER

STATION

KYW

WILL REMAIN IN ITS PRESENT QUARTERS AT

1622 CHESTNUT STREET ☆ PHILADELPHIA

UNTIL NEW STUDIOS AND OFFICES ARE CONSTRUCTED

TELEPHONE LOCUST 3760

EFFECTIVE SEPTEMBER FIRST 1936



Dioxogen Campaign

OAKLAND CHEMICAL Co., New York (Dioxogen cream) will use five stations in a daytime announcement campaign to begin the week of Sept. 7. Announcements will be recorded on RCA-Victor discs. The schedule follows: WLW, five-minute announcements, twice weekly for eight weeks; KFI and KGO, one-minute, five times weekly for 13 weeks; KOIN, five-minute musical discs furnished by station, twice weekly for 13 weeks; KOMO, five-minute discs, twice weekly for 13 weeks. Small, Kleppner & Seiffer Inc., New York, placed the account.

Crazy Water Returns

CARRYING an *Inquiring Reporter* program from the lobby of the Crazy Water Hotel in Mineral Wells, Tex., Crazy Water Hotel Co. of that city for its Crazy Water Crystals and Crazy Water Fizz on Sept. 2 will return to a network after an absence of more than a year. Contracting with the Mutual Network it has purchased 11 stations for the 1-1:15 p. m. period Mondays, Wednesdays and Fridays. WOR, WSAI, CKLW, WGR, WFIL, WSM, WCAE, WGR and WRVA start Sept. 2. WAAB starts Sept. 14 and WBAL starts Sept. 28. Luckey Bowman Inc., New York, handles the account.

WITH the leasing of the Manhattan Theater on Broadway, seating 1,300 and first to be used Sept. 17 for Chrysler's new *Maj. Bowes Amateur Hour*, CBS on Oct. 1 will relinquish its lease on the Little Theater on West 44th St.

Warner Film Stars Booked on KFWB

IN THE FACE of motion picture disapproval of radio appearances by film people, Warner Brothers are planning to use virtually all their screen names on programs of their own KFWB, Hollywood.

Manager Harry Maizlish of KFWB is preparing a new series of broadcasts to begin Sept. 2 when Leo Forbstein, Warners' musical chieftain will direct a 40-piece orchestra from the picture studio with some of the film lots' outstanding singing names assigned to work on the program from time to time.

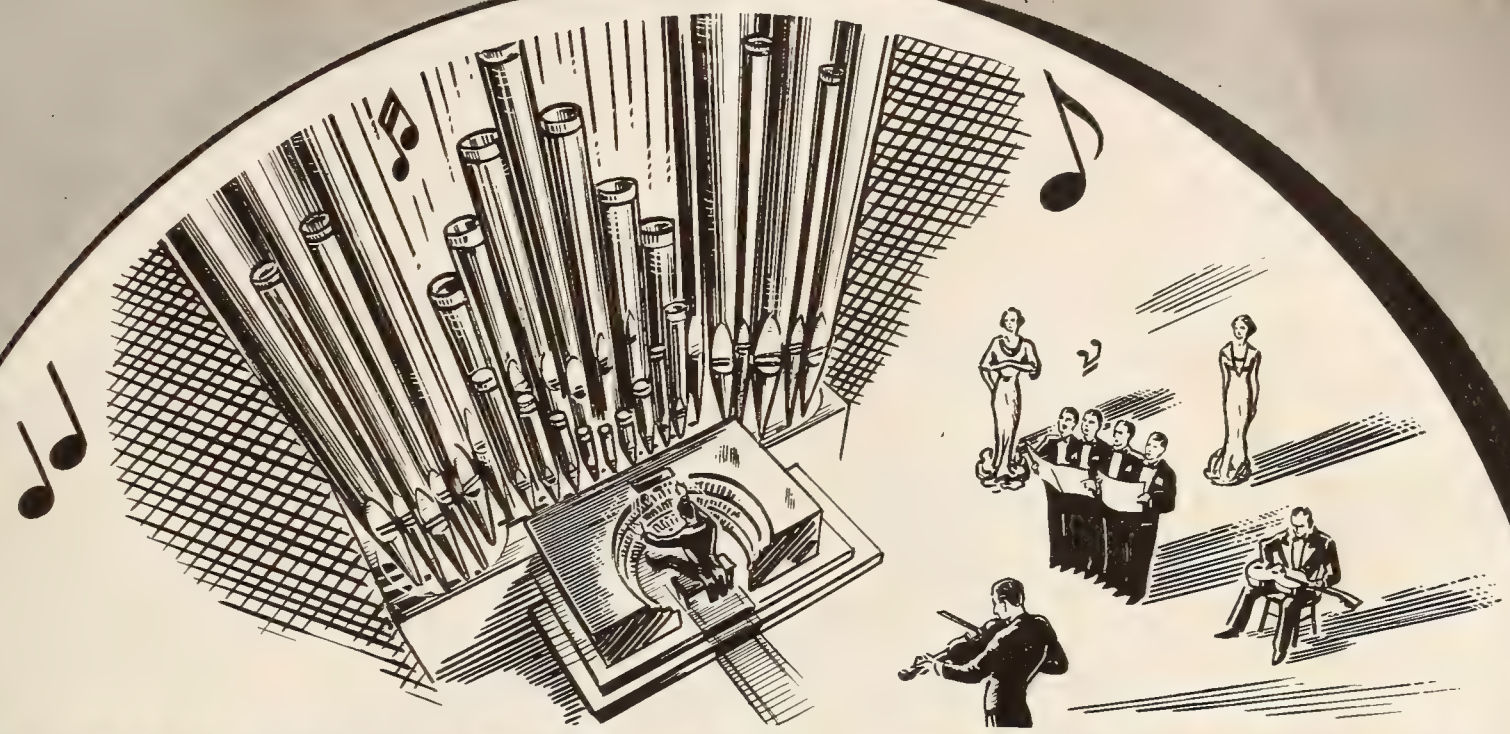
Dick Powell, James Melton, Patricia Ellis, Warren Hull, Wini Shaw, Rosalind Marquis, David Carlyle and others are already assigned to the Wednesday night program which will be titled *Vitaphone on the Air*.

In addition Mr. Maizlish is planning to augment the station's staff, recently pruned to the bone as part of a Warner retrenchment drive. Jack Joy, with an orchestra of 15, will be heard in a number of sustaining features, while other talent will be added gradually. Meanwhile a tieup has been made with the Los Angeles Junior Chamber of Commerce in a "Search for Talent", amateur winners being awarded with a commercial appearance.

WEEI, Boston, claims to be the only station which hires its own weather prophet. He is E. B. Rideout, who last month began his twelfth year of nightly 10-minute weather reports.



★ SERVING OVER 200 *Leading* RADIO STATIONS ★



READY OCTOBER 1ST—A LIBRARY OF "ORGAN TREASURES"

AGAIN, Standard presents a "natural"—"ORGAN TREASURES"—a new, separate feature, sold outright as a unit. 200 individual selections—ten different types of organ music, played on a gloriously toned $80,000 instrument voiced especially for radio.

All standard favorites—organ alone, organ with vocals, with violin, with steel guitar, and other pleasing combinations. Again we say—a "natural!"

Flexible pressings; complete card index with descriptive material. "ORGAN TREASURES" will be released October 1st at remarkably low cost. Write for samples now at $2.00, credited upon purchase, refunded upon return.

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

STUDIO AND PROGRAM NOTES

WBT, Charlotte, N. C., has started its second season of tobacco market broadcasts with a 45-minute program from Dillon, S. C., sponsored by the warehouses, merchants and the city administration. Arthur Whiteside, of the WBT program department, went to Dillon a day before the broadcast and made everything ready. Chief engineer J. J. Beloungy and Ralph Painter, assistant, handled the remote pickup. Grady Cole, who was specified for the broadcast in the contract, had a 12:30 program of comment at the studios in Charlotte, so in order for him to make connections, the Dillon merchants chartered an airplane and flew Grady back to Charlotte.

WITH the retention of Grace Flandrau, St. Paul, nationally known author, as political and news commentator, KSTP, St. Paul, believes it is the first major station to employ a woman in that capacity. Miss Flandrau, author of *Indeed This Flesh, Then I Saw The Congo* and other books as well as numerous articles in national publications, has filled the 15-minute nightly spot over KSTP as general commentator during the vacation of Val Bjornson.

"IN THE air and on the air" is the new slogan adopted by the *Hartford* (Conn.) *Times*. Having placed its new station WTHT in operation last month, the newspaper now has acquired a 10-passenger Stinson airplane for general use. Plane-to-ground broadcast experiments are contemplated, according to Cedric W. Foster, director.

WITH KECA, Los Angeles, inaugurating its new 5,000 watt transmitter Aug. 31, the station is conducting a *Salute to Industry* period during the first week of September. Carl Haverlin, sales and promotion manager, has secured the cooperation of more than 20 basic industries in the Los Angeles area. Each is being given a separate half-hour program, the human interest and romance of each industry being treated dramatically. No individual or trade names are being used.

SURPASSING all records, WLS, Chicago, reports the receipt of 1,003,511 fan letters during the first six months of 1936, of which 47.8% contained "proof of purchase". This compares with 1,300,312 letters during all of 1935.

WDNC, Durham, N. C., recently purchased by the *Durham Herald & Sun*, was to be formally taken over by the newspaper organization on Sept. 1 with a special program featuring addresses by local civic leaders and radio and newspaper figures.

WSOC

Still has some choice spots open for your fall campaign.

WSOC is a real producer, because it has the listeners and the listeners have money to spend.

WSOC Charlotte, N. C.
NBC AFFILIATE
Representatives
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

NEW!

Transco can always be relied on to produce programs that are new in idea, talent, audience interest, and originality.

Every program is in a distinct class, in its particular type of entertainment, and the variety of subjects available, will provide sales producing program vehicles for your most discriminating sponsors' advertising messages.

So, when we suggest that you reserve your decision on electrically transcribed program features for your fall schedules, until you have had an audition on these new programs, we feel that you will find it an investment in futures, which will pay dividends to your station and your sponsors.

One of our field managers will call on your station in the very near future.

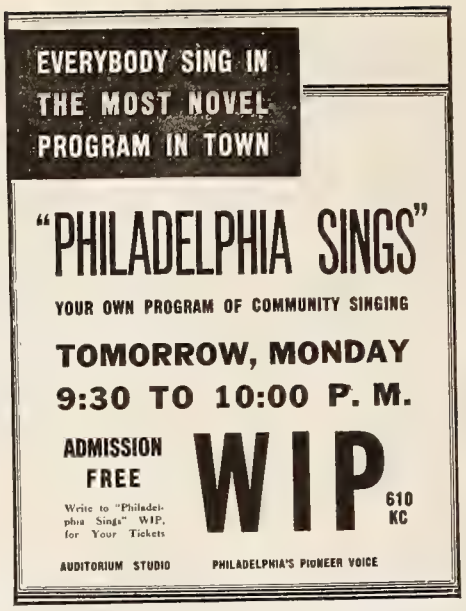
A wire or letter will receive our immediate attention should you desire additional information.

■

Radio Transcription Company of America, Ltd.

Hollywood Office
1509 N. Vine St.

Chicago Office
666 Lake Shore Drive



When Philadelphia Sings

TICKETS for the *Philadelphia Sings* programs on WIP are being sent out four weeks in advance, so popular is the series. It is broadcast Monday nights with James A. Willard as leader and originates in the WIP auditorium studio. Visitors are taken on a tour of the new studios. Above is one of the advertisements used in local newspapers to promote the first program in the series.

ANNOUNCING its intention of carrying regular Transatlantic features arranged by its newly appointed European representative, John Steele, former London correspondent of the *Chicago Tribune*, Mutual Broadcasting System plans to carry the coronation of King Edward from London this fall along with the other major networks. It is also entering into arrangements with the BBC for other relays.

THE *Musical Mailbox* of WMEX, Boston, produced by Vivienne Mae Cameron, postmistress, now includes the list of hit tunes published Mondays by Steve Fitzgibbon, local radio editor. The Monday selections are pointed toward the Lucky Strike *Your Hit Parade* contest.

LESS than nine minutes after the fatal blast at the Grainger Wholesale Fruit Co. plant in Lincoln, Neb., KFOR was on the air with a description direct from the scene. Lyle De Moss, program director, and Dwight Perkins, staff announcer, handled the mike on the first broadcast. As soon as the first broadcast was concluded and it became known that two men were still entombed in the wreckage, R. B. Martin, KFOR-KFAB manager, ordered that a complete crew, including engineers, announcers and remote control equipment, be kept on constant duty at the scene. Every hour on the hour throughout the afternoon bulletins on the condition of the four injured men, two of whom later died, were flashed. As many as possible of these periods were fed to KOIL, Omaha.

WDRC, Hartford, beginning Aug. 31, goes on the air a half-hour earlier than its present opening time of 7:30 a. m. This change was made in response to a demand for earlier periods for commercial sponsorship. One of the first local firms to take time during this earlier period is the Salz Style Shop, clothiers, with Hal Goodwin, the *Friendly Cowboy*. The account was placed by Julian Gross Adv. Agency, Hartford.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WBIG, Greensboro, N. C., has arranged for remote lines to colleges in its area for the fall and winter sessions. Special broadcasts will be carried from Greensboro College, Guilford College, Woman's College of the University of North Carolina, High Point College, Bennett College, A. and T. College, Duke University and the University of North Carolina. WBIG is negotiating with both Duke University and the University of North Carolina to broadcast their major football games.

VISITORS from every state have made the studio tours or watched one of the broadcasts of WGN, Chicago, during the summer. The tours are conducted every half-hour, with peak attendance having been recorded Aug. 6 when 500 were conducted through the building. Tours and public broadcasts are free.

AN APPEAL by WHBF, Rock Island, Ill., for donors of blood for an emergency transfusion brought some 50 persons to the hospital within a half-hour, as well as 75 telephone offers. The appeal was made at the request of a physician, and the transfusion brought immediate improvement in the patient.

CONTINUOUS programs in the City Auditorium, Salina, Kan., were presented recently by KFBI, Abilene, celebrating the second anniversary of its Salina studios. Estimated day attendance was 5,000 and the auditorium was packed for the night program.

NETWORK and commercial programs were cut by WKZO, Kalamazoo, to give a description of a lad struck by an auto. Within ten minutes the parents were located and they reached the hospital just before the child died. WKZO recently located, as the result of a broadcast, the police scout car in which a gunman had fled during a fight with police.

WFBL, Syracuse, is arranging a score of special broadcasts for Sept. 23, when its famed railway tracks in the heart of the city will be shut down. The Palmolive CBS *Come On Let's Sing* will originate from Syracuse that day. Gov. Lehman and railway executives will speak. WFBL is cooperating in furnishing trophies for the New York State contest for high school bands, to be held during the New York State Fair.

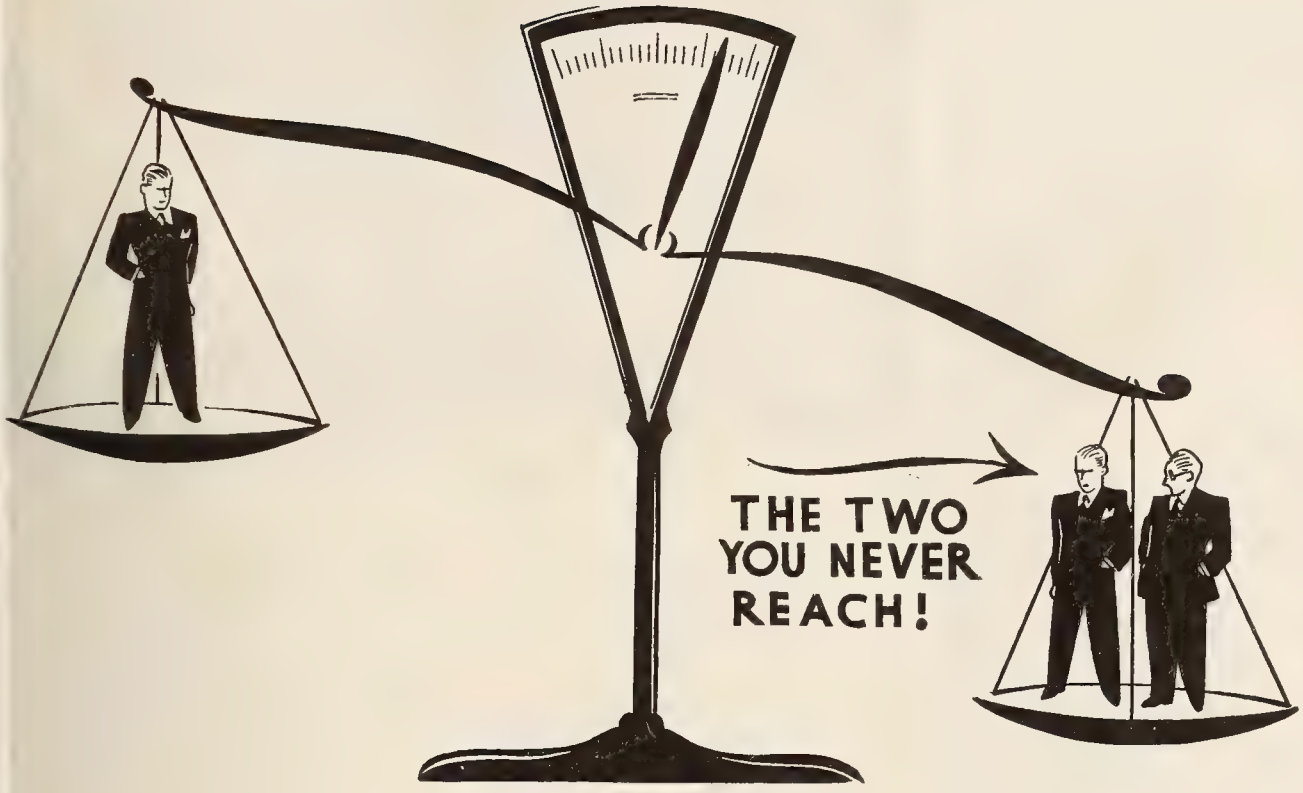
WHAM, Rochester, has condensed the four "F's" of the feminine world—Food, Fad, Fashion, Fancy—into a 30-minute review titled *Women Only* a daily morning participating program. Style notes, home hints, recipes, book reviews, commercials and music are presented by Mrs. Helen Oviatt Griffin, commentator, former society editor of the *Rochester Journal*.

A WOMAN'S feature on WGAR Cleveland, is *Penny Stretchers*, with Carl George offering hints to housewives on household financial problems. The bulk of the material is supplied by listeners. Another new WGAR feature is *Who's News*, on which Sidney Andorn introduces and interviews celebrities when they are in Cleveland.

KFJZ, Fort Worth, is capitalizing on the "Knock Knock" craze, a five-minute portion of a noonday feature the Hi-Flyers orchestra, being devoted to "Knock Knocks" submitted by listeners. The best one, in the judge's opinion, receives two baseball tickets. The period is sponsored by a local optometrist.

Lou McDermott

LOU McDERMOTT, radio producer and composer, died Aug. 1 at the University of California Hospital, San Francisco. He entered radio in 1931 as radio director of Smith & Drum, Los Angeles, and directed *Mobil Magazine* and other well-known programs.



When You Miss 2 Out of Every 3 in Chicago-

Of Course Sales Costs Go Up Sky High!

MAYBE you've said frequently: *"Chicago is a tough market. I can't understand why sales aren't going up!"*

Well, you could understand if you stopped to realize that TWO out of every THREE in Chicago are of foreign birth or parentage — and you didn't spend a penny to bring your sales story to the millions who haven't had the privilege of learning the language of America.

This vast market is easily reached by these stations which have merited confidence through years of splendid public service!

WGES - WCBD - WSBC

"SERVING CHICAGO'S FOREIGN MILLIONS"

4000 WASHINGTON BLVD. CHICAGO

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

SOME Chicago stations have solved the phonograph record "performing right" hold-up attempt, by simply banning for all time the records of artists who joined in the racketeer threat. Some day a lot of those boys and girls will be around panhandling a "plug" for their phonograph records, we predict.

* * *

AS THIS COLUMN GOES TO PRESS A SUIT FOR $5,000 WAS FILED AGAINST WGES BY A CERTAIN ORCHESTRA LEADER FOR ALLEGED USE OF HIS PHONOGRAPH RECORDS. THAT SUIT MIGHT HAVE BEEN AGAINST YOU AND YOUR STATION, MR. STATION OWNER!

* * *

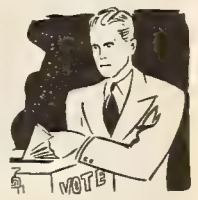
We've made a couple statements in this column that have received not even a single challenge. We repeat them—they're important:

WGES carries more local accounts and sponsored local time than any other Chicago station.

WSBC is Chicago's leading 100-watter and from a time-on-the-air standpoint one of America's most successful stations, regardless of size.

WCBD offers the greatest value-per-dollar of any 5 kw. station in America. See the rates!

* * *



This November election appears to be a clear (if not clean-cut) fight to show up the power of the press as compared with the power of radio. Yep, radio is just now finding out *how really powerful it is!*

* * *

Oft-suggested slogan for WGES: Most popular independent station in Chicago!

* * *

We discovered a swell sales line when Joseph Lang of WFAB, New York, sent us a pamphlet about foreign programs on that station, titled "The Forgotten City of Four Million People". It's taking time—but gradually big advertisers are finding these tremendous foreign language markets—and cashing in on them! Meantime the radio stations are doing a swell job of Americanization.

Gene T. Dyer

OXFORD DOESN'T OBJECT TO OUR ACCENT!

In fact, Oxonians probably never even hear us, unless they happen to be living within 75 or 100 miles of Louisville! But don't let that bother you—unless you're selling blazers! We've got 420,000 of your bona-fide prospects virtually within sight of our tower—1,132,692 total listeners—at the lowest cost for any comparable medium in Kentucky . . . . N. B. C., too. Want the dope?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

News Sponsorship Expanding Rapidly

Newspapers Unable to Block Trend, Says Herbert Moore

A CAMPAIGN to discourage national advertisers from sponsoring news programs has been undertaken by some branches of the press, according to Herbert Moore, president of Transradio Press Service.

Having failed in earlier efforts to prevent broadcasting of news, Mr. Moore declared Aug. 21 that this new campaign already is well under way but that, in his judgment, it is doomed to failure. National advertisers generally, he said, are seeking to obtain news programs because they are aware of the vast daily audience for such broadcasts.

Mr. Moore estimated that some 500 of the 635 stations now are broadcasting daily news programs, the vast majority having commercial sponsors at premium rates. Moreover, he pointed to the influx of newspapers into radio through station purchases or new station grants from the FCC as an indication of the changed attitude on the part of many daily publishers.

A Look at Facsimile

"SOME publishers, including several of the most important in the country, are friendly to radio and the function of news broadcasting," he said. "Numerous newspaper-owned radio stations have let down the bars against news sponsorships and find it is both ethical and profitable."

He predicted that radio as a news distributing medium will continue to increase in importance until news programs become as numerous as are the editions of daily newspapers. Sponsorship revenue from news programs, he declared, "will ultimately constitute their main source of revenue and will lessen the dependence of local broadcasters on national networks."

Facsimile, rather than television, was hailed as the next great radio development by Mr. Moore. He asserted the fight between the press and radio is now shifting to facsimile and added that the "overemphasis on the importance of television" was a part of the strategy of equipment manufacturers "and their affiliated networks" to distract the public from facsimile. Imminent development of facsimile, he declared, "will make it possible for county newspapers to operate their own facsimile broadcasting stations, using low power, ultra-high-frequency transmitters."



"The News Station in the Middle of the Nation"

WITH the above slogan, KVOO, Tulsa, recently adopted an unique method of promotion for its news bureau. During the International Petroleum Exposition and Congress in Tulsa, KVOO moved its entire news bureau to the grounds of the exposition for eight days. Space was provided at the huge industrial show for the complete news equipment and facilities of the new bureau.

Ken Miller, station news editor and a former newspaperman, was in charge of the bureau. Teletype machines of International News Service and Universal Service and shortwave equipment of Transradio Press were set up on the grounds, and six news broadcasts carried daily from the exposition grounds. Two large maps were constructed for the exhibit. The KVOO engineers worked out an ingenious method of flashing lights on the maps indicating the point of origin of news being transmitted over the teletype machines. In addition a large bulletin board patterned after the front page of a newspaper, was erected near the bureau. Throughout the day and night late news bulletins were posted on the board. Bulletins of especial interest to exhibitors were delivered by runners direct to the exhibitors booths.

W. B. Way, manager of KVOO who was also general manager of the exposition, declared that the news service was well accepted by exhibitors, and praised as an additional service to visitors on the grounds. KVOO recently signed a full year contract for exclusive sponsorship of the news by Crazy Water Crystals.

NBC Chicago News Chief

KENNETH D. FRY, for the last three years a member of the press department of the NBC central division in Chicago, on Sept. moves into the program department as manager of special events and news broadcasts, a new post. The special events and news departments in New York is under the direction of A. A. Schechter. Fry was for 10 years on the sports staff of the *Chicago Evening Post* and was sports editor of that paper for four years. For six months he was midwestern sports editor of United Press before joining the NBC press department in July 1933.

UP Extends Wires

TO THE 20 stations in 15 cities linked July 27 for its new 18-hour daily leased wire news service [BROADCASTING, July 15], bringing reports via teletype directly into the stations and written specially for broadcasting, the United Press announces that on Aug. 17 it added five more stations in as many cities. The stations are WRVA, Richmond; WTAR, Norfolk; WPTF, Raleigh; WBT, Charlotte, and WKRC, Cincinnati.

Giving jobs to thousands
Attracting millions of visitors
Stimulating business in all lines

Two Huge Centennial Shows
make
Dallas--Fort Worth
The Plus Value Market of 1936!

50,000 Watts
WFAA--WBAP
DALLAS FORT WORTH

National Representatives:
Edward Petry & Co., Inc.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Leads Southeast!

NORTH CAROLINA leads Southeast in Federal Income Taxes paid (Corporation plus Individual) . . . and leads 46 states in total Internal Revenue paid!

And WWNC, remember, blankets rich resort-industrial Western North Carolina!

KDYL
The Popular Station
NBC
SALT LAKE CITY, UTAH

Newspaper Using Radio to Promote Circulation Drive

vening Ledger Finds Reading f Comics Successful

WNER of its own local station Philadelphia, WHAT, the *Phila-lphia Evening Public Ledger* ap-rently believes in radio exploi-tion on behalf of circulation. Not ly does it use its own outlet, but has completed on WIP, Phila-lphia, a six-month campaign, spended recently for the summer nths but soon to resume, that as one of the biggest mail pull-s in local radio history.

Heard Mondays through Satur-ys from 6 to 6:15 p. m., regard-as the ideal hour to reach the ild at home after school and ay hours, the program consisted one character reading the most pular comic strips in the news-pers. The reader was *Brother ll*, popular local actor, who dram-ized the characters and himself ovided the voice changes and rious sound effects.

The campaign was planned with e sole purpose of increasing cir-lation through added child ader interest. Starting Sept. 9, 35, it built up audience until v. 1, when the first giveaway fer was made.

A Test of Comics

ACH CHILD sending in a com-ete comic strip of the character entioned by *Brother Bill* was ven a handsome colored button hich could be worn on jacket pel, shirt or dress. For example, for one full week *Brother Bill* would offer the button to every boy or girl sending in the comic strip of *Popeye the Sailor*. It was a curious fact that the returns varied according to the popularity of the comic strip character, giving the newspaper the additional index to popularity of its comics.

From Nov. 1, 1935, to April 30, 1936, more than 62,000 buttons were mailed out, the number of requests ranging from 1,550 to 4,325 a week. The newspaper had practically that number of children as intensive followers and, while Circulation Manager J. R. Westcott has not divulged the actual increase in circulation, he has arranged for a resumption of sponsorship of the *Brother Bill* programs this fall, using six 15-minute periods weekly for nine months.

Boom for WGAR

AT 1:59-30 p. m. came the standby signal for the remote crew of WGAR, Cleveland, ready to broadcast the departure of President Roosevelt. Just as Sid Andorn was going to start his description, the first aerial bomb of a 21-gun salute landed within 20 feet of the 100-watt mobile unit, knocking it out of commission. Andorn, Graves Taylor and Bob Evans talked their heads off for 20 minutes without realizing they were not on the air. WGAR previously had provided 90 minutes of broadcasts during the President's visit to the Great Lakes Exposition and his inspection of WPA projects.

Uncle Sam is investing MILLIONS in the

Grand Coulee Dam

8th wonder of the world

— yet this is but one of MANY reasons why the Spokane market is a "hot spot" on the nation's 1936 sales map.

KFPY COMMANDS

in Spokane and its $400,000,000.00 trading area. It will carry your sales message to

13% more listeners

than the first competing outlet and to

2% more listeners

than all other Spokane radio stations combined. What better proof than this . . . KFPY advertisers pay the HIGHEST local rate asked by any Spokane station?

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO



—and the telephone wires can take it!

PEOPLE were too thrilled by the novelty of the first chain broadcast to be critical. Telephone engineers realized that the equipment for transmitting human speech was inadequate for the wide range of music.

Laboratory research began. Experimental tests followed. Improvements continued. Trained men and elaborate equipment kept telephone facilities in step with the progress of radio.

Such work is never completed. No one ever knows what day will bring some new great stride in the direction of perfection. Much time, money and scientific skill are poured, every day, into the advancement of telephone teamwork with the broadcasting industry.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Merchandising & Promotion

Free Packards — Selling Real Estate — 3-Cent Stamp — A & P Menus — Contest for Local Chain

THE Sixth Annual Fisher Body Craftsman's Guild Scholarship awards were announced on 30 NBC-Blue stations Aug. 26, 9:45-10 p. m., sponsored by Fisher Body Corp., Detroit (auto bodies), a division of General Motors. The awards were made in the assembly hall at Cleveland College, Cleveland, and consisted of four $5,000 college scholarships and 18 regional winners who received cash awards. The one-time broadcast was placed through Arthur Kudner Inc., New York.

VARIED activities of a regional radio chain are pictured in the new 24-page book, *100 Stills of Action*, published by the Central States Broadcasting System, operators of KOIL, Omaha, and KFAB-KFOR, Lincoln. The book was mailed Aug. 20 to agencies, clients, and stations throughout the country. Pages are given to such subjects as dramatics, sports coverage, fire broadcasts, flood programs, celebrity interviews and news broadcasts.

* * *

CAROLINA BAKING Co., Columbus, S. C. (O'Boy Bread), on Sept. 14 begins a series of five-weekly 15-minute *Highlights of Hollywood* on WIS, Columbia S. C. Special wrappers for all O'Boy Bread are planned for the first month. Window posters will be provided to 25,000 grocers in southeastern states. A colorful portfolio describing the campaign will be issued to each of the company's 350 salesmen for showing to grocers, and in addition each truck will carry two posters. Listeners will be offered an 8x10 inch photo of a movie star twice each week, for which proof of purchase is not required. The account was placed through Freitag Adv. Agency, Atlanta.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

A "READY-MADE" AUDIENCE —READY TO BUY

KFNF offers you a made-to-order farm and small town audience in the very heart of America's richest agricultural section. An audience that, because of skyrocketing livestock and commodity prices, plans to enjoy MORE of the BETTER things of life during the coming months.

THE KFNF HABIT

For 12 years, this audience has depended on KFNF to guide its buying habits. Even WE didn't realize how anxious they were for this service until, during the hottest two weeks of summer, we made scattered announcements offering our new 16-page program book. Here's what happened:

FIGURE IT OUT

4422 people . . . from 290 counties . . . in 9 states, demanded this book . . . even sent almost $100 in postage to make sure they would receive it. THAT'S the typical KFNF audience which not only listens, but plans to CONTINUE LISTENING . . . waiting to hear YOUR sales message. (By the way, those 4422 inquiries, at regular commercial rates, cost us only 3.8c a piece—which is darned good.)

FOR SALE—RESULTS

YOU can have the same, satisfactory, low-cost results that dozens of KFNF advertisers have been getting for the past 12 years. Allot a portion of your advertising budget to reach this "ready-to-buy" midwest farm and small town audience.

KFNF *"The Friendly Farmer Station"* **Shenandoah, Ia.**



FLOATING — This cruising merchandising exhibit was taken aroun Maryland by WFBR, Baltimore. It carried photographs of radi artists, samples of products and posters displaying sponsors' products A salute program was staged at noon in each city.

PACKARD MOTOR CAR Co., Detroit, and RKO Radio Pictures Inc., will stage a cooperative campaign to promote *Packard Radio Hour* with Fred Astaire, the current picture *Swing Time*, and forthcoming new Packard autos. The Packard program starts Sept. 8 on an NBC-Red network, Tuesdays, 9:30-10 p. m.

Two contests over an eight-week period will be staged, with new Packards as prizes. One contest will be based on best descriptions of new Packards, and will be open to patrons of theatres showing *Swing Time*. The other, open to theatre managers and publicity men, will be for best cooperative campaigns on the motion picture in conjunction with local Packard dealers. Twelve cars will be awarded in the first contest, three in the second. Winners will be announced on the network program and in theatres. Additional awards may be made by local Packard distributors. Judges are F. H. McKinney, of Packard; Chester J. La Roche, president of Young & Rubicam Inc., and Ned E. Depinet, president of RKO Distributing Corp.

* * *

KMOX, St. Louis, reports a 90% sales from prospects picked up in a unique series of questions asked by Happy Green, who handles *The Home-Maker* program each morning, for Arthur R. Lindburg Co., St. Louis, distributors of Westinghouse refrigerators. On each program Green asks his listeners to telephone him after the 15-minute program, answers to three questions: "How much do you pay a month for ice?" "How many in your family?" "What is your monthly food bill?" He promises to send a representative to show that in three years, a saving more than the cost of the refrigerator is made. Special operators have been necessary at KMOX to take care of phone calls immediately after the broadcast.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

SOME results that radio brough to William Reinhardt, realtor an building and loan conveyancer i Philadelphia, who used 13 quarte hour periods on WIP at 10:3 p. m.: "Thousands of new share subscribed for by my hearers . . expressions by the thousands fro stockholders of renewed confidenc in the future of the building an loan movement . . . I would hav been perfectly satisfied with fa less, yes with one-fiftieth or on hundredth of the results . . . th mail became heavier each wee . . . the telephone calls more nume ous . . . the personal visits mult plied . . . the officers and directo of the many associations wi which I am connected as conve ancer were just as amazed as w I with the concrete results." Th foregoing statements are excerp from a letter written by the spo sor, who is making extensive pla for fall broadcasting.

* * *

WMEX, Boston, has leased 2,1 square feet at 72 Brookline Av Boston, directly under its exec tive offices, as part of an expa sion program. The new space, the street floor, has a 30-foot sid walk frontage to be used for me chandising purposes. Clients w have free use of display spa which will include a large aud torium and be designed on an e position basis. Trained attenda will answer questions propound by visitors but will not attempt sell anything. Additional off space will be built as part of t expansion program.

* * *

AN UNUSED 3-cent stamp pas on a promotion piece of WM Macon, Ga., illustrates the statio contention that "a 3-cent sta spent at WMAZ will carry your a vertising to 91.73% of listeners Greater Macon and Bibb Coun not to mention those good fo you sell in 53 counties surroundi Bibb." Taking the ANA-AAA NAB census figure of 14,200 rad in Macon & Bibb County, a using the 64.6% figure of s tuned to WMAZ (CBS calcu tion), the station gets 9,173 list ers, figuring only one listener set, and then obtains its fi figure by calculating the sing time rate of a 100-word announ ment.

CONTEST for managers of the Hom-Ond Food Stores (local rocery chain) will be held Oct. 15 by WOAI, San Antonio, which ill provide uniform display ma-rial to each manager and award izes to managers who do the best omotion job in their stores. Two anagers will get big cash awards r their displays, as measured by crease in sales of items displayed er previous weeks. Seven mana-rs will get cash awards for best hibits selected by three neutral dges.

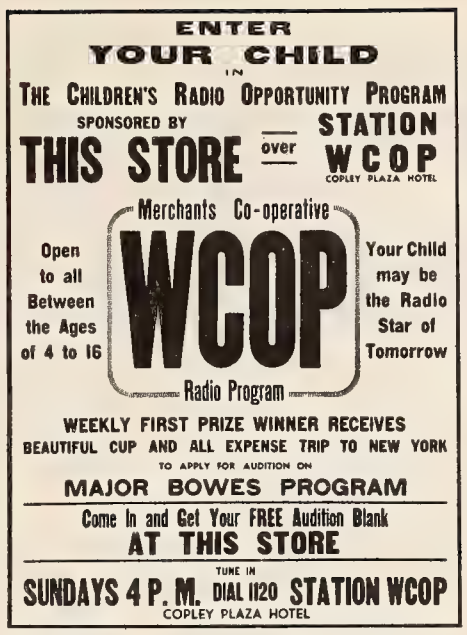
The "Hom-Ond-WOAI-Week" ll be promoted in newspapers and ot announcements. The campaign designed to get customers more miliar with products and their ograms, test effectiveness of ra-o displays, get managers inter-ted in certain items, show retail-s the effectiveness of radio and lp WOAI sponsors "advertise eir advertising". About 35 items ill be featured.

* * *

HE *Man on the Street* of KFAB, ncoln, Neb., goes visiting every aturday with the program under onsorship of Penn Tobacco Co. ilkes-Barre, Pa., for Kentucky ub tobacco. Five days a week, e *Man on the Street* goes on at on from the busiest corner in ncoln, and on Saturday moves some small town in the neigh-rhood. Starting at 11:30 o'clock, male quartet and Lyle DeMoss, no asks the questions for KFAB, t on a program for the assem-ed crowd in the town. Then at o'clock the *Man on the Street* es on the air for 15 minutes, ter which all the men on the oadcast — engineers, announcers, bacco company representatives, d many others along—are intro-ced to the audience. A can of bacco is presented to each man terviewed. Some days the an-uncer will give in addition a one llar bill to every man stopped no has a can of the sponsor's oduct with him, and on other ys those having Kentucky Club ll receive free one of the WDC pes which the sponsor has been aturing on its other broadcasts. Central States Broadcasting stem, operators of KFAB, Oma-and Lincoln, gives the program ded value through its publicity d promotion department. A at of Program Director DeMoss d the company's mobile broad-sting unit is furnished to the wspaper in each town with a ory on the coming broadcast. The wn's mayor and various civic dies are also contacted by letter; by the day of the program, eryone for miles around has ard that *The Man on the Street* ll be in town and they turn out meet him.

ENNSYLVANIA SALT MFG. ., Chicago and Philadelphia ewis Lye) is supplementing its gular January-June campaign th two 20-week promotion ef-rts on WWL, New Orleans, and FEQ, St. Joseph, Mo. Three two-inute announcements weekly are ed. Fletcher & Ellis Inc., Chi-go, is the agency.

NOW
250 WATTS
New Vertical Radiator, all New Equipment
WLBC - MUNCIE



For Independent Stores

WCOP, Boston, has started a merchants cooperative series of child amateur programs designed for sponsorship by groups of noncompetitive independent stores in various communities. Window display sheets (see above) are combined with advertising in local newspapers.

Eleven merchants in a community are sold for the series. Audition forms provided each merchant carry the name of his store. House-to-house circulars announce details of the contest and names of stores where audition blanks may be secured. Eleven children are picked for each program after auditions, each child being sponsored by one of the 11 merchants participating in the plan.

Letters or postcards are used for voting and they are given each merchant to be used as a mailing list. A cup is given the merchant sponsoring the winning child and after being displayed at the store it is turned over to the winning child. The winner also gets a free trip to New York to apply for an audition on the Major Bowes hour.

* * *

FIVE HUNDRED housewives call or write to WBIG, Greensboro, N. C., every week for copies of the A. and P. Weekly Menu rotogravure, published by the Great Atlantic and Pacific Tea Co. The menus are promoted each Friday evening on the A. and P. program, a local program featured on WBIG for the last three years. The weekly publication contains recipes, menus, kitchen lore of all kinds, together with a weekly budget plan.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH
WMFG
HIBBING, MINN.

John Blair & Co. Adds To Film Presentations

ENCOURAGED by the success of its new visual and audible sales presentations, prepared for three of its stations and first exhibited at the NAB Convention in July, John Blair & Co., shortly will release similar "slide film" presentations defining the markets of four more Blair stations. Additions are WBNS, Columbus; KTRH, Houston; KTAR, Phoenix, and WOW, Omaha. The initial subjects were WHIO, Dayton; KWKH, Shreveport, and KIRO, Seattle.

Originated and developed by Murray Grabhorn, manager of the Blair New York office, the new-type presentations run approximately 12 minutes in length and contain about 75 photographs arranged to tell a graphic story of the station's market. They reveal the extent of the station's market, merchandising facilities, analysis of the potential audience, market statistics. In operation, the slide film is synchronized with an electrical transcription providing a running commentary on the photographs. A compact, specially designed case contains transcriptions and films for each station. The cover of the case is utilized as a screen. A small projector is included. The film is prepared by Advertising Film Associates, New York, and the recording is by RCA.

On Aug. 20, Mr. Grabhorn visited Philadelphia at the invitation of Rohrbaugh & Gibson, advertising agency of that city, to display the visual and audible presentations. Under consideration was the Wheatena Corp. account, which is considering addition of spot stations.

WBIG
IN GREENSBORO, N.C.

Some say that we are too *Highbrow* . . .

Others that we are *Hillbillies* . . .

. . . anyway, we have a Million friends

. . . because we believe

"*THE determining factor in the size of a station's audience is its program policy, rather than its wattage. The more grade A programs it broadcasts, the larger its habitual audience.*"

• • •

We offer an intelligent merchandising service to both network and spot advertisers.

WBIG
in Greensboro, N.C.

WSPD's

SPEEDEEGRAM
— TO AN AGENCY MAN

Does anyone know
Does anyone care
If you grow
Or how you fare?
Glad when you're busy
Sad when you're knocked
Does anyone care
If you thrive or not?

WE DO, *Mr. Agency Man—*
—I'll say we do!

PLEASE REMEMBER THAT
Your problems are *our* problems and we're mighty anxious to help you solve 'em.

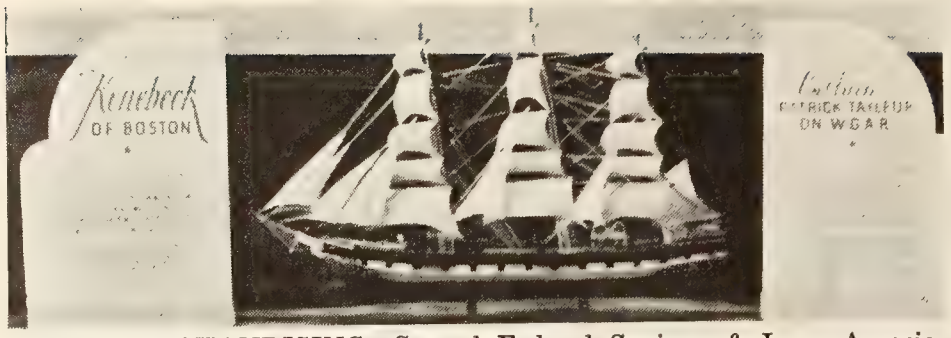
We Shall Produce Dollars
—For *you*, if you'll let us
A Basic Columbia Station

Studios: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

***National Representatives*, John Blair and Company**
New York • Chicago • Detroit • San Francisco

Coughlin's Radio Bill

EXPENDITURES for radio time comprised the largest item in the balance sheet of Father Coughlin's National Union for Social Justice, the Detroit radio priest reported at the recent convention of the Union. Receipts from all sources, he reported, totaled $737,785 between July, 1934 and July, 1936. Expenditures included $366,000 for broadcasting, $118,000 for salaries, $90,000 for stationery and $45,000 for stamps. The radio item presumably covers Father Coughlin's independent hookups during the 1934 and 1935 seasons. He will not resume these hookups this fall, as previously planned, but will renew his Sunday talks after Jan. 1.



BANK MERCHANDISING—Second Federal Savings & Loan Association, broadcasting on WGAR with Capt. Patrick Tayleur, retired seaman, used this window display to promote the program. Capt. Tayleur talks on "Save and Enjoy". Brief opening and closing announcements suggest that listeners "Save With Second Federal". The radio program and this display brought in 5,100 new accounts in 30 days.

New England Mint Spots

THOMAS D. RICHARDSON Co., Philadelphia (mints) has signed a 13-week contract with the New England Network for participation in the *Pure Food Institute* participation program which is broadcast from WEEI, Boston, Tuesday, Thursday, 2-2:15 p. m. The series will take the air Sept. 24. Despite the fact that the New England network is supposed to be defunct the *Pure Food Institute* and the *Home Maker's Counsel*, both participation programs, will continue to be broadcast over the network until Jan. 1, 1937. The *Home Maker's Counsel* is heard at an earlier hour, Tuesday, Thursday, 9:30-9:45 p. m. Weed & Co. represents these participation programs nationally except in New England states. Richardson Co. recently appointed N. W. Ayer & Son Inc., Philadelphia, to handle its account.

Eau Claire to Get Station As FCC Rescinds Action

A NEW station for Eau Claire, Wis., replacing WTAQ which recently was moved to Green Bay, Wis., was authorized by the FCC Broadcast Division Aug. 19 in rescinding its action of July 2 rejecting the original application. The station will operate daytime with 250 watts on 1050 kc., the clear channel of KNX, Hollywood, and will seek the call letters WEAU. The order is effective Sept. 15, after which construction will begin.

Heading the applicant Central Broadcasting Co. is Ben McGiveran, general agent of the Northwestern Mutual Life Insurance Co., as president and 10% stockholder. Vice president is Walter E. Bridges, manager of WEBC, Duluth-Superior, with 25% of the stock, and secretary-treasurer is Morgan Murphy, publisher of the *Superior Telegram*, with 65% of the stock. Mr. Bridges and Mr. Murphy have interests jointly in WEBC and in WMFG, Hibbing, Minn., and also are interested in the new 100-watt WHLB, Virginia, Minn., now under construction.

Arkansas Network

ESTABLISHED on a temporary basis for political talks during the recent Arkansas primary campaign, a new regional network to be known as the Arkansas Network and linking six stations in Arkansas along with WMC, Memphis, is contemplated for several commercial clients seeking such an outlet, according to G. E. Zimmerman, general manager of Radio Enterprises Inc., which operates KARK, Little Rock, and KELD, El Dorado, and which also holds an option to purchase KTHS, Hot Springs. Using Class E lines, the network temporarily linked KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KCMC, El Dorado; KELD, KARK and WMC, Memphis. Tentative plans include securing Class C facilities for a permanent hookup.

PROBLEMS of premium offers will be discussed Sept. 28-Oct. 2 at the Premium Advertising Association of America meeting to be held at the Hotel Astor, New York.

Chiseling Projects Offered to Stations

Norman Baker Is Behind Offer; Free Movie Scheme Scotched

WARNINGS to stations to beware of "blind per inquiry" schemes of a character being offered by Norman T. Baker, militant cancer cure specialist whose station in Muscatine, Ia., was deleted several years ago, and also to guard against an "out-and-out attempt to chisel free radio advertising for motion pictures" currently being made, were sounded Aug. 26 by James W. Baldwin, NAB managing director.

Globe Advertising Agency, Chicago, Mr. Baldwin stated, is representing Baker, now operating XENT at Neuva Laredo, Mexico. Mr. Baldwin disclosed that the NAB on Aug. 18 addressed a letter to the Globe agency in response to a "per inquiry" announcement and in reply received a communication signed by the "Baker Hospital" at Muscatine, together with two booklets, one entitled "America's Greatest Crime" and the other "Cancer is Curable".

"Although it is believed few stations today are accepting per inquiry accounts, this experience indicates the dangers which are involved in carrying blind advertisements," he stated.

Quaint Movie Offer

IN THE movie case, Mr. Baldwin called attention to circular letter sent to stations by Radio Previews Inc., New York, and signed by Leon Lee as president. Calling the letter "an insult to the intelligence" of stations, he brought out that it seeks a franchise agreement whereby the station would receive half-hour transcription based on major film releases, which they would agree to broadcast sustaining each week. The agreement would make other grotesque demands, such as guarantees by the station not to broadcast any other motion picture recording during the one-year term of contract and not to broadcast the recordings from 8 to 10 p. m.

"This is an out-and-out attempt to obtain free radio advertising for motion pictures," Mr. Baldwin said. "The franchise agreement proposed would not even amount to an exchange of time for talent because the station would agree in the case of sponsorship, to pay $5 upon delivery each week for each recorded program received. Happily, broadcasting stations have learned that it pays to treat all their advertisers alike and they will not be mislead by Mr. Lee."

WORL Elects Officers Will Expand Facilities

WORL, Needham, Mass., has named three new members to the executive staff. They are Robert C. Nordblom, president and director; John A. Breen, vice president and director; Robert H. Davison, clerk. They are in addition to George A. Crockwell, treasurer and director; James K. Phelan, vice president and director; William F. Eynon, vice president and director, who are in active charge of the station.

A new Truscon radiator will be erected and studios in the Myles Standish Hotel, Boston, will be enlarged.



WXYZ and the Michigan Radio Network

TODAY'S GREAT "PLUS VALUE" RADIO BUY!

+1 SHOWMANSHIP — WXYZ is known nationally for Showmanship gained by 25 years of successful experience in entertainment enterprises. That's plus value No. 1.

+2 AUDIENCE APPRECIATION — makes for greater sales response and is WXYZ's reward for refusing to broadcast spurious claims of questionable products. That's plus value No. 2.

+3 MERCHANDISING SERVICE — without additional cost to sponsors seeking coverage of the Greater Detroit Market and in the big Michigan Market. A complete merchandising service . . . gets dealers . . . distributors . . . jobbers . . . in effect a front line sales division, working in conjunction with the sponsors' sales representatives. That's plus value No. 3.

+4 8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES — the Michigan Radio Network covers 8 big, rich market zones with greater penetration and sales influence than is possible by any single station with wattage strength sufficient to reach these zones. That's plus value No. 4.



N. B. C. Blue Network

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT
WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

In Baltimore, it's
WFBR
BASIC N. B. C. RED NETWORK

Radio and The Lesson of Dictators

AKE ALMOST any one of radio's critics aside for a confidential chat, nd almost invariably he will admit—"off the record," of course, for herwise it might crab his game—that the American system of broadasting with all its faults is still the finest in the world, affording the reatest variety of desirable features to the greatest number of people. e will be particularly emphatic if he has been in Europe lately, where ictatorships generally rule radio no less than they do the press and he political and social functioning of the State. Hardly a person reurns from observing radio and the press in Europe without a sigh of elief for America's non-governmentally owned or operated systems.

The arguments on behalf of our radio system are too numerous to ecount here, but we think it is apropos to call attention at this time o the fate of Spain's private broadcasting services. No sooner had the eftists come into power than they announced their intention of naonalizing radio. No sooner had the Fascist rebellion begun than both eftists and Rebels seized the broadcasting stations at hand, using them or outpourings of propaganda and self-serving news reports that must eep the average non-combatant befuddled at all times. Imagine, then, hat the broadcast news emanating from Soviet Russia, Fascist Italy nd Nazi Germany must mean.

Possibly our radio system is safe from such dictatorial seizures, but he trend of the times must be watched closely by everyone interested maintaining the integrity of our American system. A dictatorship radio could spring up overnight under the Communications Act itself, hich decrees that upon proclamation of war "or a state of public peril disaster or *other national emergency*," the rules and regulations govning radio can be suspended by the President and stations may be osed down [Section 606c]. This is open to broad discretion and conruction, but certainly the national bank emergency of March, 1932, ight have led the way to a change in system had President Roosevelt en less zealous in safeguarding our American radio institution.

These are troublous times when it behooves every broadcaster to play s role honestly and without partisanship. We refer especially to the rrent political campaign, during which broadcasters have every opportunity to show their fairness to office seekers. The rule is simple—e rule of democracy:

"If any licensee shall permit any person who is a legally qualified ndidate for public office to use a broadcasting station, he shall afford ual opportunities to all other such candidates for that office in the e of such broadcasting station, and the Commission shall make rules d regulations to carry this provision into effect: Provided, That such ensee shall have no power of censorship over the material broadcast der the provisions of this section. No obligation is hereby imposed on any licensee to allow the use of its station to any such candidate" Communications Act of 1934, Section 315].

Of course, this refers only to *candidates*. What about *spokesmen* for ndidates and spokesmen for one side of an issue or another? The law not explicit here, and legal opinion differs as to whether Section 315 n be construed to apply to spokesmen as well as candidates. Common nse, however, should dictate making available facilities for political controversial subjects *either not at all or on an equal opportunity sis to bona fide spokesmen*. If common sense doesn't dictate this, me lawyers think the broad discretion permitted the radio regulators der the "public service" sections of the law could force this. But why ait for law? The policy each and every broadcast operator should folw is obvious.

Red Cross Plans to Use Disc Dramas for Annual Drive to Secure Funds

TO BOLSTER its 1936 local campaigns, known as the Annual Roll Call, the American Red Cross headquarters in Washington is preparing two 15-minute transcriptions to be made available to all non-network stations for use in the fund drives of local Red Cross chapters during the period from Nov. 11 to 26. Both will be dramatizations, one of past disasters and one carrying short speeches by President Roosevelt and Chief Justice Hughes, and stations will be asked to carry them as sustaining features as their contributions to the Red Cross drive.

The recordings will be available after Sept. 1 when the U. S. Recording Co., Washington, will have completed the work. Radio Associates, Washington program builders, prepared the shows, which include appropriate music. R. A. Shepard of the American Red Cross headquarters is handling the details under W. Douglas Griesman, director of public information.

The Red Cross has also completed five one-minute spot announcements to be placed on radio stations between Oct. 22 and 26 during its home and farm accident prevention drive. Since the networks are donating time liberally for the Red Cross drives, it is expected the non-network stations will also accept its proffered programs for such a humanitarian cause.

WJAY

Cleveland · 610 Kilocycles

We Welcome TEST CAMPAIGNS!

Most of our national accounts come to us on a "test" basis—and we're *glad* to show advertisers and agencies alike just what we can do for their sales in this rich market.

And perhaps that's why we're known as "the Station that Gets RESULTS."

Ask for WJAY's "FACTS"

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

Radio Colleges Combine

ESTERN COLLEGE OF RAO, San Francisco, has purchased e equipment and rights to the lifornia School of Radio tother with the long established cific Radio School in that city. e college, located at 731-35 Lar- Street, has increased space to ke room for the equipment, acding to John F. Kramer, owner. thur H. Halloran, well known cific Coast radio teacher, has en added to the faculty in charge mathematics of radio and teleion classes. A correspondence rse in theoretical work has been ded.

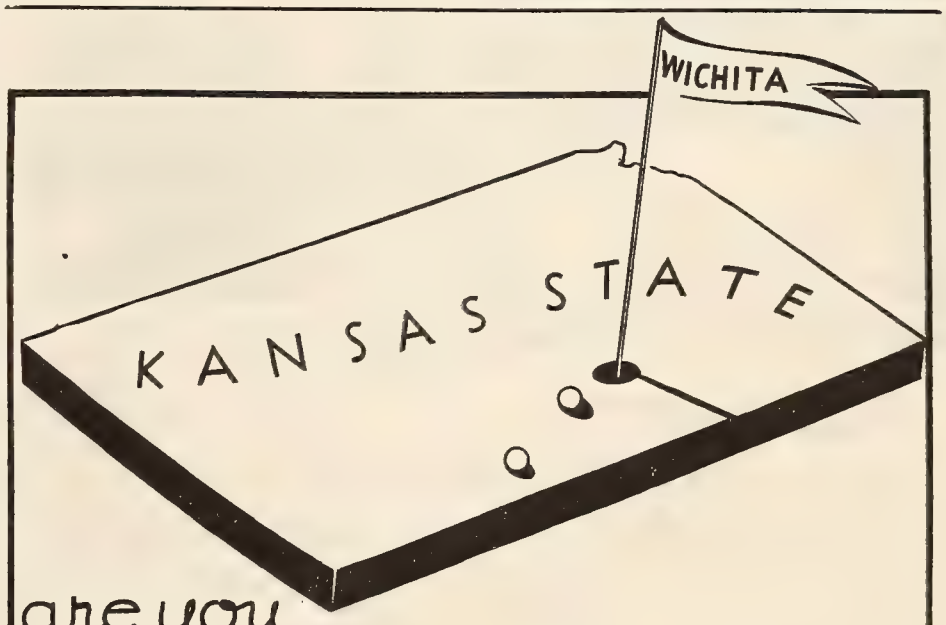
Walter F. Schoeneck

ALTER F. SHOENECK, known radio as Uncle Bob Wilson, died g. 14 in Chicago after 14 years Chicago stations. He started in 22 on KYW as bedtime story ler. His "Curb is the Limit" b number 900,000 juvenile mems and he was a big factor in moting safety teaching.

Hudson Coal on NBC

HUDSON COAL Co., Scranton, Pa. (cone cleaned anthracite), former spot user on a small scale, will sponsor a half-hour NBC program starting Sept. 20 on a split network of 11 stations, Sundays, 2-2:30 p. m. On the program will be the Landt Trio & White, and Col. Jim Healey, commentator, as well as guest user. Stations will be WEAF, WNAC, WTIC, WJAR, WTAG, WCSH, KYW, WFBR, WGY, WBEN, WWJ. Others may be added as the campaign progresses. The contract is for 26 weeks. Leighton & Nelson Inc., Schenectady, is agency.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.



are you
STYMIED in KANSAS?

KFH will help you sink that sales putt in Kansas KFH has a hold on the Southern Kansas and Northern Oklahoma audience that's why it's the ideal radio medium for your products

Include KFH in your next campaign It can and will increase your sales and distribution in this prosperous ready-to-buy area

Member CBS

KFH

Representatives EDWARD PETRY & CO.

WICHITA KANSAS

Palm Beach Station

FLORIDA'S newest broadcasting station, WJNO, West Palm Beach, is now operating full time with 100 watts on 1200 kc., with a composite transmitter and vertical radiator installed by H. B. Green. George A. Hazlewood, formerly with the radio interference department of the City of Jacksonville, is secretary and general manager of Hazlewood Inc., licensees, with State Senator John R. Beacham as president. Mr. Hazlewood announces the following staff appointments: Billy Wells, program director; Russell Bennett, chief operator; F. G. Carrol and Jack Gould, assistant operators.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Pure Oil Co., Chicago (Yale tires)

Julep Tobacco Co., Boston (Julep cigarettes)

Sand Springs Corp., Williamstown, Mass. (ginger ale)

Chamberlain Laboratories, Des Moines (hand lotion)

Tattoo, Inc., Chicago (Tattoo Cream Mascara)

Lyko Medicine Co., Kansas City (Lykolene dental cream)

Foster-Milburn Co., Buffalo (Doan's pills)

National Dairy Products Co., New York

Pen-Jel Co., Kansas City (Pen-Jel gelatin)

Samson-United Corp., Rochester, N. Y. (elec. fans)

Nu-Enamel Corp., Chicago (paints & enamel)

Boston & Maine RR, Boston

STANDARD RADIO'S children's series of dramatized fables and fairy tales, *Once Upon A Time* is now being offered as a department store holiday promotion.

COLUMBIA PHONOGRAPH Co., Chicago, will record the *Ace Williams* transcription series designed for broadcasting by local bakers. Contract was let by W. E. Long Co., Chicago, baker's service organization, which is arranging a campaign in the United States and Canada [BROADCASTING, Aug. 15]. Five quarter-hour discs weekly are planned.

BROADCASTING STATION

6851 CRANDON AVE.
Chicago
FAIRFAX 7513

EUGENE

"THE 24-HOUR STATION"

A Member of the Holland Broadcasting System

BIRTH RATE CARD No. 1
Issued August 1, 1936
EFFECTIVE 8:08 A. M.

Lung POWER — Plenty of FREQUENCY — WAVE LENGTH, 2 Hands
No CONTROL — No MODULATION
Transmitter at PASSAVANT HOSPITAL until Further Notice
Original Specifications—3 lbs.—15 ounces—14 inches
LIVE TALENT ONLY

Business Office:
Malcolm-Howard Advertising Agency
20 E. JACKSON BLVD.
Chicago, Ill.

Program Director
ANN HOLLAND
General Manager
ARTHUR M. HOLLAND
Technical Advisor
DR. JAS. H. BLOOMFIELD

"BIRTH RATE CARD" — In the form of the usual rate card, Arthur M. Holland, owner of the Malcolm-Howard Adv. Agency, Chicago, thus cleverly announced the recent birth of a son Eugene.

Another in Panama

THE Republic of Panama, with two broadcasting stations in Colon and two in Panama City, will shortly have another shortwaver at David in the Province of Chiriqui, recently licensed to operate with 200 meters on 11,740 kc. Leo Marchowsky heads the new company formed to operate ASIUL AIRAM, as the station will be known, this being the phrase "Maria Luisa" in reverse. Equipment has been ordered from the United States. The station will operate as a commercial broadcaster supported by advertising.

New Disc Firm

TRANSCRIPTIONS Inc., 56 W. 45th St., New York, has been formed to produce and place radio transcriptions. The firm will also make instantaneous recordings. Officers are: Chester H. Miller, president; Merwin W. Jennings, treasurer and sales manager; Glenn H. Pickett, secretary; Wilfred M. Scherer, vice president. Pickett, Scherer and Jennings formerly were officials of the Advertisers Recording Service Inc.. New York, which sold out to Jean Grombach Inc., New York, last May.

KELLOGG Co., Battle Creek, Mich. (cereal), has signed with the St. Louis Browns and the St. Louis Cardinals baseball teams to broadcast all home games played by these teams during the 1937 season. All programs will be broadcast over KMOX. N. W. Ayer & Son Inc., New York, placed the account.

RADIO ADVERTISERS

ANTHRACITE INDUSTRIES Inc. New York (cooperative coal associa tion) has appointed the Simpers Co. Philadelphia, to handle its advertis ing. It is understood the agency wil open a New York office to handle thi account. A radio campaign is con templated.

ROSICRUCIAN ORDER, San Jose Cal., (international fraternal organ zation), will resume radio advertis ing through Richard Jorgensen Ad Agency, that city, and on Sept. 1 starts a 13-week spot series on KNX Los Angeles.

INTERNATIONAL MATE Co. Inc New York, has named Mears Ad Inc., New York, as its agency.

PERFECT MFG. Co., Cincinnati, placing radio advertising throug Frederick W. Ziv Inc., Cincinnati.

J. W. MARROW Co., Chicago (Ma O-Oil shampoo) has named Baggale Horton & Hoyt Inc., Chicago, fo merly Sellers Service Inc., as i agency.

PADILLA POINT OYSTER C Seattle (Bailey's Oyster Soup), h appointed the Northwest Radio Ad Co., that city, to direct its adverti ing, and expects to use spot announc ments in a general list of select markets.

C. H. BAKER Co., San Francis (shoes), has appointed Sidney Ga finkel Adv. Agency, that city, to rect its Northern California advert ing, and is considering radio alo with other media.

ALASKA PACIFIC SALMON Cor Seattle (Peter Pan & Icy Poi Brands canned salmon), will have new advertising appropriation in C tober and plans to continue sp broadcasting on daily participati programs. J. William Sheets, Se tle, is the agency.

NEWS-WEEK Inc., New Yo (magazine) has named Fulle Smith & Ross Inc., New York, as agency.

NATIONAL LABORATOR Chicago (Nuga-Tone) has be charged by the Federal Tra Commission with making fa claims for its product, describ as dangerous in the hands of l users.



To reach the New York market you must consider the character of its population.

*IN METROPOLITAN NEW YORK

THERE ARE MORE		THAN RESIDE IN
JEWS	1,765,000	PALESTINE
ITALIANS	1,070,072	ROME
GERMANS	884,062	LEIPZIG
POLES	458,381	LWOW, POLAND
SPANIARDS	110,000	CORDOVA, SPAIN

1,000 Watts Day and Night Effective Sept. 1

*WBNX broadcasts in these and other languages

Full staff on foreign language production available

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET

WTOC
1,000 watts CBS
1260 on your dial
SAVANNAH, GEORGIA
"The only station serving the 39 counties which comprise Coastal Georgia and South Carolina with a primary signal."
THE VOICE OF THE COASTAL EMPIRE

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO



YO HO TO YARMOUTH—International Radio Clubers are these folk assembled at Yarmouth, N. S., for the seventh annual convention Aug. 24-28. They are, front row left to right: Rosaline Greene (Mary Lou); Sylvia Isenburg, WIL, St. Louis, "Queen of the Radio Party"; Peggy Cooke. Back row left to right: Mayor J. M. Walker of Yarmouth; Jack Rice, president International Radio Club; Gene O'Fallon, KFEL-KVOD, Denver; F. C. Sowell, WLAC, Nashville; Joe Ries, WLW, Cincinnati; Norman Reed, WPG, Atlantic City; Maj. W. Borrett, CHNS, Halifax, N. S.

A party of 34 delegates and their wives, including a dozen broadcasters, congregated at Yarmouth for the convention. Civic and provincial dignitaries were at the dock to greet the radio pilgrimage from the United States. The party was feted by the Rotary and Kiwanis Clubs upon arrival. The program of entertainment included a trip to Halifax, tuna fishing, visits to Canadian stations and other entertainment.

In addition to those identified in the photograph, others attending the convention included George Davis, Western Electric Co.; A. J. Eaves, Graybar Electric Co.; George Malcolm-Smith, WTIC, Hartford; E. Douglas Hibbs, WTEL, Philadelphia, and Mrs. Hibbs; Nels Cocker and Douglas Hibbs Jr., WTEL; Sam J. Gellard, WLTH, Brooklyn, and Mrs. Gellard; Marie Campbell and Bertha Opsomer, WBCM, Bay City, Mich.; Clarence W. Hayes, WHBC, Canton, O., Mrs. Hayes and Clarence Jr.; F. R. Wilson, KGFI, Corpus Christi, Tex.; J. P. Mitchell and Fannie Louis Mitchell, WRGA, Rome, Ga.; Mrs. O'Fallon, Mrs. Rice, Joe Rice.

Ann Arbor Applicant

HEADING the group of prominent citizens of Ann Arbor, home of the University of Michigan, seeking a new broadcasting station here, Waldo Abbot, of the University's faculty who is also college radio director, on Aug. 20 submitted a new application to the FCC asking for 1,000 watts on the experimental "high-fidelity" frequency of 1550 kc. Among others in the group backing the proposed station is Fielding H. Yost, famous Michigan football coach.

5 Million in Taxes

REFLECTING the increasing sales of radio receivers, the U. S. Internal Revenue Bureau, which collects 5% excise tax on all radio and phonograph apparatus, reports that Federal tax collections on these items for the fiscal year 1935-36, ended June 30, amounted to $5,075,270, an increase of 40% over the preceding fiscal year. These taxes do not include large additional Federal excises on automobile radios and accessories.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE
KANSAS CITY, TOPEKA and ST. JOSEPH

Liberty Adds WMCA

MACFADDEN PUBLICATIONS Inc., New York (*Liberty* magazine), has added WMCA, New York, to the *Liberty* magazine Bernarr Macfadden series scheduled for the four basic Mutual network stations, beginning Aug. 25, Tuesdays, 10-10:15 p. m. WOR will pipe the program to WMCA from its New York studios. WMCA will not broadcast the program on Sept. 8 due to previous commitments, but will carry all the other talks. Lennen & Mitchell Inc., New York, is agency.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis
to install a vertical radiator.

New Regional for Capital Rescinded, Argument Set

RESCINDING its July 22 action granting WOL, Washington, a shift of frequency to 1230 kc. and increase in power to 1,000 watts, the FCC Broadcast Division has ordered oral arguments by the applicant and protesting parties before it Sept. 10. Opposing the change in the Washington station's status from local to regional, which presumably would enable it to join the Mutual Network, are WRC and WMAL, NBC stations in Washington; WFBM, Indianapolis, now on 1230 kc.; WCAE, Pittsburgh, now on 1220 kc.; Monocacy Broadcasting Co., holding a construction permit for a new daytime regional station on the outskirts of Washington now in litigation, and Continental Radio Co. (Scripps-Howard), applicant for a new Washington station. The FCC had granted the WOL shift, ordering a directional antenna, in reversing the adverse recommendation of Examiner Dalberg, arousing legal complications and immediate objections on economic and technical grounds.

Lutherans Buy Hookup

LUTHERAN'S LAYMAN LEAGUE, St. Louis, which last year used a special commercial network of eight stations, through Mutual Network has arranged a hookup of 13 stations starting Oct. 4 for its Sunday religious programs, expected to run 26 weeks. Originating at the Evangelical Lutheran Synod's own station in St. Louis, KFUO, which will not be part of the network, the program will be heard from 1-1:30 p. m. on WLW, CKLW, WBAL, WRVA, WGR, WAAB, WEAN, WCAE, WGAR, WICC, WTHT, WJJD and WSM, though on WSM the 28-day option of NBC on that period could cause a cancellation if NBC sold the time. Kelly & Stuhlman Inc., St. Louis, handles the account.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

BROADCASTING
Broadcast Advertising

Cordially invites you

to utilize the facilities

of its newly established

NEW YORK OFFICE

1270 Sixth Avenue

Rockefeller Center

COlumbia 5-3815

Whenever we can be of *Service*

•

NORMAN R. GOLDMAN
formerly Sales Promotion Director, WLS, Chicago
• Advertising

HOWARD J. LONDON
two years with BROADCASTING, *New York*
• Editorial

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOW, Omaha

Bulova Watch Co., New York, 5 weekly *sa*, thru Biow Co. Inc., N. Y.
Graef-Cowen Corp., Allentown, Pa. (Earoxon fly ribbon), 9 *sa*, thru John L. Butler Co., Philadelphia.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket), 26 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Falstaff Brewing Corp., St. Louis, 6 weekly *sa*, thru Gardner Adv. Co., St. Louis.
Ford Motor Co., Detroit, 26 *t*, thru N. W. Ayer & Son Inc., N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), 39 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Moffat Coal Co., Denver, 26 *sa*, thru Woolley & Hunter Inc., Denver.
Procter & Gamble Co., Cincinnati (white naphtha), 65 *ta*, thru Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reid-Murdoch & Co., Chicago (Monarch food), 6 weekly *sa*, thru Rogers & Smith, Chicago.
Servel Inc., New York (Electrolux refrigerator), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Webster-Eisenlohr Inc., New York (Tom Moore cigars), 312 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WBZ-WBZA, Boston-Springfield

Julep Tobacco Co., Boston (mint cigarettes), 3 weekly *sa*, thru O'Dea, Sheldon & Co., N. Y.
Hudson Coal Co., Scranton, 2 weekly *t*, thru Leighton & Nelson, Schenectady.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 2 weekly *sp*, thru Chambers & Wiswell, Boston.
Boston & Maine Railroad, Boston, 6 weekly *sa*, 6 weekly *ta*, thru Doremus & Co. Inc., Boston.
Plymouth Rock Gelatine Co., Boston, 2 weekly *sa*, thru John W. Queen, Boston.
W. F. Straub & Co., Chicago (Lake Shore honey), 2 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Daggett Chocolate Co., Cambridge (candy), 6 weekly *t*, thru Harry M. Frost Co. Inc., Boston.

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Acme Mfg. Co., Forest Park, Ill. (feed), 312 *sa*, thru K. E. Shepard Adv. Co., Chicago.
Drums Inc., Detroit (dry cleaner), 2 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Reliance Mfg. Co., Chicago (Big Yank shirts), 3 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Silberman-Becker Corp. (Sears, Roebuck & Co.), Chicago (raw fur marketing service), 22 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Willard Storage Battery Co., Cleveland, 63 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

WBT, Charlotte

Atlantic Ice & Coal Co., Atlanta (beer) 7 weekly *sa*, thru Rawson-Morrill Inc., Atlanta.
Kellogg Sales Co., Battle Creek (cereal), 6 weekly *sa*, thru Advertising Inc., Richmond.
Gruen Watch Co., Cincinnati, 3 weekly *ta*, thru DeGarmo Corp., N. Y.
Best Foods Inc., New York (Nucoa), 7 weekly *sa*, thru Benton & Bowles Inc., N. Y.
General Mills Inc., Minneapolis (Wheaties), 4 baseball, thru Knox Reeves Adv. Inc., Minneapolis.
Hamilton Carhartt Cotton Mills Inc., Atlanta, 6 weekly *sa*, thru E. R. Partridge Co., Atlanta.

WNAC, Boston

Durkee-Mower Inc., Lynn, Mass. (marshmallow fluff), 26 *sp*, thru Harry M. Frost Co., Boston.
Tide Water Oil Co., New York (Tydol), 6 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Murine Co., Chicago (eye wash), 26 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 weekly *sp*, thru Benton & Bowles Inc., N. Y.
C. F. Mueller Co., Jersey City (macaroni), 65 *sa*, thru E. W. Hellwig Co., N. Y.

KMOX, St. Louis

Missouri Caverns, St. Louis, (diamond mines), 21 *sa*, direct.
Crowell Publishing Co., Philadelphia (*Woman's Home Companion*), 52 *sp*, direct.
American Packing Co. St. Louis, Mo. (meats), 312 *sp*, direct.
Proctor & Gamble Co., Cincinnati, 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

WEEI, Boston

Boston-Worcester Street Railway, Boston (bus line), 3 weekly *sa*, thru Dickie-Raymond, Boston.
I. J. Fox Inc., Boston (furs), weekly *sp*, 3 weekly *sa*, *ta*, thru Huber & Creeden, Boston.
Scott Furriers, Boston (furs), weekly *t*, thru Continental Adv. Agency, Boston.
Lever Bros. Co., Cambridge (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Westinghouse E. & M. Co., E. Pittsburgh (refrigerators), 2 weekly *t*, thru Fuller & Smith & Ross Inc., N. Y.
Associated Pharmacists of Massachusetts Inc., Salem (Chaulmex salve), 3 weekly *sa*, thru C. Brewer Smith Adv. Agency, Boston.

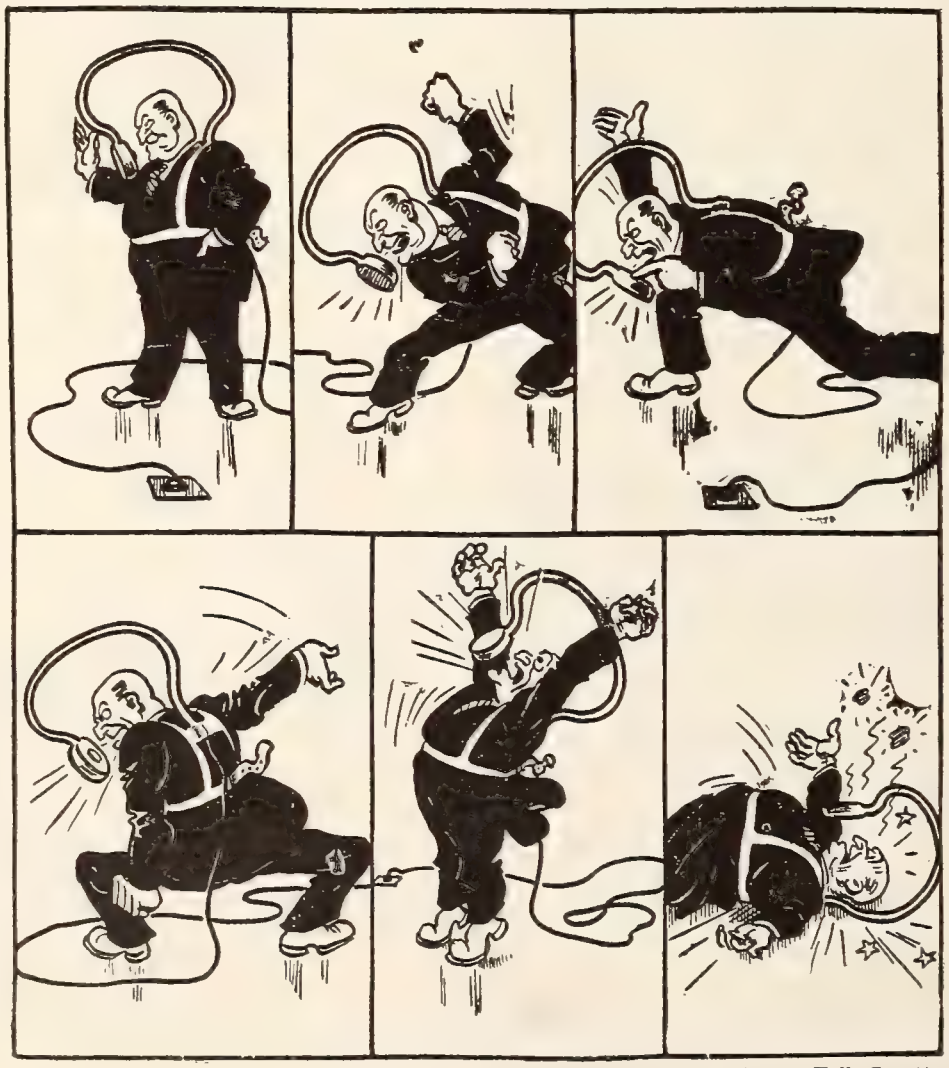
WGN, Chicago

Sawyer Biscuit Co., Chicago (crackers, cookies) 312 *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Grove Laboratories Inc., St. Louis (Bromo-Quinine), 104 *sp*, beginning Sept. 28, thru Stack-Goble Adv. Agency, Chicago.
Chicago-Milwaukee Steamship Line, Chicago, 9 *sp*, thru McJunkin Adv. Agency, Chicago.

KFRC, San Francisco

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
E. R. Squibb & Son, New York (drug products), 2 weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.

For Politicians—Always at Proper Distance



From Niagara Falls Gazette

WOR, Newark

Sherwin-Williams Co., Newark (paint), 2 weekly *sa*, thru T. J. Maloney Inc., N. Y.
Sears, Roebuck & Co., Newark (retail), 2 weekly *sp*, direct.
S. C. Johnson & Son Inc., Racine (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.
Lever Bros Co., Cambridge, 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOL, Washington

Stanback Medicine Co., Salisbury, N. C. (proprietary), 7 weekly *sa*, direct.
Gunther Brewing Co., Baltimore, 5 weekly *sa*, 12 weekly *sp*, thru I. A. Goldman & Co., Baltimore.
Webster-Eisenlohr Inc., New York (Henrietta, Girard cigars), 18 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Wilbert Products Co., New York (No-Rub polish), weekly *sp*, direct.
Gordshell Chemical Co., Baltimore (salve), 2 weekly *sa*, thru Reibetanz & Co. Inc., Baltimore.

WAAB, Boston

Boston, Worcester & York Street Railroad Co., Boston, 3 weekly *sa*, thru Charles W. Hoyt, Boston.
General Household Utilities, Chicago (Grunow radios), 36 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 10 *sa*, thru Benton & Bowles Inc., N. Y.

WSB, Atlanta

Zenith Radio Corp., Chicago (receivers), 6 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Texas Centennial Exposition Committee, Dallas, 52 *sa*, thru Tracy-Locke-Dawson Inc., Dallas.
Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.

WIP, Philadelphia

Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Crowell Pub. Co., New York (*Woman's Home Companion*), *sp*, every fourth Tuesday, thru Geyer, Cornell & Newell Inc., N. Y.
George D. Wetherill Co., Philadelphia (paint), daily *sa*, direct.

WMFJ, Daytona Beach, Fla.

Southern Brewing Co., Tampa, 7 weekly *sp*, direct.
Borg-Warner Corp., Milwaukee (Norge refrigerator), 3 daily *sa*, thru Cramer-Krasselt Co., Milwaukee.
Seybold Baking Co., Atlanta (bread), 6 weekly *sa*, thru Freitag Adv Agency Inc., Atlanta.

KSFO, San Francisco

Currier's Tablets Inc., Los Angeles (proprietary), weekly *t*, thru Hixson-O'Donnell Inc., Los Angeles.
Pacific Steamship Lines, Seattle (transportation), 7 weekly *sa*, thru Howard J. Ryan & Associates Inc. Seattle.

KJBS, San Francisco

Paramount Distributing Co., San Francisco (Celovision permanent wave), weekly *t*, thru Dake Adv Agency Inc., San Francisco.

KGO, San Francisco

Duff-Norton Mfg. Co., Pittsburgh (Duff-Norton Jacks), 2 weekly *ta* thru Walker & Downing, Pittsburgh

KOA, Denver

Cardinet Candy Co., Oakland (candy) weekly t, thru Tomaschke-Elliot Inc., Oakland.

KRE, Berkeley, Cal.

GallenKamp Stores Co., San Francisco (shoes), weekly *sp*, direct.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

HUDSON COAL Co., Scranton, Pa. (cone cleaned anthracite) on Sept. 20 starts *Landt Trio & White* and *Col. Jim Healey* on 11 NBC split stations, Sun., 2-2:30 p. m. Agency: Leighton & Nelson, Schenectady, N. Y.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Hotel & Crazy Water Fizz) on Sept. 2 starts *Inquiring Reporter* on 11 MBS stations (WOR, WSAI, WGR, CKLW, WFIL, WSM, WCAE, WGAR, WAAB, WRVA, WBAL), Mon., Wed., Fri., 1-1:15 p. m. Agency: Luckey Bowman Inc., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco, Kentucky Winners cigarettes), on April 19, 1937 starts 144 quarter-hour baseball resumes on 8 Yankee stations, daily except Sunday. Agency: Ruthrauff & Ryan Inc., N. Y.

PET MILK SALES Corp., St. Louis (canned milk) on Oct. 3 starts *Gus Haenschen's Orchestra* on 55 CBS stations, Saturdays, 9:30-10 p. m. Agency: Gardner Adv. Co., St. Louis.

H. J. HEINZ Co., Pittsburgh (canned food) on Sept. 2 starts *The Magazine of the Air*, on 58 CBS stations Mon., Wed., Fri., 11-11:30 p. m., with repeat at 3-3:30 p. m. Agency: Maxon Inc., Detroit.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious) on Oct. 4 starts Lutheran Hour on 13 MBS stations (WLW, CKLW, WBAL, WRVA, WGR, WAAB, WEAN, WCAE, WGAR, WICC, WTHT, WJJD, WSM), Sun., 1-1:30 p. m. Agency: Kelly & Stuhlman Inc., St. Louis.

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigar) on Sept. 27 starts *Smoke Dreams* on 5 MBS stations (WLW, WGN, CKLW, WGAR, WSM), Sun., 1:30-2 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

ALBERS BROS. MILLING Co., Seattle (cereal), on Sept. 29 starts for 13 weeks new program on 5 NBC-KPO Pacific Red stations, Tues., 9:30-10:00 P. M. (PST). Agency: Erwin Wasey & Co., Seattle.

CALIFORNIA RECREATION & CONSERVATION COUNCIL, Los Angeles (political), on Oct. 13 starts 16 programs of political talks on 2 NBC-KPO Pacific Red and 3 NBC-KGO Pacific Blue stations (schedule not arranged). Agency: Ray Davidson Adv. Agency, Los Angeles.

ASSOCIATED OIL Co. of Cal., San Francisco (gas & oil) on Sept. 26 starts for 13 weeks *Associated Football* on NBC-Pacific Red and Blue stations (schedules not arranged). Agency: Lord & Thomas, San Francisco.

GOODYEAR TIRE & RUBBER Co., Akron (tires & tubes) on Sept. 2 starts *Literary Digest Presidential Poll* on 60 NBC-Blue network stations, Mon., Wed., Fri., 7:15-7:30 p. m., repeat 7:45-8 p. m., repeat 11:15-11:30 p. m. Agency: Arthur Kudner Inc., N. Y.

STERLING PRODUCTS Inc., New York (proprietary) on Sept. 28 starts program on three Mutual stations, Mon. thru Fri., 2:30-2:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

LUDEN'S Inc., Reading, Pa. (cough drops) on Nov. 10 starts *Jimmie Fidler* on NBC-Red network, Thursdays, 10:30-10:45 p. m. Agency: J. M. Mathes Inc., N. Y.

DEMOCRATIC NATIONAL COMMITTEE, New York on Aug. 28 sponsored Senator Joe Robinson on 48 CBS stations, 10:45-11 p. m., keyed from Little Rock, Ark. thru Loomis & Hall Inc., Miami; on Sept. 14 sponsors Secretary Ickes on 7 CBS stations, 8-8:30 p. m. (MST), thru U. S. Adv. Corp., N. Y.

PENN TOBACCO Co., Wilkes-Barre (Kentucky Club Tobacco, Kentucky Winners Cigarettes), on Oct. 1 starts 165 participations in *Yankee Network News* Service, on 10 Yankee stations, Mon. thru Sat. evenings. Agency: Ruthrauff & Ryan Inc., N. Y.

TIDE WATER OIL SALES Corp., New York (Tydol, Veedol), on Oct. 1 starts 30 programs, Thurs., Fri., Sat., 6:30-6:45 p. m., on 12 Yankee stations; Thurs., *Eddie Casey's Football News*; Fri., *Eddie Casey's Predictions of Big Games*; Sat., *Eddie Casey's Football Resumes & Scores*. Agency: Lennen & Mitchell Inc., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 starts 56 participations in *Yankee Network News Service* on 10 Yankee stations, Tues., Thurs. evenings. Agency: Henri, Hurst & McDonald Inc., Chicago.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive Soap), on Aug. 17 started 10 participations in *Yankee Network News Service*, on 11 Yankee stations twice daily for five days. Agency: Benton & Bowles Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive Soap), on Aug. 24, started 15 participations in *Yankee Network News Service*, thrice weekly, on 11 Yankee stations. Agency: Benton & Bowles Inc., N. Y.

DAWSON'S BREWERY Inc., New Bedford, Mass. (Dawson's Ale), on Sept. 28 starts 156 participations in *Yankee Network News Service*, Mon., Wed., Fri., on 11 Yankee stations. Agency: Dowd & Ostreicher, Boston.

WEBSTER CIGAR Co., Philadelphia (Girard Cigars), on Sept. 27 starts 20 participations in *Yankee Network News Service*, Sat., Sun., on 9 Yankee stations. Agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

MENNEN Co., Newark (shaving cream), on Sept. 20 starts *Famous Jury Trials* on 4 Mutual stations, Mon., 10-10:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (soup) on Sept. 30 renews *Burns & Allen* on 60 CBS stations, Wed. 8-8:30 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

CAMPBELL SOUP Co., Camden, N. J. (tomato juice) on Oct. 2 renews *Hollywood Hotel* on 76 CBS stations, Fri., 9-10 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on Sept. 1 renews for 13 weeks *Good Morning Neighbor* on 12 CBS-Don Lee network stations, Tues., Fri., 10:15-10:30 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

STANDARD OIL Co. of Cal., San Francisco (gas & oil), on Oct. 1 renews for 52 weeks *Standard Symphony Hour* on 5 NBC-KPO Pacific Red stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

STANDARD OIL Co. of Cal., San Francisco (gas & oil), on Oct. 15 renews for 27 weeks *Standard School Broadcast* on 6 NBC-KPO Pacific Red stations; switches to 6 NBC-KGO Pacific Blue stations, April 29, 1937; Thurs., 11-11:45 a. m. (PST). Agency, McCann-Erickson Inc., San Francisco.

HORLICK MALTED MILK Corp., Racine, Wis. (malted milk), on Aug. 31 renewed for 52 weeks *Lum & Abner* on 13 NBC-Blue stations, Mondays through Fridays, 7:30-7:45 p. m. with repeat, except Thursdays, 11:15 p. m. Agency: Lord & Thomas, Chicago.



NOR CAN YOU
"BULLSEYE"
SALES IN
WESTERN
MONTANA
without

KGIR
BUTTE · MONTANA
Representatives
JOSEPH McGILLVRA · NEW YORK · CHICAGO
WALTER BIDDICK CO. · PACIFIC COAST

A SUCCESSFUL PROGRESSIVE INDEPENDENT REGIONAL STATION located in a major market wants the services of a radio salesman with an established record of success . . . one who has been and is now a producer. A man who can and will establish a selling record with us that can lead to his later appointment as Sales Manager. Do not reply unless your present sales record will stand investigation. An agreeable financial arrangement can be concluded with the right party. Your reply will be held in confidence. Our organization knows of this advertisement.

Address Box 542,
c/o BROADCASTING



STAR SCRIPTS!

OUR first program went on the air June 29. Twenty-two local and regional stations now are profitably broadcasting them.

The fact that this number of stations has seen the value of Star Programs proves the soundness of our service and the ideas behind it.

Daily rates are low
Scripts for one-man live production
"Star Chains" will put you on the map!
"Hitch Your Station to a Star"

STAR RADIO PROGRAMS
250 PARK AVENUE · NEW YORK CITY

One More—One More—One More—

AGENCIES AND REPRESENTATIVES

DON STILL, former manager of Campbell-Ewald Co., Los Angeles office, has been placed in charge of the newly-created public relations department of General Motors Corp., in Financial Center Bldg., San Francisco. Activities of his office embrace all the principal cities of the Pacific Coast area. Steven Arnett, who managed the Portland office of Campbell-Ewald Co., has been transferred to Los Angeles to take the post vacated by Still. R. W. Byrne, publicity director for the agency in Los Angeles, has been transferred to Portland as manager of that office.

WALTER A. WADE, of Wade Adv. Agency, Chicago, sailed on the S. S. *Washington* for London, Aug. 26. He will meet and confer with advertising executives and distributors in England and other European countries preparatory to starting sales and advertising campaigns abroad for Alka-Seltzer, including the use of radio. Mr. Wade will return on the S. S. *Berengaria* in late September.

S. S. MILLIKEN, formerly with the research department of Erwin, Wasey & Co., New York, has been named station relations man under Louis R. Amis, radio director. Innes Harris, the agency's director of publicity, has added the duties of production manager to his publicity work.

ELLA LEHR, known for several years as Ann Welcome, home economist of the *San Francisco Call-Bulletin*, and heard daily over NBC-KPO in that capacity, has joined Botsford, Constantine & Gardner Inc., that city, as copy writer and director of home economics.

AUSTIN PETERSON, writer-producer at KFRC, San Francisco, for more than two years, resigned Aug. 15 to join the radio production staff of Young & Rubicam Inc., Los Angeles. He will assist in producing the Fred Astaire show which Packard Motor Co. will sponsor on the NBC Red network starting Sept. 8.

EVERARD MEADE, assistant radio publicity director of Young & Rubicam Inc., New York, left Aug. 28 for Hollywood to handle publicity for the Fred Astaire-Packard program which starts Sept. 8 on NBC-Red.

HAROLD W. WADDELL has been named radio director of Stanley Kaye Adv. Agency, Cleveland.

ROLAND MARTINI, of Gardner Adv. Agency, St. Louis, arrived in Hollywood in late August to make arrangements to change the Marion Talley program on NBC for Ralston-Purina (Ry-Krisp) from a quarter-hour on Friday nights to a half-hour on Sundays, 5:00-5:30 p. m. (EDST) effective Sept. 6.

SELLERS SERVICE Inc., Chicago agency, has changed its name to Baggaley, Horton & Hoyt Inc., with personnel remaining the same.

MARK BUCKLEY, formerly in the advertising department of Standard Oil Co., San Francisco, has joined Lord & Thomas, that city, as account executive.

HERBERT S. RICHLAND, formerly manager of H. W. Kastor & Sons Adv. Co. Inc., New York office, has joined Peck Adv. Agency Inc., New York, as vice president.

HARRY W. CRULL, director of a number of national radio programs and once active in the theatrical circles, has joined Peck Adv. Agency, New York.

2192 paid 25c each to see
WJBY BARN DANCE
Sat. August 8
Positive Proof of Local Popularity
WJBY, Gadsden, Ala.

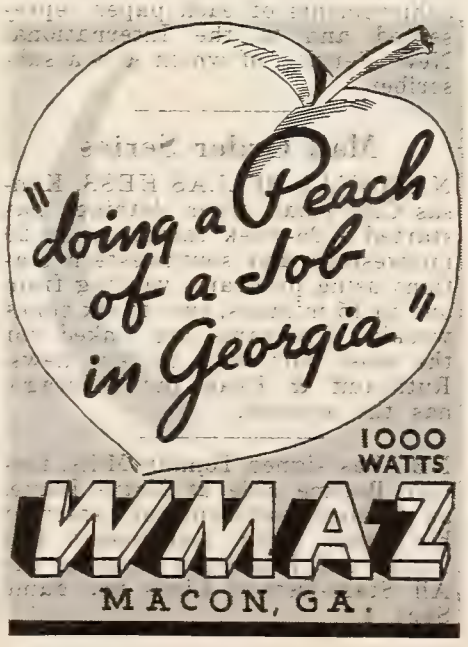


BIG JOB FOR "TINY"—For the last 12 years identified with radio, and recently head of his own production agency, Arthur W. (Tiny) Stowe on Aug. 15 became director of the radio department of Hays MacFarland & Co., Chicago agency. He started in radio as program director and announcer of KRLD, Dallas; went to the old Southwest Broadcasting System as general program director; to KSTP, St. Paul, as continuity chief; to WSM, Nashville, as production manager, and to WLS, Chicago, as assistant program director. He has created and directed such successes as *Gold Medal Minstrels, Broadway Cinderella* and *Aladdin Hayloft Dramas*.

WALTER HOLDEN, with Hays MacFarland & Co., Chicago agency, and later with Hanff-Metzger, Chicago, and the sales force of WJJD, Chicago, has joined Craig & Hollingberry, Chicago, station representatives.

EXPORT BROADCASTING SERVICE, 285 Madison Ave., New York, representing foreign radio stations in the American field and headed by A. Alexander and F. A. Weitzel, has contracted to represent HP5K, *La Voz de la Victor*, at Colon, Panama.

A SECOND applicant for a new station in Pittsfield, Mass., seeking 250 watts daytime on 930 kc., is Lawrence K. Miller, publisher of the *Berkshire Eagle*. Previously Harold Thomas, operator of WATR, Waterbury, had applied for a full time local there on 1310 kc.



Abe Lyman Starts Action Against WGES, Chicago, For Use of Recordings

ABE LYMAN, orchestra leader, in conjunction with the National Association of Performing Artists, filed suit the week of Aug. 17 in Chicago Supreme Court against WGES, Chicago, to restrain the station from broadcasting Abe Lyman recordings. The plaintiff alleges the station has used his recordings without his permission.

That NAPA intends to file test cases in various parts of the country is evident. It is understood that suits will be started against a number of stations on the West Coast in the near future. NAPA is attempting to establish a court precedent that recording artists have a property right in their recordings and that no station may broadcast them without permission of the artist. It is expected that if this contention is upheld by the courts NAPA will charge a fee for the rights to recordings made by member artists.

Two cases before the New York Supreme Court have been postponed to later dates. WNEW's case was to be heard Aug. 29, and the WHN injunction proceedings to be heard Sept. 2. Maurice Speiser and A. Walter Socolow, Mr. Speiser's associate, are counsel for NAPA.

ENTERING their eighth year under the sponsorship of Pepsodent, *Amos 'n' Andy* were the subjects of speeches of tribute by Lenox R. Lohr, NBC president and Walter Huston, the actor, during their Aug. 19 anniversary program.

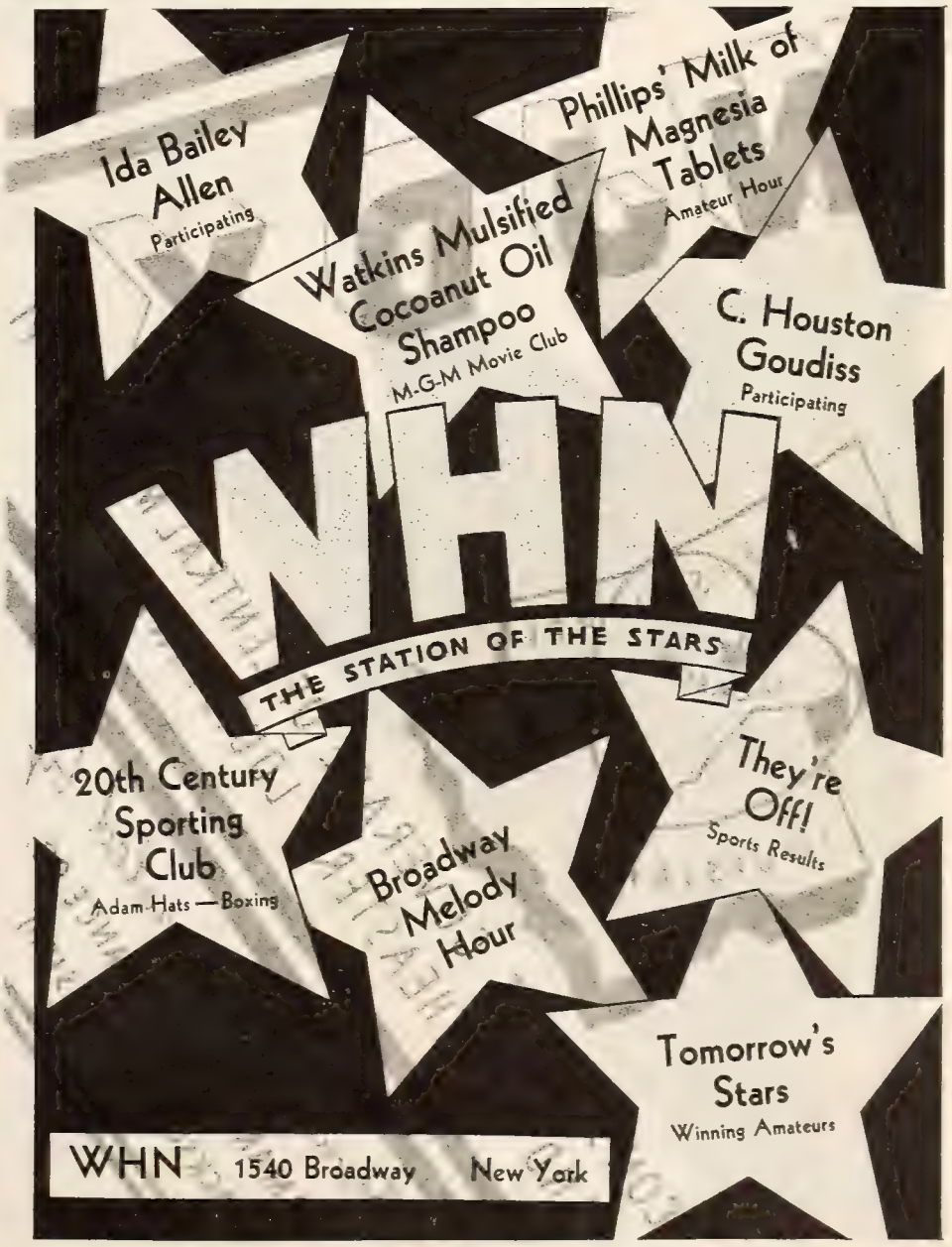
Artists Seek to Restrain KFWB's Use of Records

IN THE FIRST attempt in the West to halt legally the playing of phonograph recordings by stations, the American Society of Recording Artist filed suit in Hollywood Aug. 20 to restrain KFWB from using the recordings of its members. Also joined was the Smiling Frankie Gordon Clothing Co., KFWB advertiser sponsoring a recorded series.

The Society, unlike the National Association of Performing Artists, which has filed several suits in the East, seeks to license stations for performance of records of its members in a manner comparable to that of the music copyright groups. The injunction papers were signed by Al Jolson, as president of ASRA, who, incidentally, is under contract for motion pictures to Warner Bros., which owns KFWB. The action was filed by Leonard Meyberg, Hollywood attorney of law firm of Hazard & Reina. No damages were asked.

Pabst Baseball on WMCA

PREMIER-PABST SALES Corp., Chicago (Pabst Blue Ribbon beer) on Aug. 24 took over sponsorship of *Today's Baseball* resumes on WMCA, New York, previously sponsored by Rival Shoes. Pabst sponsors the program Monday, Wednesday, Friday, 7-7:15 p. m., until the end of the World Series, with Wynn Cooper dramatizing home games. If no games are scheduled for either of these teams an important out-of-town game is reenacted. Account placed by Morris-Schenker Roth Inc., Chicago.



Transamerican Appoints Jaeger Vice President to Direct Chicago Office



Mr. Jaeger

ELECTION of C. P. Jaeger as vice president of Transamerican & Television Corp., in charge of the Chicago office, was announced Aug. 28 by John L. Clark, president of the company. Simultaneously, Mr. Clark announced that Frederic Stead, former member of the New York sales staff of NBC, has joined the New York offices.



Mr. Stead

Mr. Jaeger was a partner in the station representation firm of Reiter & Jaeger, of Chicago, which firm was absorbed by Transamerican in July. He entered the radio field in 1935, after having been with the *Chicago Tribune*, Archer King Inc., Mack & Klaner Inc. and the Webb Publishing Co. zMr. Stead entered radio three years ago after 14 years in the bond business in New York and Cincinnati. In radio he has handled numerous national accounts, both network and spot. With Transamerican he will be contact man with advertising agencies.

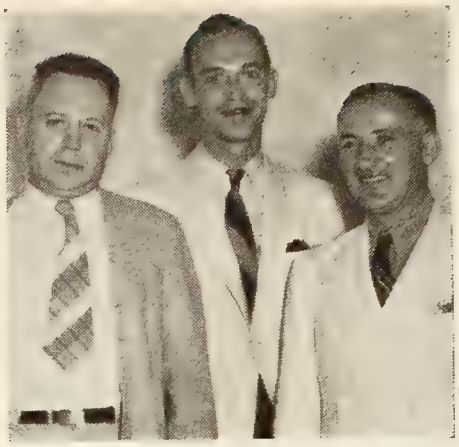
FINANCE SESSION
To Be Held in Auditorium of WSM on Sept. 14

TO SELL financial advertisers radio advertising in a radio atmosphere, WSM, Nashville, will play both landlord and entertainer to the Financial Advertisers Association during its 21st annual convention in Nashville Sept. 14-17. WSM's air-conditioned auditorium studio will be used for the meetings, having a seating capacity of 500.

A production show for the convention will be staged and broadcast for the delegates, under the direction of Ed. M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., owners of the station. The program will be designed to sell the financial advertising men on the value of radio as a medium serving their own peculiar needs.

New ABC Rate Card

AFFILIATED Broadcasting Co., the midwest network headed by Samuel Insull, last month issued a new rate card, which includes the addition of WROK, Rockford, Ill., and WGRC, New Albany, Ind., as regular ABC outlets. WJJD, Chicago, is shown as an optional outlet, and WDGY, Minneapolis, is deleted from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 5:30 p. m. (CST) has been moved forward a half-hour to 6 p. m. (CST).



WFBM CEREMONY—Taking part in the tribute to Ken Ellington, WFBM news commentator (center), were Myron Green, of the local C. of C. (left) and Barry Faris, head of International News Service.

NEWSCAST TRIBUTE
Indianapolis Press Takes Part In WFBM Ceremony

TYPICAL of the growing importance of news by radio was the tribute paid to WFBM, Indianapolis, and to Ken Ellington, the station's news commentator. On Aug. 15 Mr. Ellington celebrated his 2000th appearance as news commentator for the station.

But not until the station began to prepare for some sort of suitable celebration did they learn just how essential to their program schedule were their news broadcasts. There are three newspapers in Indianapolis; a morning daily, the *Star*, and two evening papers, the *News* and the *Times*. On the day of the 2000th broadcast each paper sent a representative to WFBM to take part in the celebration and each of the three daytime programs was dedicated to one of the papers. From the *Star* came B. F. Lawrence, general manager. The *News* sent Stephen C. Noland, its editor-in-chief. The *Times* was represented by John W. Thompson, amusements and radio editor.

Then, on his major broadcast at 10 that night, Mr. Ellington welcomed as his guests Myron Green, commissioner for the Indianapolis Chamber of Commerce, and Barry Faris, head of the International News Service, who had flown from New York to take part.

WFBM received tributes from all for its presentation of world news. For its part, the station devoted a part of each news period on this day to the history and achievements of each paper represented and to the International News Service, of which it is a subscriber.

Mail Order Series

NATIONAL BELLAS HESS, Kansas City (mail order clothing) has started a 26-week campaign on 20 midwestern and southwestern stations using programs varying from one to 15 minutes, two to six times weekly. Programs are linked for the most part with current news. Ruthrauff & Ryan Inc., Chicago, has the account.

NBC has signed Tommy Mills, former Rockne aide at Notre Dame, as football commentator, starting his duties with Announcers Hal Totten and Bill Stern covering the All Stars-Detroit Lions pro game Sept. 1.

Woolley Is Named As WWJ Manager



Mr. Woolley

EFFECTIVE on the eve of the formal inauguration of its new million dollar studio and transmitter plant Sept. 16, WWJ, Detroit, will be managed by Easton C. Woolley, now with the NBC station relations department in New York. Mr. Woolley's appointment was announced by the *Detroit News*, operator of the station, Aug. 27 simultaneously with disclosures in New York that several changes were being made in the NBC staff.

Mr. Woolley will bear the title of station manager under William J. Scripps, now acting manager, and son of the president of the newspaper company. Mr. Scripps will have beneral supervision over the newspapers' broadcasting and shortwave activities, bearing the title of director of radio. No other staff changes at WWJ are immediately contemplated, Harry Bannister continuing as commercial director, but the expanded plant may lead to increased personnel later.

NBC Promotes Wailes



Mr. Wailes

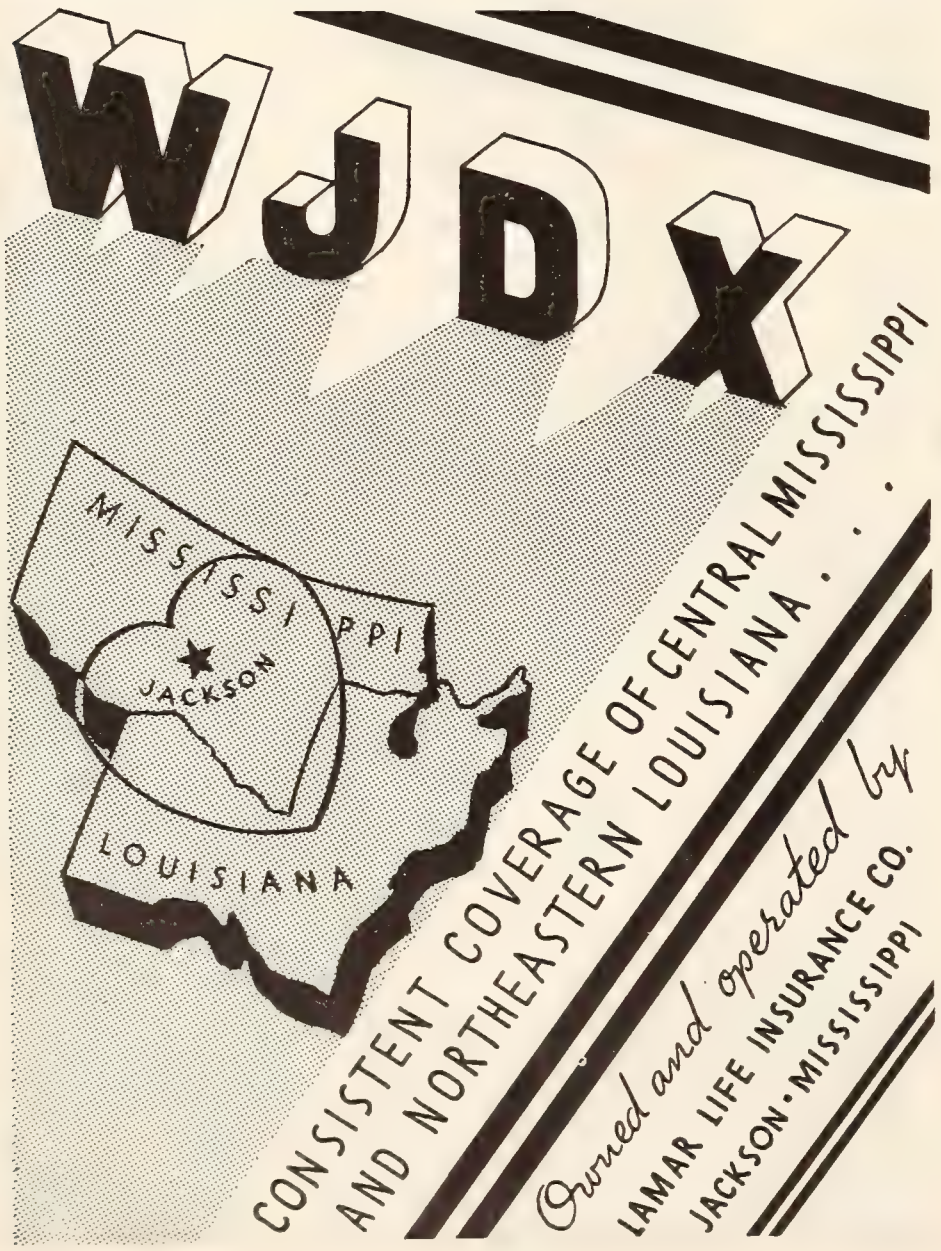
IN NEW YORK it was announced that Lee B. Wailes, assistant to Hugh M. Beville Jr., NBC chief statistician, on Sept. 8 will be promoted to assistant to William S. Hedges, general manager of NBC's owned and operated stations. John H. Norton Jr., Mr. Hedge's present assistant, is shifted to the station relations staff under Reginald M. Brophy. Other additions to the station relations staff may be made in view of Mr. Woolley's resignation and the vanacy created several months ago when Edward Zimmerman left that staff to join the Barton interests in Arkansas.

Barry E. Rumple, head of the NBC Chicago statistical department, will be transferred from New York Sept. 15 to become assistant to Mr. Beville, succeeding Mr. Wailes. Carl Doty, of the New York statistical staff, will be transferred to Chicago to take Mr. Rumple's place.

Mr. Woolley, a native of Los Angeles, is a graduate of the University of Utah and a postgraduate of Columbia and New York Universities. He has been with NBC since 1931, having lived abroad for four years after finishing his college work in 1925. Mr. Wailes, a graduate of Northwestern University, joined NBC in 1931 after being in a banking house in New York.

WATL Partners Separate

DISSOLUTION of the partnership of S. A. Cisler and J. W. Woodruff in the ownership of WATL, Atlanta 100-watter, was disclosed when the Atlanta Broadcasting Co. applied to the FCC for authority for voluntary assignment of Mr. Cisler's stock to Mr. Woodruff at an unrevealed figure. Mr. Woodruff also owns WGPC Albany, Ga., and is 50% owner of WRBL, Columbus, Ga.



KGBX

SPRINGFIELD, MO.

Joins The

National Broadcasting Co.

Network

SEPTEMBER 1

★

As a member of the NBC Southwestern Group, KGBX, located in one of Missouri's chief markets, will deliver your NBC Network program to a large, established, able-to-buy, audience. During daytime hours, KWTO, 5,000 watt sister station, can be used in lieu of, or jointly with, KGBX by NBC Network advertisers.

KGBX-KWTO affiliated with the "Missouri Triangle" which includes KCMO, Kansas City, Missouri, and WTMV, East St. Louis.

KGBX — **500 Watts** — **1230 Kc.**

KWTO — **5000 Watts** — **560 Kc.**

LESTER E. COX
Executive Manager

•

RALPH FOSTER
General Manager

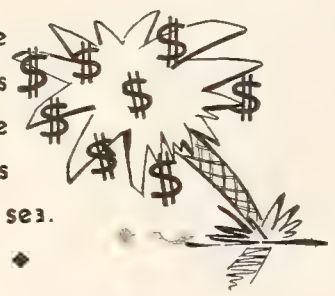
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ARTHUR JOHNSON
Business Manager

Auto Radio Ban Opposed

AN ORDINANCE introduced in Milwaukee city council to prohibit auto radios brought opposition from Milwaukee dealers and the Radio Manufacturers Association, resulting in postponement until October. If revived or reintroduced it will meet further opposition. The ordinance would make operation (not installation) of radio sets in cars a misdemeanor, with fine of $1 to $25, and also would forbid PA systems on vehicles. The ordinance was backed by the Milwaukee police department.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Good Night

AN INTERNATIONAL sign-off in six languages has been devised for KFI, Los Angeles, by Harrison Holliway, manager. Because the station receives so much mail from foreign countries — especially Europe and Japan, but even as far away as South Africa — Holliway decided to internationalize the midnight signoff. Accordingly Chief Announcer Tom Hanlon and staff are busily engaged in learning how to say "good night" in French, German, Italian, Spanish, Russian and Japanese.

RMA at FCC Hearing

TO MAKE recommendations for the prevention of interference and the establishment of practicable standards of receiver selectivity and fidelity, the Radio Manufacturers Association will be represented at the Oct. 5 reallocation hearings before the FCC in Washington. The RMA engineering division arranged a meeting in New York recently to prepare for the hearings under the chairmanship of Dr. W. R. G. Baker, chairman.

APPLICATION for a new 1,000-watt daytime station in Providence, R. I., on 720 kc., the clear channel occupied by WGN, Chicago, was filed Aug. 21 by Bay State Broadcasting Corp., headed by John Shepard 3d.

NBC FALL PREMIERES

(Continued from page 7)

Sept. 6

F. W. Fitch Co., Des Moines (shampoo), renews *Sunset Dreams*, Sun., 7:45-8 p. m., repeat at 11 p. m. (Red). Agency: L. W. Ramsey Co., Davenport, Ia.

Andrew Jergens Co., Cincinnati (lotion), *Walter Winchell*, Sun., 9-9:15 p. m. (Blue). Agency: Lennen & Mitchell Inc., N. Y.

Ralston-Purina Co., St. Louis (Ry-Krisp), changes *Ry-Krisp Presents Marion Talley* from Fri., 10 p. m. to Sun., 5-5:30 p. m. (Red); on Oct. 4 renews program. Agency: Gardner Adv. Co., St. Louis.

Sept. 8

Packard Motor Car Co., Detroit (autos) starts *Fred Astaire, Johnny Green Orchestra*, Tues., 9:30-10 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Sept. 13

General Motors Corp., Detroit (institutional), *General Motors Concerts*, Sun., 10-11 p. m. (Red). Agency: Campbell-Ewald Co. of New York, N. Y.

American Radiator Co., New York, renews *Fireside Recitals*, 7:30-7:45 p. m. (Red). Agency: Blaker Adv. Agency, N. Y.

Sept. 14

Sterling Products Inc., New York (Dr. Lyons toothpowder), *How to Be Charming*, Mon., Wed., Fri., 11:30-11:45 a. m. (Red). Agency: Blackett-Sample-Hummert Inc., N. Y.

American Home Products Co., New York, probably *Mrs. Wiggs of the Cabbage Patch* for Anacin, Mon. thru Fri., 10-10:15 a. m.; 10:15-10:30 a. m. for Outdoor Girl and/or Kissproof; 10:30-10:45 a. m. for Kolynos toothpaste; repeat 1:15-2 p. m. (Red). Agency: Blackett-Sample-Hummert Inc., N. Y.

International Cellucotton Products Co., Chicago (Kleenex), *Story of Mary Marlin*, Mon. thru Fri., 12:15-12:30 p. m. (Red). Agency: Lord & Thomas, Chicago.

Sept. 15

General Shoe Corp., Nashville (Jarman shoes), *dance orchestras*, Tues., 10:30-11 p. m. (Blue). Agency: C. P. Clark Inc., Nashville.

Sept. 19

G. Washington Coffee Refining Co., Morris Plains, N. J., *Prof. Quiz*, 7:30-8 p. m. (mixed Red and Blue). Agency: Cecil, Warwick & Cecil Inc., N. Y.

Sept. 20

Standard Brands Inc., (Chase & Sanborn coffee), *new feature*, Sun., 8-9 p. m. (Red). Agency: J. Walter Thompson Co., N. Y.

Hudson Coal Co., Scranton, Pa., *music, commentator*, Sun., 2-2:30 p. m. (split network). Agency: Leighton & Nelson, Schenectady, N. Y.

Sept. 27

International Silver Co., Meridan, Conn., *musical series*, Sun., 4:30-5 p. m. (Red). Agency: N. W. Ayer & Son Inc., N. Y.

Sept. 28

General Foods Corp., New York (Sanka coffee), *Helen Hayes*, Mon., 8-8:30 p. m. (Blue). Agency: Young & Rubicam Inc., N. Y.

Sept. 29

General Foods Corp., New York (Log Cabin syrup), *Log Cabin Bar Z Ranch*, Tues., 8-8:30 p. m. (Blue). Agency: Benton & Bowles Inc., N. Y.

Oct. 2

National Biscuit Co., New York, *unannounced program*, Fridays, 9:30-10 p. m. (Blue). Agency: McCann-Erickson Inc., N. Y.

Pacific Coast Borax Co., New York (20 Mule Team Borax), renews *Death Valley Days*, switches Thurs. to Fri., 8:30-9 p. m. (Blue). Agency: McCann-Erickson Inc.

Oct. 4

Campana Sales Corp., Batavia, Ill. (Dreskin), *Grand Hotel*, Sun., 3:30-4 p. m. (Red). Agency: Aubrey, Moore & Wallace Inc., Chicago.

General Foods Corp., New York (Minute Tapioca), *unannounced program*, Sun., 5:30-6 p. m., (Blue). Agency: Young & Rubicam Inc., N. Y.

Standard Brands Inc., New York (Fleischmann's Yeast for Bread), *Believe-It-Or-Not Ripley*, Sun., 7:30-8 p. m. (Blue). Agency: J. Walter Thompson Co.

Real Silk Hosiery Mills Inc., Indianapolis, *unannounced program*, Sundays, 9-9:30, p. m. (Blue). Agency: Leo J. Burnett Co.

Oct. 5

Wasey Products Inc., New York (Barbasol), *Singin' Sam*, Mon., 10-10:15 p. m. (Blue). Agency: Erwin, Wasey & Co. Inc., N. Y.

William R. Warner & Co., New York (Sloan's liniment), *20,000 Years in Sing Sing*, Mon., 9:30-10 p. m. (Blue). Agency: Cecil, Warwick & Cecil Inc., N. Y.

Oct. 6

Modern Food Process Co., Philadelphia (Thrivo dog food), *unannounced program*, Tues., 4:30-4:45 p. m. (Blue). Agency: Clements Co., Philadelphia.

Oct. 7

Bristol-Myers Co., New York (Ipana, Sal Hepatica), *Fred Allen in Town Hall Tonight*, Wed., 9-10 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Oct. 17

Sealtest Laboratories Inc., New York (National Dairy subsidiary), *variety hour*, Sat., 8-9 p. m. (Red). Agency: N. W. Ayer & Son Inc., N. Y. (agency of record).

General Foods Corp., New York (Jello), early in October returns *Jack Benny*, Sun., 7-7:30 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Firestone Tire & Rubber Co., Akron, early in November returns *Richard Crooks and Margaret Speaks in Firestone Concerts*, Mon., 8:30-9 p. m. (Red). Agency: Sweeney & James Co., Cleveland.

Nov. 10

Luden's Inc., Reading, Pa. (cough drops), *Jimmy Fidler*, Thurs., 10:30-10:45 a. m. (Red). Agency: J. M. Mathes Inc., N. Y.

CBS FALL PREMIERES

(Continued from page 7)

Sept. 20

Texas Co., New York (petroleum products), *Eddie Cantor*, Sundays, 8:30-9 p. m., repeat at 11 p. m. Agency: Hanff-Metzger Inc., N. Y.

Ford Motor Co., Detroit (motor cars) *Ford Sunday Evening Hour*, Sun., 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Vick Chemical Co., New York (Vick's nose drops, etc.), *Nelson Eddy, Josef Pasternack's orchestra*, Sun., 8-8:30 p. m. Agency: Morse International Inc., N. Y.

Sept. 28

Cudahy Packing Co., Chicago (Old Dutch cleanser), *Bachelor's Children*, Mon. through Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham Inc.

Sept. 29

Knox Gelatine Co., Johnstown, N. Y. (dessert), *Sisters of the Skillet*, Tues. Thurs., 11:15-11:30 a. m. Agency: Federal Adv. Agency, N. Y.

Oct. 3

Elgin National Watch Co., Chicag (watches), *Kay Kyser's Orchestra, sport commentator*, Sat. 8:30-9 p. m. Agency J. Walter Thompson Co., Chicago.

Nash Motor Co., Kenosha, Wis. (motor cars), *Floyd Gibbons, Vincent Lopez' Orchestra, guests*, Sat., 9-9:30 p. m Agency: J. Walter Thompson Co., Chicag

Pet Milk Sales Corp., St. Louis (canned milk), *Gus Haenschen's orchestra*, Sat 9:30-10 p. m. Agency: Gardner Adv Agency Inc., St. Louis.

Oct. 4

R. B. Davis Co., Hoboken, N. J. (Cocomalt), *Joe Penner*, Sun., 6-6:30 p. m Agency: Ruthrauff & Ryan Inc., N. Y.

Beneficial Management Co., New Yor (personal loans), *musical program*, Sun 5-5:30 p. m. Agency: Albert Frank Guenther Law Inc., N. Y.

Oct. 5

Lehn & Fink Inc., New York (Lysol *Dr. Allan Roy Dafoe*, Mon., Wed., Fr 11:45-12 noon. Agency: Lennen & Mitchell Inc., N. Y.

Lehn & Fink Inc., New York (Pebeo toothpaste), *Between the Bookends*, Mon thru Fri., 12-12:15 noon. Agency: Lennen & Mitchell Inc., N. Y.

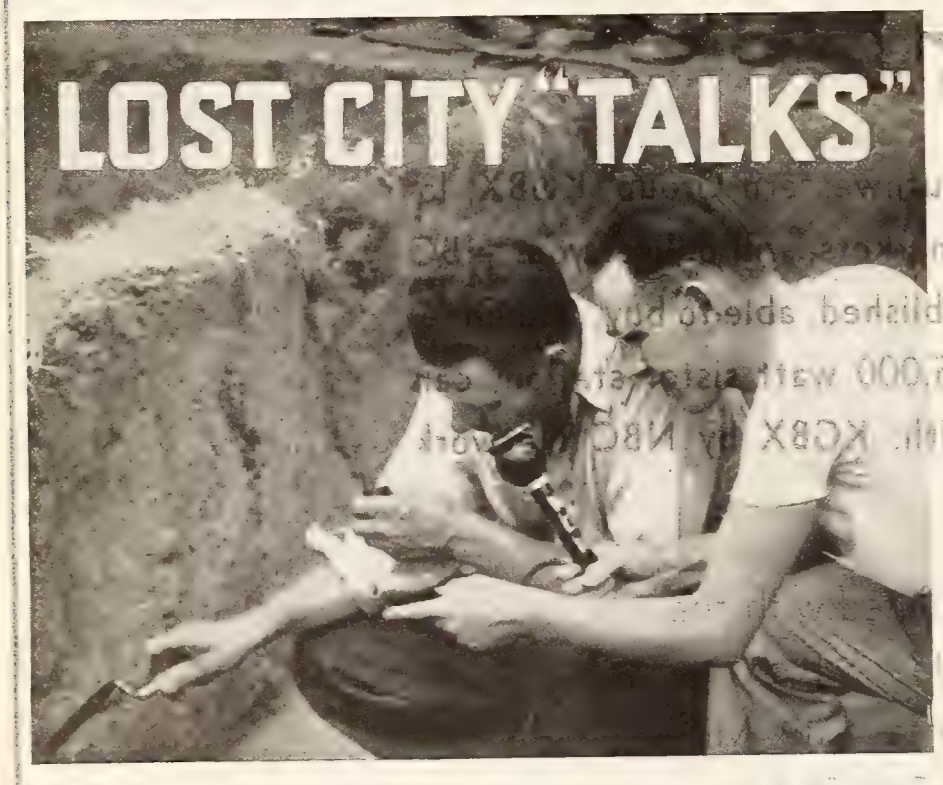
Lehn & Fink Inc., New York (Hin Honey & Almond Cream), *The Gumps* Mon., thru Fri., 12:15-12:30 p. m. Agenc William Esty & Co., N. Y.

Oct. 17

Carborundum Co., Niagara Falls, N. (abrasives), *The Carborundum Band*, Sa 7:30-8 p. m. Agency: Batten, Barton Durstine & Osborn Inc., N. Y.

Oct. 18

Chevrolet Motor Co., Detroit (mot cars), *Rubinoff and His Violin and othe* Sun., 6:30-7 p. m. Agency: Campbell Ewald Co., Inc., Detroit.



WOW
OMAHA
"Covers the Nation's Bread Basket"
590 Kilo 5000 Watts
John Gillin Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ALWAYS AHEAD OF THE PARADE!

★ Photo shows Dr. Earl H. Bell, Director of the Nebraska University of Archeological Survey, explaining to Foster May, Special Events Director of WOW, the findings of the survey at Lynch, Nebraska.

This interview of radio man with scientist originated over WOW at 5:00 P. M., Eastern Daylight Saving Time, Friday, July 24th, for the red network of National Broadcasting Co.

ON THE N.B.C. RED NETWORK

Visible Sidewalk Studios Feature
WNOX
New Five Story Headquarters
★ ★ ★
WNOX
KNOXVILLE, TENNESSEE

Facsimile in the Broadcast Band

(*Continued from page 8*)

e original regulations. However, is provision may be inserted in rtain licenses. Where it does not pear, it will mean that notice d hearing must be given before anges, thus protecting invest- nts made by stations and experi- nters.

The two additional frequency oups for relay broadcast sta- ns were provided because it de- loped that the higher frequen- s are in greatest demand. Rec- ds show that 127 of the licensed lay broadcast stations are on the gher bands as against only 55 the lower. The new groups are ,100, 34,600, 37,600, 40,600 and ,900, 39,100, 39,300, 39,500.

Apropos of international broad- st stations, or stations licensed r transmission of broadcast pro- ams for international public re- ption, the FCC also heeded the a of the stations engaged in ese services with respect to dual nouncement of call letters. hereas the original rule pre- ibed that each call was to be nounced separately, and that e experimental call was not to announced over the regular oadcast station which might be erated in conjunction with the ternational station, and vice rsa, the revised rule prescribes at the call of the regular station n go out on the international equency. The experimental call, wever, cannot be used in combi- tion with the regular call on the oadcast channel. In such fashion is felt that it will be possible the FCC to check any inter- ence which may be caused and sign it to one station or the ner.

In allotting the 2000-2100 kc. nd for experimental television, e FCC revised its original plan which it had proposed to restrict television to high-definition nsmission on the ultra-highs. rdue University made the ongest plea for retention of low- finition transmission on the ound that only on these channels uld rural coverage be possible. e FCC adopted this language in signing the band for television: 'A licensee of a television station Group A (2000-2100) shall ry forward a comprehensive ogram of experimentation to de- mine the secondary or rural erage of the station, and shall tably locate receiving equipment d other apparatus, and shall ke the necessary measurements determine the quality and char- eristics of the secondary or sky- ve service area. Television nsmission only will be author- d in this band, and each license l authorize the entire band. No al broadcast will be authorized rein."

National Television Inc., of New rk, claiming a method of nar- v-band television transmission, o was authorized to conduct cer- n experiments in this band, but v has petitioned the FCC for a ular license in it.

In the experimental broadcast field, the regulations were liberalized insofar as the provisions for procurement of licenses are concerned. The original provision was that the applicant have a program of research and development which could *not* be successfully carried on by any of the other classes of stations, while the new one adds the language "or is distinctive from those classes."

Special broadcast stations, or those operating in the range 1500 to 1600 kc., are described as a subdivision of regular stations, subject to the same rules except for additional requirements on technical research. In other words, they are regarded as a class of stations in the same fashion as regionals, clears or locals.

The most important clarifications of language relate to provisions governing commercial announcements of experimental stations, but which specify that no monetary return may be received therefrom. One of these revised provisions, typical of all others in language, structure and policy enunciated, reads:

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trademark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Tolerance tables covering the operating frequency of stations in the ultra-high ranges were revised so that relay broadcast stations operating in the band 31,100-41,400 kc. and above shall maintain a tolerance of 0.05% above 10 watts, as against the original requirement of 0.1%. Another change was that the frequency monitor shall be designed and constructed to determine the operating frequency within one-half of the allowed tolerance, whereas formerly it was the same as the allowed tolerance.



EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

SELL ALL SOUTH CAROLINA

5000 WATTS · WIS · 560 KILOCYCLES

G. RICHARD SHAFTO, MANAGER · COLUMBIA · FREE, JOHNS & FIELD, INC., NAT'L REPRESENTATIVES

Sterling Products Books Two Big Spot Campaigns

STERLING PRODUCTS Inc., New York, in September and October will undertake two big spot campaigns on American and Canadian stations, using WBS recordings. Starting Sept. 14, for its Haley's M-O, Phillips Toothpaste and Danderine, the company for 39 weeks will carry the *Way Down East* programs five times weekly on WOR, WNAC, WCAE, WHK, WJR, WGN, WFBM, WBEN, KSTP, KWK, WHO, WDAF, WSAI, WTIC and an unselected Philadelphia station.

Starting Oct. 5, for its aspirin product, the *Old Dr. Jim* 15-minute dramatic transcriptions will be placed three times weekly on daytime periods on the following nine Canadian stations: CFCN, CJCA, CFJC, CJOR, CKY, CHNS, CKCW, CRCT and CFQC. In addition, Sterling has bought a half hour musical made up from the World Library Service on CKAC, Montreal, and a similar program made up from NBC Thesaurus on CHRC, Quebec. Blackett-Sample-Hummert Inc., New York, is handling both accounts.

Canada Dry Campaign

CANADA DRY GINGER ALE Inc., New York (Sparkling water & ginger ale) on Aug. 24 started a series of one-minute transcription announcements, twice daily, six days a week, on a small number of stations. Recordings are by RCA Victor. The campaign will be enlarged during the next few weeks. J. M. Mathes Inc., New York, is the agency.

STEPHANO Bros., Philadelphia (Marvel cigarettes) will start test programs on WBBM, Chicago, and WEEI, Boston, the week of Sept. 30. The Boston program will feature Jay Wesley in a series of football talks on Wednesday, Friday and Saturday nights. On WBBM the schedule is not definitely set but will be a sports broadcast. Aitken-Kynett Co., Philadelphia, has the account.

ROBERT F. SCHULZ, commercial manager of WDAY, Fargo, N. D., has been named general manager of WMIN, new St. Paul local to begin operation late this month, according to an announcement Aug. 25 by Edward Hoffman, licensee. Charles Irving for the last two years with WTCN, Minneapolis, becomes production manager, and Glen E. Martin, staff engineer of WDAY, will be chief engineer.

BEST BY TEST

Now You Be The Judge

100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

STEEL CUTTING NEEDLES FOR ACETATE.

Playback Needles for all Transcriptions.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

Dist. by H. W. ACTON CO. 370 7th Ave. New York City



Send for Samples

Census Bureau Replies to NAB

(Continued from page 12)

stations doing 3.6% of total business. These estimates were based upon ratios established from figures reported by stations with similar power, total revenue, affiliation, and location. The NAB cannot logically use this estimated breakdown of 3.6% of station volume as an explanation of its attempt to label Census data as erroneous.

The NAB Figures

NOW WHAT methods have been used by the NAB? Naturally the association must depend upon the sample method. There is nothing wrong with this method—in fact it is most excellent if the sample is well selected and figures projected from an accurate base. The NAB states that the stations making up its sample did about 40% of the total 1935 business. No statement is made concerning what percentage of the total number of stations is included. It is probable, however, that much less than 40% of the total number is included in the sample.

Neither is reference made to the character of the sample. Is it representative in respect to power, affiliation with networks, location both as to region and size of community, size as measured by total revenue, age, and tie-in with newspapers? How is the sample projected to obtain a total figure? These and other questions must be answered before any thinking person will accept a total figure based upon a sample as being more nearly accurate of the entire industry than data reported by the entire industry.

The NAB statement will hardly stand up under even a casual analysis. It, in essence, states that NAB figures are accurate because the network and national and regional non-network figures agree with Census data, therefore Census figures on local advertising are incorrect because they do not agree with NAB figures.

The NAB does not stop with this superb bit of reasoning, but goes on to explain, in essence, that the managers of the stations reporting to the NAB know more about the local and non-local business done by those stations not reporting than the managers or auditors of the non-reporting stations know about their own business. But the meticulous efforts of the NAB for accuracy go even further. The NAB does not even depend on the classifications reported by its own select group of stations. Quoting from the NAB statement —"The original classifications made by the reporting stations . . . are carefully checked by experts prior to tabulation and compilation."

In view of this quotation it may be asked just how an association expert in Washington would classify the Magnolia Candy Co., or the Wolf & Sheep Clothing Co. account reported by some Texas or Oregon station. Would the expert know more about whether these companies distributed their products in more than one trading area than would the manager of the station carrying the accounts?

It is difficult to explain the position taken by the NAB. The Bureau of the Census has attempted to work in close harmony with the representatives of the NAB. A representative of the NAB who is thoroughly familiar with the sample method used by the association has been consulted on several occasions by Bureau officials. Other NAB representatives have been asked to advise and criticise Census procedure. The only adverse criticism ever openly offered by any of these representatives was that contained in the statement it recently issued [BROADCASTING, Aug. 15].

The NAB statement must have been made and released unthinkingly. Surely the officials of an association representing a great industry must be interested in obtaining as nearly accurate figures for their industry as possible. I their own methods of collecting and reporting data are erroneou they will undoubtedly seek way of detecting the character and ex tent of such errors. If the Bureau of the Census can help in locatin their errors surely the Bureau wil be requested to lend its facilitie and personnel for such a worth purpose.

The NAB might take advantag of the suggestion made by Burea officials previous to the release o Census broadcasting data, relativ to the testing of the representa tiveness of the NAB sample. It i again suggested that the NA might submit to the Bureau of th Census the names of the station and the actual figures included i the sample used as a basis fo estimating the 1935 time sales c all broadcast stations.

It might then request a tabula tion of the actual figures thes same stations reported to the Bu reau. If the two sets of figure are in general agreement for a breakdowns of revenue it woul establish the character and exte of the error in the NAB projecte totals. It would further provi a basis whereby the NAB cou correct its methods of reportir and admirably serve the industr with approximately accurate da for those periods intervening b tween Census years.

The Census of Broadcasting h been built upon the idea of collec ing complete and accurate data f the broadcasting industry. It undoubtedly the desire of NA officials to make every availab use of material that would he them in serving Association me bers more effectively. It wou thus seem most important to t broadcasting industry to have t NAB cooperate most fully wi the Bureau of the Census.

WBS Disc Schedules

(Continued from page 8)

J. A. Folger & Co., Kansas City (coffee) on Sept. 20 will renew *Judy & Jane* discs on 20 stations five days a week for 40 weeks. Blackett-Sample-Hummert Inc., is agency.

Mid-Continent Petroleum Co., Tulsa, on Sept. 28 starts 78 WBS quarter-hour discs on 22 stations in the West and Midwest. They are titled *Diamond City News.* R. J. Potts & Co., Kansas City, is the agency.

Independent Grocers Alliance Distributing Co., Chicago (IGA brands) is planning a five-weekly quarter-hour script transcription series titled *Girl in a Million* as a test campaign. Charles Daniel Frey Co., Chicago, places the account.

B. Kuppenheimer & Co., Chicago (clothing) is cutting a series of 13 quarter-hour WBS transcriptions to be placed on 25 stations starting Sept. 15 by local dealers, who would be required to pay for the time.

Wander Co., Chicago (Ovaltine) will transcribe *Little Orphan Annie* for a 40-week campaign, five days a week, on an unselected list of stations. Blackett-Sample-Hummert Inc., Chicago, is agency.

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's Glo-Coat), will return *Tom Powers* to the air on WOR, Newark, Sept. 24, Thursdays, 5-5:30 p. m. Last season the program was a quarter-hour program on WEAF. Needham, Lewis & Brorby Inc., Chicago, placed the account.

CRYSTALS

★ Low Temperature Coefficient for the Broadcast Band

★ Mounted in Isolantite adjustable Air Gap holder

★ Approved by the Federal Communications Commission

Freq. drift less than 4 Cps/°C./Meg. ____ **$35.00**

Freq. drift less than 2 Cps/°C./Meg. ____ **$40.00**

Actual Frequency Drift Curve furnished upon request.

AMERICAN PIEZO SUPPLY COMPANY

Sunny Slope Sta. P.O. Box 6026

KANSAS CITY, MO.

Continental on Discs

CONTINENTAL OIL Co., Pon City, Okla., on Sept. 27 starts campaign of 13 weekly Carve Wells transcriptions on 30 s tions. Recordings are by Je Grombach Inc., New York. S tions are KGNC, WBAL, KG WFAA, KOA, WHO, WDA KFAB, KLRA, WTMJ, WC WKY, KTAR, WRVA, KSL, KMC KHQ, KVOO, KFH, KOB, KGF KFYR, KIDO, KDFN, KTS KFBB, KPRC, WTAR, WDBJ a a Chicago station. Tracy-Loc Dawson Inc., Dallas-New York, agency.

Asks 1570 in Denver

REV. S. H. PATTERSON, who July sold KVOR, Colorado Sprir Col., to the operators of WKY, lahoma City, and KLZ, Den for a reported sum of $80,(subject to FCC approval [BRC CASTING Aug. 1] on Aug. 28 plied to the FCC for authority erect a new 1,000-watt statior Denver to operate in the high fi ity 1500-1600 kc. band on the 1 kc. frequency.

No Doubtful drug accounts

Just Clean merchandising a

1000 Watts 1260 Kc. **KGVO** Misso Monta

Columbia Broadcasting System Affil

IN THE ONTROL ROOM

E. BURRELL, chief engineer of JBS, San Francisco, and KQW, n Jose, Cal., for the last four years, s resigned to join KYOS, Merced, l., in a similar capacity. He will stall and operate the high-fidelity CA and Western Electric equipment r the new 250-watt station now ing erected at Merced. Dan Wil- ms, technical director at KQW for e last seven years, assumes the post chief engineer of that station and JBS, and will be headquartered in n Francisco.

AMES MIDDLEBROOKS, of the BS engineering department, has en assigned to WEEI, Boston, to pervise installation of the new 5 . Western Electric transmitter and rectional antenna. Next he will go WKRC, Cincinnati, where equip- ent of the same make and wattage ll be installed, but the same an- na system will be retained. WKRC also building new and larger stu- os in the Hotel Alms, Cincinnati, hich necessitates the acquisition of re floor space in the building.

OHN T. ROSE, president of the stitute of Radio Service Men, has lled the convention of his organi- tion in the Pennsylvania Hotel, w York, during the New York Ra- Trade Show which opens Sept. 18.

ICHARD K. BEAUCHAMP, of e engineering staff of KSL, Salt ke City, is one of the partners with e Peryatel brothers, radio service n, applying to the FCC Aug. 20 a new 100-watt station on 1210 in Raton, N. M.

LIFF TODD has been promoted to ief engineer of WNAX, Yankton, D. Other members of the techni- staff are Wilson Leeman, Maurice tchell and Myron Lowry.

AMES E. LEWIS, of Tyler, Tex., s joined the technical staff of HEF, Kosciusko, Miss., replacing . B. Cox, who resigned to enter port radio work.

ENNETH SHERMAN, engineer of GAR, Cleveland, seriously injured an auto accident, is out of the spital and is convalescing at home. alter Widlar is handling his shift.

EE PETROFF, formerly with re- ding studios in Detroit, has joined OOD, Grand Rapids, in the control om.

ENE BOWES, sound technician in e NBC San Francisco studios on g. 9 became the father of a boy, ter David.

ECIL LYNCH, formerly operator- nouncer at KTRB, Modesto, Cal., t San Francisco Aug. 28, aboard e liner *Lurline* for Honolulu, where will join KGMB in a similar acity.

ILLIAM W. PAUL, formerly in promotional department of The porium, San Francisco department re, has joined the sales staff of chna Corp., broadcasting and sound ipment manufacturers in that city.

SEPH E. BAUDINO, plant man- r of WBZ-WBZA, Boston-Spring- d, who recently exchanged places h Dwight Myer, plant manager of KA, Pittsburgh, was given a fare- ll dinner Aug. 15 by Boston asso- tes, with 45 persons paying hom- . Mr. Baudino was presented a of engineering books with Mrs. udino receiving a table.

STANLEY CARPENTER, of the WOR, Newark, development and research engineering staff, has resigned to become design engineer of a Toledo firm making electronic devices.

C. W. THATCHER, of the Affiliated Broadcasting Co. engineering staff, Chicago, is the father of a girl born Aug. 8.

R. B. MOON, formerly assistant chief engineer of WHIO, Dayton, has resigned.

Atlantic Refining on CBS

ATLANTIC REFINING Co., Philadelphia, will wind up its Thursday night CBS series, replacing it with a new program, *Atlantic Sportscast*, with Ted Husing, on 33 CBS stations, starting Sept. 29, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p. m. After Nov. 3 the Tuesday period will be discontinued. The program, signed for 52 weeks, will cover football during the grid season and presumably other sports thereafter. N. W. Ayer & Son Inc., New York, is agency. [For Atlantic Refining spot football business and other football sponsorship see page 13.]

Cardinet Net and Spots

CARDINET CANDY Co., Oakland, Cal. (Baffle Bar & Night Editor candy bars), on Sept. 6, after being off the air for the summer, resumes its sponsorship of *Night Editor*, weekly dramatic series, with Hal Burdick as narrator, on 5 NBC-KPO Pacific Red stations. Program, which has been on the NBC-KPO network for three years, will be heard Sundays, 8:15-8:30 p. m. (PST) for 13 weeks. Cardinet Candy Co., starting the week of Sept. 15 will use quarter-hour transcriptions of the series, cut by Titan Productions Inc., San Francisco, on KOA, Denver; KSL, Salt Lake City; KTSA, San Antonio; KRLD, Dallas; KTRH, Houston, and KWK, St. Louis. Series is for 13 weeks and hour selected directed to the adult market. Agency is Tomaschke-Elliott Inc., Oakland. Wallace Elliott is account executive in charge.

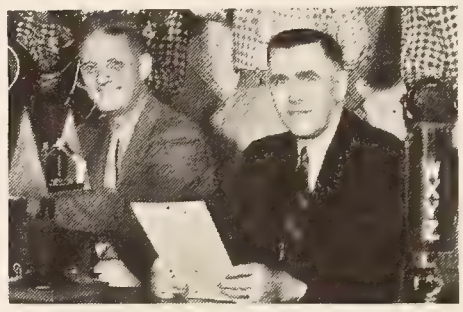
SPOTLITES

5 MINUTE DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

FORD IN MICHIGAN
Dealers Resume Sponsorship Of Farm Program



FORD DEALERS of Michigan have contracted to resume sponsorship of the *Farm Market Reporter* program over WXYZ, Detroit, and the Michigan Network, starting Aug. 31. The program started last winter under the same sponsorship and was continued as a sustainer during the summer. It is heard Mondays through Fridays, 12:15-12:30 p. m.

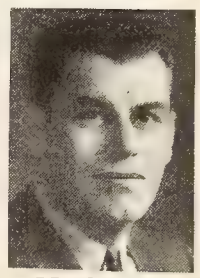
Harold True (left), news broadcaster, introduces George Boutell, commentator. During the Michigan State Fair the program will emanate from the Ford Building and will be followed by a 45-minute variety program.

Meyer Manager of KLZ; Meyerson to Oklahoma



Mr. Meyerson

APPOINTMENT of F. W. Meyer as manager of KLZ, Denver, and the return of J. I. Meyerson, who relinquishes that post, to Oklahoma City in a newly-established executive position, was announced Aug. 26 by Edgar T. Bell, general manager of the Oklahoma Publishing Co., operating KLZ and WKY, Oklahoma City, and publishers of the *Oklahoman* and *Times* and the *Farmer-Stockman*. The canges are effective Oct. 1.



Mr. Meyer

Mr. Meyerson, formerly advertising manager of the newspapers, was transferred to Denver a year ago to reorganize and rebuild KLZ, after its purchase by the Oklahoma Publishing Co. in Aug., 1935. Since the change, KLZ's studios have been remodelled, and a new 5,000 watt transmitter installed. The station is a CBS outlet.

Mr. Meyerson upon returning to Oklahoma City, will take over a newly established position as coordinator of all sales and promotional activities of the newspapers and of the two broadcasting stations. Mr. Meyer, a pioneer in radio in the West, has been commercial manager of KLZ since its inception, and was one of the principals of the Reynolds Radio Co., former owners of the station.

C. GUY SHEPARD, mayor of Durango, Col., and operator of KIUP, in that city, has applied to the FCC for authority to sell that station to a group of about a dozen local business men, including himself, organized as the San Juan Broadcasting Co.

Network Programs By Popularity Are Shown in Survey

Trends of Audience Preference Analyzed in Crossley Study

POPULARITY of sponsored network programs from October, 1935, to April, 1936, is shown by the Cooperative Analysis of Broadcasting (Crossley Reports), coincidental survey sponsored by the Association of National Advertisers. Ratings of 100 programs by income groups are given, being based on 226,000 interviews.

Most popular program during the survey period was the *Major Bowes Amateur Hour*, sponsored on NBC-Red by Standard Brands Inc., for Chase & Sanborn coffee and placed by J. Walter Thompson Co. *Jack Benny*, for General Foods Corp. (Jell-O) through Young & Rubicam Inc., on NBC-Blue, ranked second followed by *Fred Allen*, sponsored on NBC-Red by Bristol-Myers Co. (Ipana, Sal Hepatica), also through Young & Rubicam. In fourth place was *Rudy Vallee's Variety Hour*, on NBC-Red under sponsorship of Standard Brands Inc. (Fleischmann's yeast), handled by J. Walter Thompson Co. Ranking fifth was *Maxwell House Showboat* for General Foods Corp., on NBC-Red and handled by Benton & Bowles Inc.

The sixth ranking program was *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp. on NBC-Red, another J. Walter Thompson Co. account. Campbell Soup Co.'s *George Burns & Gracie Allen* series on CBS placed seventh, with F. Wallis Armstrong Co. as agency. Gulf Refining Co., with its *Phil Baker* series on CBS, ranked eighth, it being another Young & Rubicam account. The Ripley *Believe It Or Not* series on NBC-Blue, sponsored by Standard Brands Inc. for Fleischmann's bread yeast and placed by J. Walter Thompson Co., attained ninth place, followed by Campbell Soup Co's *Hollywood Hotel* on CBS, serviced by F. Wallis Armstrong Co.

Types of Programs

AN ANALYSIS of the Crossley reports shows that in the evening, hour programs are most popular, followed by quarter-hour series broadcast four or five times a week. In third place are evening half-hour series, followed by quarter-hour programs broadcast two or three times a week.

Daytime quarter-hour programs broadcast four or five times a week had a greater audience than evening quarter-hours broadcast only once a week, it was shown. Also presented were analyses of program likes by regions.

A tabulation of 920 hours of commercial network time by program types revealed that quarter-hour serial dramas occupied the most evening time, followed by musical reviews, dance music, variety programs, one-time dramas and personality programs. By popularity, the program types ranked in this order: Amateur, variety, personalities, operettas, news, dance music. Classical programs are in eleventh place.

NORMAN BROKENSHIRE, former NBC and CBS announcer who has been out of radio for several years, on Aug. 31 joined the staff of WINS, New York.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

Sponsored Burial

WHEF, Kosciusko, Miss., recently broadcast twice daily from the "grave" where a "live burial" stunt was staged, the local NEHI bottling branch and a theatre sponsoring the programs. A crystal microphone was lowered into the "grave" so the "corpse" could describe his confinement.

Van Heusen on WEAF

PHILLIPS-JONES Corp., New York (Van Heusen collars and shirts), on Aug. 24 started to sponsor Gilbert Seldes, the author and journalist, in a new series of programs on WEAF, New York, three nights weekly. He previously had an NBC sustaining program entitled *You*. Peck Adv. Agency Inc., New York, placed the account.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

EQUIPMENT

TECHNA Corp., new San Francisco firm engaged in the designing and manufacturing of broadcasting, public address and recording equipment, held open house Aug. 26 for the general public and trade to inspect the plant located at 926 Howard St., that city. Robert B. Walder is president of the organization. Directors and Earl L. Miller, Sydney S. Clark and Arnold L. North. Jack Ellis is advertising and promotion manager.

BRUSH DEVELOPMENT Co., Cleveland, announces an internal spring mounting in its new BR2S microphone. It is said to make external mounting ring or rubber stand shock absorber unnecessary. It is formed by fastening springs to opposite sides of the unit of sound cells, and pieces of felt on the other two sides.

PRESTO RECORDING Corp., New York, announces issuance of a circular describing its new Compac Model D Recorder, an instantaneous recorder for schools and colleges.

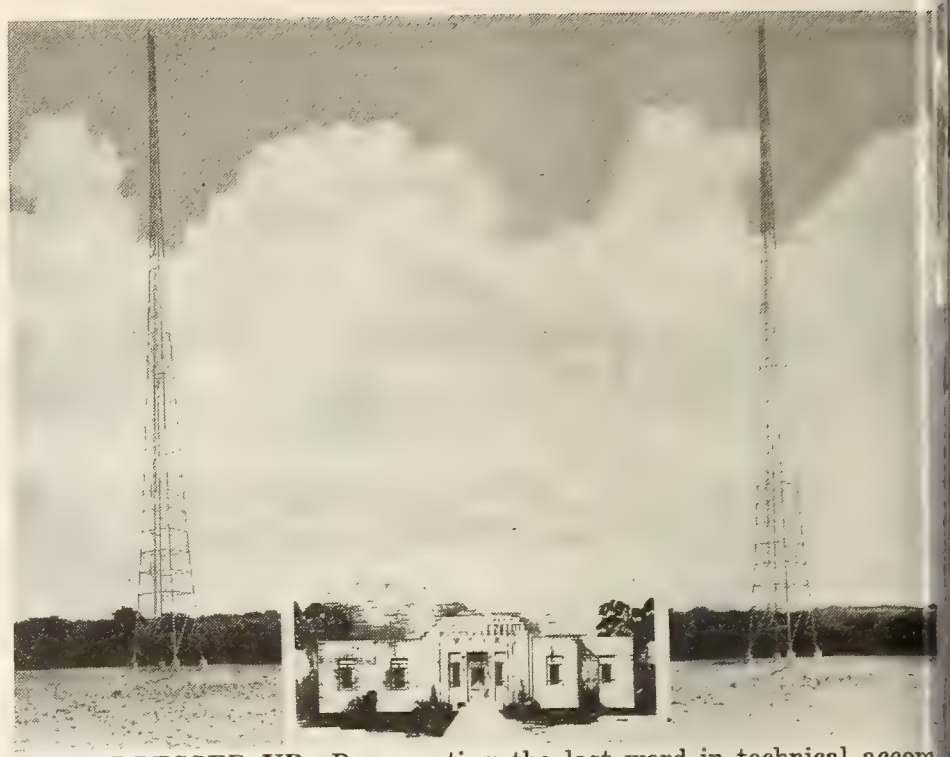
WNAX, Yankton, S. D., has installed new Western Electric speech input equipment. Studios, announcer's booth and operators' room have been remodeled, including Johns-Manville soundproofing. A new transmitter building has been erected at the site of the new Blaw-Knox 450-foot vertical radiator.

WEBSTER Co., Chicago, announces its catalog No. 736 describing synchronized sound systems for public address. Portable and fixed systems as well as a line of accessories are described in detail. A new 60-watt amplifier, Model 4P-60 using the 6L6 tube is announced, among other new items.

WPTF, Raleigh, N. C., has added another complete RCA remote unit in anticipation of an intensive remote schedule this autumn. Included will be football, dance, tobacco market and legislative pickups as well as the routine special-events programs. Velocity microphones will be used on remotes.

WTAG, Worcester, Mass., is installing a directional radiating system, together with a new transmitter building, pursuant to FCC authority to increase its power to 1,000 watts on 580 kc. An array of three Blaw-Knox towers is being installed to suppress its signals toward Charleston, W. Va. and Boston. The new plant will include a 1,000 watt RCA transmitter recently purchased, and operation from the new location will begin about Nov. 1. Approximately $80,000 is being expended.

WDRC, Hartford, has acquired a Hammond electric organ. A six-foot baffle board has been installed to pick up the sound. The organ was placed in service Aug. 31.



WSYR DRESSED UP—Representing the last word in technical accomplishment as well as architectural modernity, this new transmitting plant of WSYR, Syracuse, is being erected at a cost of about $50,000. Authorized to increase its power four-fold to 1,000 watts day and night, the station expects to be on the air with its new facilities the latter part of this month.

Located on a 30-acre tract just within the Syracuse city limits, the new plant includes a 1,000 watt RCA transmitter; two International Stacy steel self-supporting vertical radiators, and a specially designed ground system expected to intensify the ground waves. The building of modernistic design with ornamental face brick walls and concrete foundations, also accommodates living quarters for staff engineers. It was designed by Lockwood Greene Engineers Inc., designing engineers and architects of Rockefeller Center, New York.

The location and the directional radiating system were selected by Paul F. Godley, consulting radio engineer. Installation is being supervised by Howard C. Barth, general manager of WSYR. The facilities also will be used by WSYU, time-sharing station on the same channel operated by Central New York Broadcasting Corp., owners of WSYR for the exclusive use of Syracuse University.

CONSTRUCTION began Aug. 13 on the new 640-foot vertical radiator of WJZ at Bound Brook, N. J., which NBC expects to have operating in time for its tenth anniversary Nov. 15. The 50,000 watt transmitter will be constructed to go readily to 500,000 watts if the FCC grants the NBC's pending application for this power. RCA equipment is being installed throughout.

AMPERITE Corp., New York, announces a new velocity microphone, Model RBHn, said to give studio type reproduction at unusually high outputs. It is designed to eliminate cavity resonance and has triple shielding to prevent pickup of any stray field. Mechanical vibration is eliminated by shock absorption at two points. A new cable plug has a positive locking device to permit disconnecting at the microphone. The microphone is obtainable with either low or high impedance outputs, in gunmetal or chrome finish. It is streamlined and compact in design.

GENERAL RADIO Co., Cambridge, Mass., claims low battery drain for its new Type 814-A amplifier, a general purpose instrument with 2-volt pentodes which operates from small dry cells. It is resistance capacitance coupled, with a range from 18 to 10,000 cycles.

WKRC, Cincinnati, has ordered a new 5 kw. Western Electric transmitter to be in operation by late autumn. Frank Dierringer, WKRC chief engineer, will supervise installation.

WNAC, Boston, recently put its new 5 kw. Western Electric transmitter in operation, using 5 kw. in the daytime and 1 kw. nights. Other Yankee stations installing new transmitters all 1 kw., are WEAN, Providence WSAR, Fall River and WTAG, Worcester. The latter are to be in operation in October.

WADC, Akron, on Aug. 12 increased its power to 5,000 watts daytime, using Western Electric speech and transmitting equipment, as well as Truscon 365-foot half-wave vertical radiator. With its new power set-up WADC will increase its field intensity strength approximately 42%. Studios are maintained in Akron, Canton and Tallmadge.

WKZO, Kalamazoo, Mich., has purchased a Western Electric transmitter to be ready for operation in early September. The installation is the first in a series of improvements to be completed within the next two months including a vertical radiator and new studio equipment.

Vapex Transcriptions

E. FOUGERA & Co., New York (Vapex) during the week of Oct. 11 will launch a series of five-minute RCA-Victor transcriptions over nine stations as far west as Dallas, to be heard once weekly for nine weeks. WOKO, WNAC, WLW, WTAM, WFAA, WJR, KFI, KGO and WLW comprise the list. Small Kleppner & Seiffer Inc., New York is the agency.

APPROVED BY F. C. C.
TRU-AXIS LOW DRIFT CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 CPS/Degree C./per Megacycle and tested for this drift over a 50° C. range.

Fully mounted in precision Isolantite air-gap holder.



$42.50

FREQUENCY MEASUREMENTS
ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION



Over 125 commercial stations subscribe regularly to this important service.

Single measurements ..... $1.75 each
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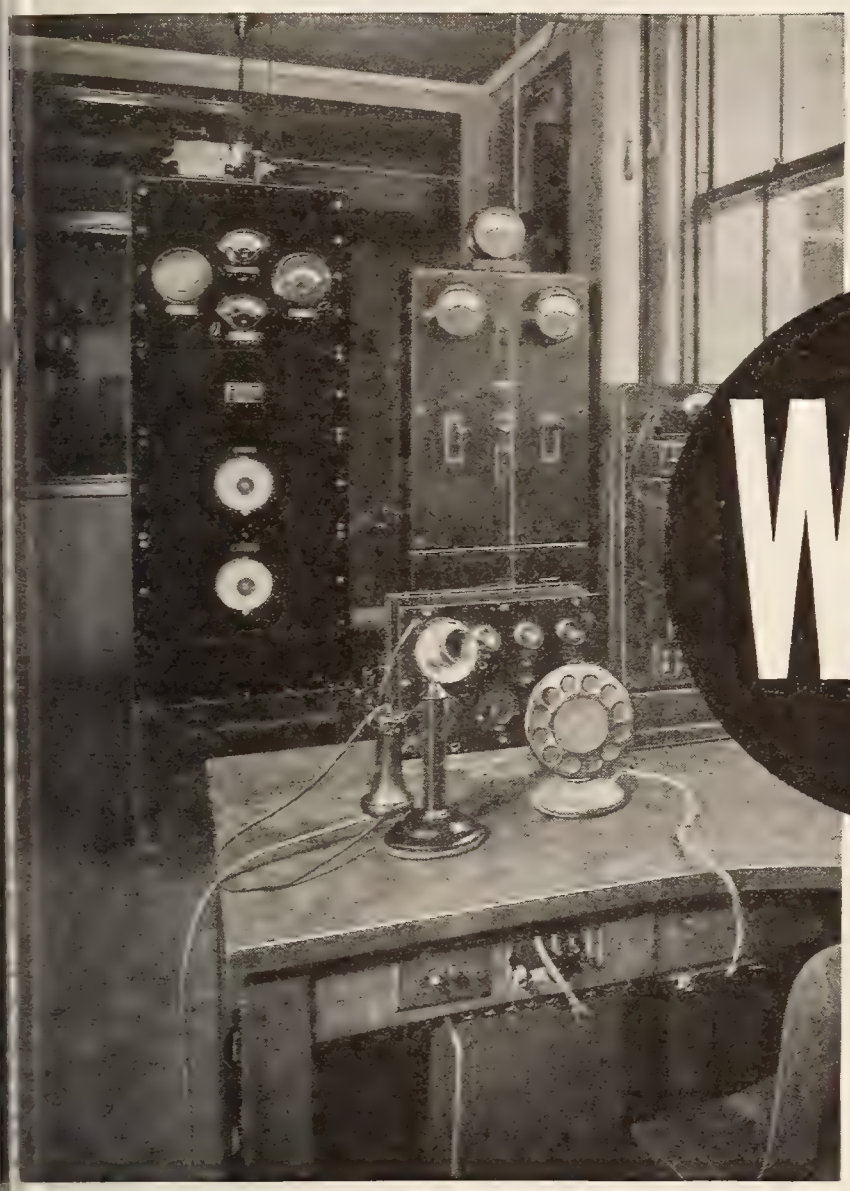
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 Baltimore Avenue — RADIO CONSULTING ENGINEERS — Kansas City, Missouri

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

WOL
FIRST among local stations in the United States in Total Business.
Washington, D. C.

16 years' success together!

1920—WWJ's first Western Electric Transmitter



1936—WWJ's new Western Electric 5 KW Transmitter



WWJ...always a leader...always Western Electric equipped

The "Detroit News" Station WWJ and Western Electric, both leaders in broadcasting, have continued together since the early pioneering days in 1920. Then WWJ installed the first radio transmitter Western Electric ever sold.

Now WWJ broadcasts from its own magnificent new studio building. The new 5 KW transmitter, complete station and studio equipment—including 26 non-directional microphones—are all Western Electric.

For full details, write the distributors: Graybar Electric, Graybar Building, New York, N. Y., or telephone Graybar's nearest branch. In Canada: Northern Electric Co., Ltd.

Western Electric

ADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 14 TO AUGUST 29, INCLUSIVE

Decisions . . .

AUGUST 14

Rule 229 amended by adding following frequencies for experimental broadcast: 38,900, 39,100, 39,300, 39,500, 39,700, 39,900, 40,800, 41,400. Rules governing stations to be assigned to these frequencies will be promulgated.

AUGUST 18

SET FOR HEARING — KJR, Seattle, CP new equip., increase to 10 kw; reconsidered grant of petition by George W. Young, license WDGY, asking Commission to return to National Battery Brdcstg. Co. one of two pending applic. CP new station St. Paul, and directed applic. B4-P-1160 be set for hearing with B4-P-1143.

APPLICATION DISMISSED — KMTR, Los Angeles, reconsidered action Aug. 27, 1935, setting renewal applic. for hearing and granted regular renewal.

ORAL ARGUMENT GRANTED—WOL, Washington, rescinded grant for WOL move trans., change 1310 to 1230 kc, increase 100 w to 1 kw unltd. directional, and directed oral argument Sept. 10.

AUGUST 19

NEW, Central Brdcstg. Co., Eau Claire, Wis.—Granted applic. CP 1050 kc 250 w D, rescinding action of July 2 denying the applic.

AUGUST 25

WEST, Easton, Pa. — Extension temp. auth. Simul.-WKBO spec. hours.

WMT, Cedar Rapids, Ia.—Modif. CP re equip.

WDAE, Tampa, Fla.—Granted petition withdraw applic. modif. license without prejudice.

WJDX, Jackson, Miss.—Granted petition intervene applic. Magnolia Brdcstg. Co., Jackson.

WKBB, E. Dubuque, Ill.—Granted petition intervene applic. Telegraph Herald, Dubuque.

WMCA, New York—Hearing ordered on previous grant of 1 kw.

APPLICATION DENIED — WKEU, Griffin, Ga., denied temp. auth. spec. hours.

Examiners' Reports . . .

WCBD, Waukegan, Ill.—Examiner Hill recommended (I-280) that applic. transfer control to Gene T. Dyer, E. M. Ringwald, L. E. Moulds and W. F. Moss be granted; that applic. modif. license to designate Chicago studio as main studio be granted.

KRNT, Des Moines—Examiner Hill recommended (I-281) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.—Examiner Bramhall recommended (I-282) that applic. CP 1370 kc 250 w D be denied.

NEW, Gomer Thomas, Bellingham, Wash.—Examiner Bramhall recommended (I-283) that applic. CP 1420 kc 100 w unltd. be denied.

NEW, Wike & Studebaker, Baker, Ore. —Examiner Bramhall recommended (I-284) that applic. CP 1370 kc 100 w 250 w LS unltd. be granted if KUJ is granted change from 1370 to 1250 kc.

Applications . . .

AUGUST 15

NEW, Lawrence K. Miller, Pittsfield, Mass.—CP 930 kc 250 w D.

KRMD, Shreveport, La. — CP change equip., antenna, increase D to 250 w.

WRR, Dallas—Auth. use KVPA trans. as aux.

WAPO, Chattanooga — Modif. CP as modif. new station 1420 kc 100 w D, to further request change to 1200 kc 100 w 250 w D unltd., move studio.

WEOA, Evansville, Ind.—CP 100 w 250 w D, change equip.

KFEQ, St. Joseph, Mo.—CP new trans., antenna, move trans. locally.

WCBS, Springfield, Ill. — CP change equip., vert. antenna, move trans. locally.

KFJM, Grand Forks, N. D.—Modif. CP change equip., freq., power to ask approval vertical antenna, move trans. locally.

AUGUST 18

WADC, Akron—License for CP increase power.

KPLT, Paris, Tex.—Modif. CP change equip., antenna.

KCMC, Texarkana, Ark. — CP new trans., vertical antenna.

KFRO, Longview, Tex. — CP change equip., increase 100 to 250 w.

KOIL, Omaha—Modif. license move studio Council Bluffs to Omaha.

NEW, Arthur H. Croghan, Minneapolis —CP 1310 kc 100 w D.

KPPC, Pasadena—CP change equip.

AUGUST 19

KGU, Honolulu—CP change equip.

WORL, Boston—CP directional, increase 500 w to 1 kw, change D to unltd.

WXYZ, Detroit—Modif. license to King-Trendle Brdcstg. Corp.

WASH-WOOD, Grand Rapids—Same.

WDAE, Tampa—License for CP change equip., increase power.

NEW, Radio Enterprises, R. Lacy & J. R. Curtis, Lufkin, Tex.—CP 1310 kc 100 w D.

NEW, H. W. Wilson, Ben Farmer, Wilson, N. C.—CP 1310 kc 100 w D.

NEW, Paul B. McEvoy, pub. Hobart Democrat-Chief, Hobart, Okla. — CP 1420 kc 100 w unltd.

WOWO, Fort Wayne—Modif. license to Westinghouse Radio Stations Inc.

AUGUST 21

NEW, Bay State Brdcstg. Corp., Providence, R. I.—CP 720 kc 1 kw ltd.

NEW, Texhoma Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd.

NEW, William Avera Wynne, Wilson, N. C.—CP 1110 kc 100 w D.

WHBL, Sheboygan, Wis.—CP new trans., change 250 w to 250 w N 1 kw D.

WIBU, Poynette, Wis.—CP new trans.

NEW, W. E. Whitmore, Hobbs, N. M. —CP 1210 kc 100 w unltd., amended to 1500 kc, D only.

KHUB, Watsonville, Cal. — Modif. CP new station asking vertical antenna, approval trans. site.

AUGUST 22

WAWZ, Zarephath, N. J. — Modif. license increase 500 w N 1 kw D to 1 kw N & D.

WAAB, Boston — Modif. CP change equip,. for new trans.

NEW, Waldo Abbot, Anne Arbor, Mich. —CP 1570 kc 1 kw unltd., amended to 1550 kc.

NEW, Statistical Research Laboratories Inc., Cleveland—CP 1200 kc 100 w N 250 w D unltd.

New, Seaboard Investment Co. Inc., Montgomery, Ala.—CP 610 kc 500 w N 1 kw D unltd., amended to 250 w N 500 w D.

WDAH, El Paso — Modif. license to use KTSM trans.

KPDN, Pampa, Tex. — Vol. assign. license from Pampa Daily News Inc., to R. C. Hoiles.

KWK, St. Louis — License for CP a modif. new equip., move trans.

KUOA, Fayetteville, Ark.—Modif. licens move main studio to John Brown Univ, Siloam Springs, Ark.

NEW, John R. & Joe L. Peryatel an Richard K. Beauchamp, Raton, N. M.— CP 1210 kc 100 w unltd.

AUGUST 26

WABY, Albany, N. Y.—CP new trans. increase to 100 w N 250 w D, move trans. amended re equip. and omit increase I power.

WKRC, Cincinnati — Modif. CP ne equip., increase to 1 kw N directional, kw D, subject agreement WOSU, furthe equip. changes.

WMBC, Detroit — Modif. CP furthe changes equip.

NEW, Knoxville Journal Brdcstg. Co Knoxville—CP 1200 kc 100 w N 250 D unltd.

WEBC, Superior, Wis. — Modif. licens move studio.

WSBT, South Bend, Ind.—CP new tran

KVL, Seattle—CP change equip., chang 1370 to 1070 kc, 100 to 250 w, Sh-KRK to D, amended to 1270 kc unltd. 250 vertical antenna, move trans., continge KOL being granted change from 1270 k

KFVD, Los Angeles—CP change equip directional antenna, increase 250 w to kw, ltd. to unltd., amended to ltd.

KJBS, San Francisco—CP new antenn change 1070 to 1080 kc, move studi trans., amended to omit freq. change.

AUGUST 29

WHAS, Louisville—Vol. assign licen to Louisville Times Co.

NEW, Science Surveys Inc., Cleveland CP 880 kc 1 kw N 5 kw D unltd., dire tional N.

WLMU, Middlesboro, Ky.—Modif. CP 100 w N 250 w D.

WATL, Atlanta—Vol. assign license J. W. Woodruff, d/b Atlanta Brdcstg C

WSGN, Birmingham—CP new trans.

WRDW, Augusta, Ga.—CP move tran install vertical antenna.

WNBR, Memphis—CP new trans., a tenna.

KARK, Little Rock, Ark.—Modif. new trans., vertical antenna.

WHBB, Selma, Ala.—Modif. license to unltd.

NEW, Walter H. McGenty, Rice Lal Wis.—CP amended to 1210 kc D.

WTAD, Quincy, Ill.—CP new tran vert antenna, increase to 1 kw.

KIUP, Durango, Col.—Vol. assign. cense to San Juan Brdcstg. Co.

NEW, S. H. Patterson, Denver — 1570 kc 1 kw unltd.

Federal Radio Workshop Seeking Funds; May Continue College Training Course

BUDGETED until Oct. 1 under the WPA grant secured six months ago, the Federal Educational Radio Workshop Project sponsored by John W. Studebaker, U. S. Commissioner of Education, has applied to Harry Hopkins, relief director, for a new appropriation to carry on its activities until next June. Whether further relief funds will be forthcoming depends upon Mr. Hopkins' recommendation to President Roosevelt, who must authorize all such grants.

Work of the project, which now employs a staff of 75 workers drawn largely from CCC and relief rolls and headed by William Dow Boutwell, editor-in-chief of the Department of the Interior Office of Education, reached its climax Aug. 13 when 19 students of the Radio Workshop of New York University were graduated with appropriate ceremonies broadcast over CBS.

The six-week course at N. Y. U. was offered to a select group of specially qualified students in cooperation with the Federal Radio Workshop, half of whose staff makes its headquarters at 221 W. 57th St., New York, in the quarters of the Child Study Association of America, the other half working in Washington.

May Be Resumed

UNDER the arrangement with N. Y. U., the WPA staff was loaned to the university for its own Radio Workshop course, and the university in turn engaged Burke Boyce and Frank Chase, former NBC continuity and production men, as members of the faculty. The course was designed to train teachers and directors of educational broadcasting in professional radio technique. The course may be resumed this fall, depending partially on whether the new WPA grant is forthcoming.

The WPA project itself is designed to provide training in radio writing, production, acting, music and speaking and to build up a library and script collection from which educators throughout the country interested in radio can secure ideas and material. It is staging five programs weekly, all carried on the networks, and is working on transcriptions and scripts, including a script series titled *Interviews With the Past*, now being made available to local educators or to stations as material for educational broadcasts.

In addition to Mr. Boutwell, the Federal Radio Workshop staff includes Maurice Lowell, production director, formerly with NBC in Chicago; Leo S. Rosencrans, script director, formerly with NBC in Chicago, and author of such features as *Nickelodeon* and *Sally of the Talkies*; James Prindle 3d, assistant script director, author of the *Princess Pat* and *First Nighter* programs; Rudolf Schramm, music director, formerly with Washington stations; James D. Strong, project manager, formerly director of CCC radio programs; Philip H. Cohen, personnel and casting director, formerly with WRC, Washington; B. P. Brodinsky, station and listener relations director, member of the Office of Education staff.

The advisory committee consists of Franklin H. Dunham, NBC educational director; Edward R. Murrow, CBS director of talks; Mrs. Sidonie M. Gruenberg, director of the Child Study Association of America, and Ned H. Dearborn, general education dean, New York University.

The Radio Workshop's network programs are written, produced and staged by its own staff. Mr. Boutwell reports they are now pulling about 2,000 fan letters a week. The programs are: *The World Is Yours*, NBC-Blue, Sundays, 10:30 a. m.; *Safety Musketeers*, CBS, Mondays, 3 p. m.; *Answer Me This*, NBC-Red, Thursdays, 4:30; *Have You Heard*, NBC-Blue, Tue days, 2:45 p. m.; *Education in t News*, NBC-Red, Mondays, 6: p. m. All times are EST and programs are 15 minutes in leng

Several persons already iden fied with radio are included in t list of graduates of the N. Y. radio course. The list:

Genevieve M. Allen, high sch speech instructor, Springfield, Mas Norman Dubrow, Perth Amboy, J.; John C. Duvall, lecturer, Sy cuse and Rochester universities; thur Fletcher, editor, *New Jer Educational Review*, Newark; P line Gibson, New York City; B Homewood, publicity director of *Public Forums*, Portland, Ore.; G don Hubbel, CCC educational advi Ridgefield Park, N. J.; Kathleen Lardie, high school radio direct Detroit; Katherine Monaghan, ra educational director, Rochester; Monroe, stenographer, National seum, Washington; Arnold J. Olen and Bettina West, students, N York City; Helen M. Richards, S Teachers College, Bloomsburg, Vivian M. Roegner, Montclair, N. W. Harold Van Slyke, CCC ed tional advisor, Ft. Dupont, D George Walsh, announcer, f University of Georgia; Robert W author and diction expert; Ruth Willard, instructor in Spanish, Lawrence University; Blanche Yo radio director of public schools, dianapolis.

Martin Gosch Is Named Warner Radio Director


Mr. Gosch

TO COORDINATE and increase its radio activity, Warner Brothers has created the post of radio director, with Martin Gosch, former radio columnist and newscaster, appointed to the position. Mr. Gosch has been associated with Warner Brothers music interests for the last year. In his new capacity he will be located in New York and function under S. Charles Einfeld, general advertising manager, who devised the new radio branch.

Before his association with Warners, Mr. Gosch was publicity director and newscaster of WFIL, Philadelphia and radio columnist for the *Philadelphia Record* and *New York Post*. Among his duties will be handling of network and agency tieups with radio programs publicizing Warner stars and pictures; spot radio campaigns; music "plugs" to exploit Warner pictures. A number of new plans included to make Warner Brothers an important factor in the spot field also are said to be under way.

Advertising Credit Fund Offering Disc Exchange

OPOSING to establish an advertising credit service, under which a large national advertiser would not find it necessary to set aside a large amount of cash against space and time expenditures, a new organization called Advertising Collaboration System, with offices at 369 Lexington Ave., New York, has been formed by L. Levisee, T. A. Burroughs and C. Wood. It plans to set up an "advertising stabilization fund" or a "prepaid advertising fund" for the advertising industry as a whole, but particularly for the radio and magazine fields.

None of the organizers has been prominently identified with radio, but one of the company's first moves was to offer stations a series of transcriptions to be placed on a sustaining basis initially, in return for which the stations are asked to give free time. Only the initial series, it is said, will be offered one time-exchange basis, after which the advertiser will pay full card rates. Mr. Levisee claimed 70 stations have already accepted the programs.

Novel Ceremonies At WTMJ Opening

AN INNOVATION in dedicatory programs, typifying the radio knack for doing the unusual, was accomplished by WTMJ, Milwaukee, Aug. 23 upon formal opening of its five new studios and speech input and control equipment entailing a cost of $50,000.

Whereas the customary dedications involve importation of name talent and a splurge of congratulatory telegrams, WTMJ evolved two special programs to put its story over to the audience.

An afternoon program was built as a three-hour tour of the new quarters with Russ Winnie, assistant manager, as guide, and a mythical Wilson family, of father, mother, son and daughter as his guests. The tour included every portion of the plant, and the guests sat in on studio programs, listened to others in audition rooms, still others in clients' rooms and the guest lounge.

In this way a three-hour program was built, with all but 45 minutes devoted to music and the balance to a description of the tour. The management, according to Walter J. Damm, WTMJ executive, thus was able to tell its complete story and yet present a program of real listener interest.

The evening program presented the combined studio musical staff in a 35-piece orchestra, and as guests, Fibber McGee & Mollie. The script was written around the new studios with Fibber and Mollie taking a short stroll through the studios during which their typical humor was injected — again putting across the dedicatory story in unorthodox fashion.

In lieu of congratulatory telegrams, the station presented personally recorded messages via electrical transcription. Among these were recorded addresses by Chairman Anning S. Prall of the FCC; Lenox R. Lohr, NBC president, and Frank M. Russell, NBC Washington vice president.

WHEN the fall semester of the University of Wisconsin opens in October, 10 students will be given an opportunity to learn the fundamentals of radio through actual experience at WHA, the university's broadcasting station at Madison. No formal admission requirements are needed, nor will college credit be given for the radio training.

Golden Gate Fair Names Vandeburg Radio Chief


Mr. Vandeburg

CLYDE M. VANDEBURG, director of radio, magazine and public address activities of the Texas Centennial has been named to a similar post with the Golden Gate International Exposition, opening in San Francisco in February, 1939.

Vandeburg joined the Texas Centennial in September of last year, coming from the California-Pacific International Exposition, San Diego, where he installed radio and p. a. operations. Gulf Refining Co., Pittsburgh, sponsored the studios, p. a. and broadcasting facilities at the Texas exposition. Robert Coleson, Vandeburg's assistant at Dallas, takes over his duties.

KYW Holds Personnel; Planning New Studios

WITH NBC resuming the program management of KYW, Philadelphia, on Sept. 1, Leslie Joy, who formerly held the title of NBC representative at the station and now becomes its manager, announced no immediate changes are contemplated in executive personnel. For the time being KYW will be operated from the WCAU studio building, where for the last two years it has been managed jointly with WCAU by Dr. Leon Levy. Extensive plans are under way for erection of new studios at a site not yet selected.

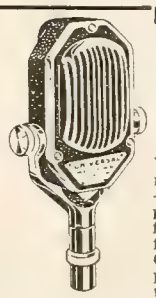
James P. Degley continues as program director, Ralph A. Sayres as sales director, James Harvey as production manager, J. A. Aull as publicity director and E. H. Gager as plant manager for Westinghouse, licensee of the station. J. F. M. Proulx has been added to the staff as auditor and office manager, transferred from NBC in New York. F. M. Sloan, Westinghouse studio engineer, has been promoted to studio supervisor, replacing Arthur C. Goodnow, transferred to Westinghouse headquarters. Three new engineers have been added: Henry Geist and Abe Cohen, formerly with WCAU, and George E. Hagert, recent graduate of Tufts College.

Progress in Eliminating Flicker Is Claimed for Farnsworth Television

FCC engineers who in mid-August visited the laboratories of Farnsworth Television Inc., Philadelphia, expressed themselves informally as deeply impressed with the images disclosed in laboratory tests using wire transmission. One of them, James P. Buchanan, on Aug. 20 testified at the hearing on Farnsworth's application for ultra-high frequencies for television transmission that the system promises "substantial contributions" to the television art. Mr. Buchanan had accompanied Andrew D. Ring, assistant chief engineer in charge of broadcast services, to the laboratory demonstration.

Philo T. Farnsworth, the inventor and head of the company, testified that between $700,000 and $800,000 has already been expended in research on his cathode-ray system, and named three of the backers of the California corporation owning his company as J. B. McCarger, George Everson and Seymour Turner, all San Francisco.

Donald K. Lippincott, patent attorney and counsel for Farnsworth, testified that the Farnsworth system is free from flicker and asserted it has progressed "much further in production of detail and elimination of flicker than others in this country" and surpasses either the Baird system of England or the Ferenseh system of Germany. The applicant said equipment is ready and radiating towers are up for the experimental service, for which he asked 1,000 watts in the 42,000-56,000 kc. and 60,000-86,000 kc. bands.



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Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

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ADJUSTABLE in any DIRECTION

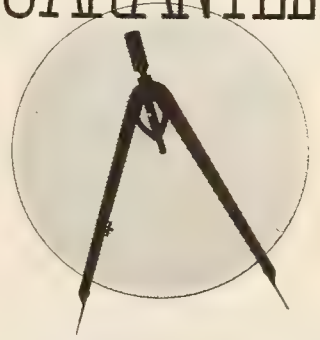
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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
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Women Playing Big Part In Democratic Program

THE Democratic National Committee having recently named Mrs. Henry Morganthau, wife of the Secretary of the Treasury, as radio director of its women's division, the Democratic State Committee of New York has appointed Mrs. Dorothy Schiff Backer, of New York, an enrolled Republican, as chairman of the radio committee for its women's division. Her duties, as announced by Rep. Caroline O'Day, head of the women's division of the state committee who made the appointment, will be to organize "listening posts" throughout the state at which hostesses will entertain their neighbors at parties gathered to hear important radio addresses. Mrs. Backer is the daughter of the late Mortimer Schiff, banker.

Buckeye Net Expands

FIVE stations will comprise the recently formed Buckeye Network of Ohio stations, organized under the auspices of the stations owned by the *Cleveland Plain Dealer*. Starting with WHK, Cleveland; WHKC, Columbus, and WKBN, Youngstown, the network expects also to add WSPD, Toledo and WPAY, Portsmouth. The first two stations are owned by the newspaper, which also has a 40% interest in the Youngstown station. H. K. Carpenter, headquartering at WHK, key station, and general manager of the *Plain Dealer* stations, heads the Buckeye Network, with C. A. McLaughlin, WHK sales manager, in charge of commercials.

Cal-Aspirin on Mutual

STERLING PRODUCTS Inc., New York (Cal-Aspirin) will sponsor *Painted Dreams* on three MBS stations (WGN, WLW, CKLW) beginning Sept. 28, 2:30-2:45 p. m. The program will originate in Chicago and be broadcast by WGN and WLW five days a week, CKLW taking it three days a week under sponsorship and two days on a sustaining basis. Blackett-Sample-Hummert Inc., New York, has the account.

(U.P.)
THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Sinclair WSM Spot

SINCLAIR REFINING Co., Ne York, unable to clear time WSM, Nashville, for its Frid night NBC-Red program, has bu a spot program for WSM only, d signed along same lines as ne work production. The WSM sp will be heard at 6:30 p. m., sta ing Sept. 4, and will carry R Grange's football predictions. Ja Harris, of WSM, will substitute f Grange, using scripts prepared Federal Adv. Agency, New Yo handling the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: General manager for mi market (farm) station. Salary small start but organization expanding. M have thorough experience in radio selli Box 543, BROADCASTING.

Regional Station in Middle Atla State is enlarging and reorganizing staff and will consider applications positions in studio, program, office sales departments. Only experienced sons need apply and please furnish c plete information in first letter. Box BROADCASTING.

Situations Wanted

Experienced announcer and contin writer with best of references. Now ployed. Box 544, BROADCASTING.

Experienced operator holds Broad and Code License. Now employed. Des change. Box 540, BROADCASTING.

Qualified engineer, employed, desires nection with progressive station. Fam with design, maintenance. Age 22, sin Available on two weeks notice. Box BROADCASTING.

Two (2) top notch commercial sales want to take over complete managen and operation of radio station on perc age basis. Location—anywhere. Legitir —no "high pressure". Best referer Now employed regional network. Add Box 541, BROADCASTING.

Wanted to Buy

Have clients for broadcasting station now operating. All matters confidential
Radio Investment Company
Broadcasting Properties
Times Bldg. New Yor

For Sale—Equipment

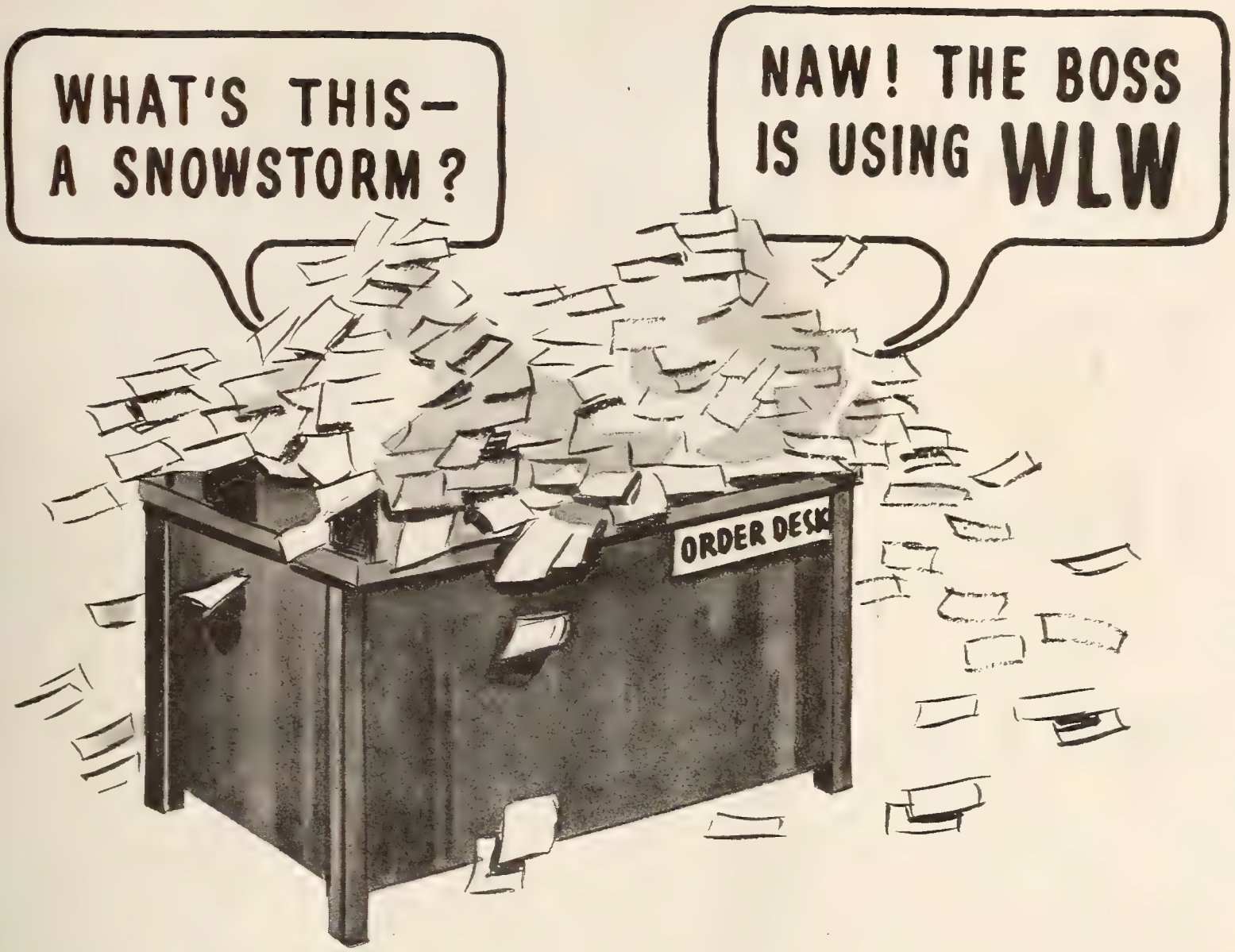
FOR SALE — 1 RCA type 1-D one watt transmitter. Complete with two of tubes. Transmitter almost new an excellent condition. Immediate deli from central destination. Offers being ceived. Address Box 547, BROADCASTIN

Western Electric 1 Kw 106-B Transmitter

This equipment is an excellent oper condition, having been taken out of ice only because of an increase in po Supplied complete, with two sets of t spare parts and duplicate sets of n generators and pumps. Designed for ation from 220 Volt DC supply, but be easily modified for AC operation.
The transmitter is available immed ly and can be inspected at any time. respondence is invited from anyone i ested in securing this equipment a unusually attractive price. Box BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV field strength measuring unit (r direct reading; Astiline Angus Auto Recorder for fading on distant stat GR radio frequency bridge; radio os tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st S New York City.



YOU HAVE TO REACH 'EM

TO SELL 'EM

. . . and WLW reaches listeners . . . . not potential coverage . . . . with your clear and undistorted sales message. Whatever you have to sell – -

ELL IT TO THE NATION THROUGH THE NATION'S STATION

WLW

THE CROSLEY RADIO CORPORATION, CINCINNATI

TO STATIONS on the way up!



YOU can bet your last kilowatt that if you are doing a fine program and transmission job with your present equipment the time will come when you will want to enlarge your audience by increasing power.

When that day arrives, owners of RCA broadcast equipment cheer loud and long for the RCA policy of coordination, for they retain their original equipment, using it as part of the bigger transmitter, with very few changes.

For instance, owners of RCA ET-4250, a 100/250 watt transmitter, keep it when they go to 1 KW. It becomes the exciter unit for the RCA 1-D. And so on up.

This sectional-bookcase plan saves a lot of money in apparatus, and in time and labor when making the change-over. For a station on the way up—and what station isn't!—it's a great advantage. Get RCA broadcast equipment, and you get RCA high fidelity, convenience, and reliability, plus the ability to step up any time at minimum expense. Write for details.

RCA *Broadcast Equipment*

Write RCA Manufacturing Co., Inc. • A Service of the Radio Corporation of America

These district offices are ready to serve you: *New York,* 1270 Sixth Avenue • *Dallas,* 2211 Commerce Street *Chicago,* 111 North Canal Street • *San Francisco,* 170 Ninth Street • *Atlanta,* 492 Peachtree Street, N. E.

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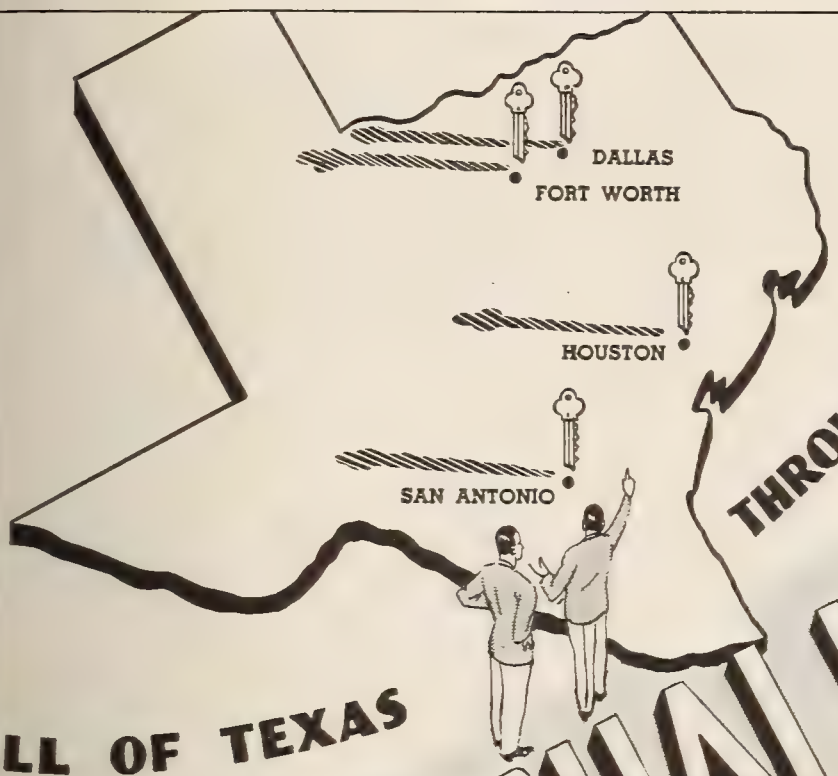
Vol. 11 • No. 6

WASHINGTON, D. C.
SEPTEMBER 15, 1936

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$3.00 the Year
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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



ALL OF TEXAS

THROUGH 4 KEY POINTS

TEXAS QUALITY NETWORK

50,000 WATTS WOAI SAN ANTONIO

50,000 WATTS WFAA DALLAS

50,000 WATTS WBAP FORT WORTH

5,000 WATTS (D) KPRC HOUSTON

ALL FOUR STATIONS NBC AFFILIATES » NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

TQN IS THE ONLY SINGLE MEDIUM SIMULTANEOUSLY COVERING AMERICA'S FASTEST GROWING MARKET

This empire of black soil is reached from 4 key points—the 4 largest cities in Texas . . . centers of the U. S. petroleum industry, heart of the Southwest's flour milling industry and terminal grain markets, as well as the 4 largest wholesaling centers in this area and the nation's leading cotton port. TQN combines the wealth of these thriving cities to completely cover in one scoop—the whole of Texas—5th state in population, a productive, receptive territory.

Primary coverage area includes over 1,000,000 radio families. TQN's 105,000 watts of power also influences sales throughout the 7 states of the Southwest.

With a $2,000,000,000 Texas Centennial Market the TQN will key your sales to a new high through its 4 key points.

1836 TEXAS 1936

CAMEL CARAVAN RENEWS FOR THIRD C

ELGIN NATIONAL WATCH CO. STARTS ON CBS

FRED WARING CONTINUES THIRD
SUCCESSIVE YEAR FOR FORD O

EARS, ROEBUCK USES RECORD HOOK-UP OF 101 STATIONS ON CBS

)COMALT STARS JOE PENNER

A&P INCREASES KATE SMITH PROGRAM TO FULL

CARBORUNDUM BAND RETURNS TO C

KNOX GELATINE STARTS CBS DAYTIM

CAMPBELL RENEWS HOLLYW

82 CBS STATIONS CARRY "VICK'S OPEN HOUSE"

HEINZ "MAGAZINE OF THE AIR" ON CBS TRI-WEEKLY

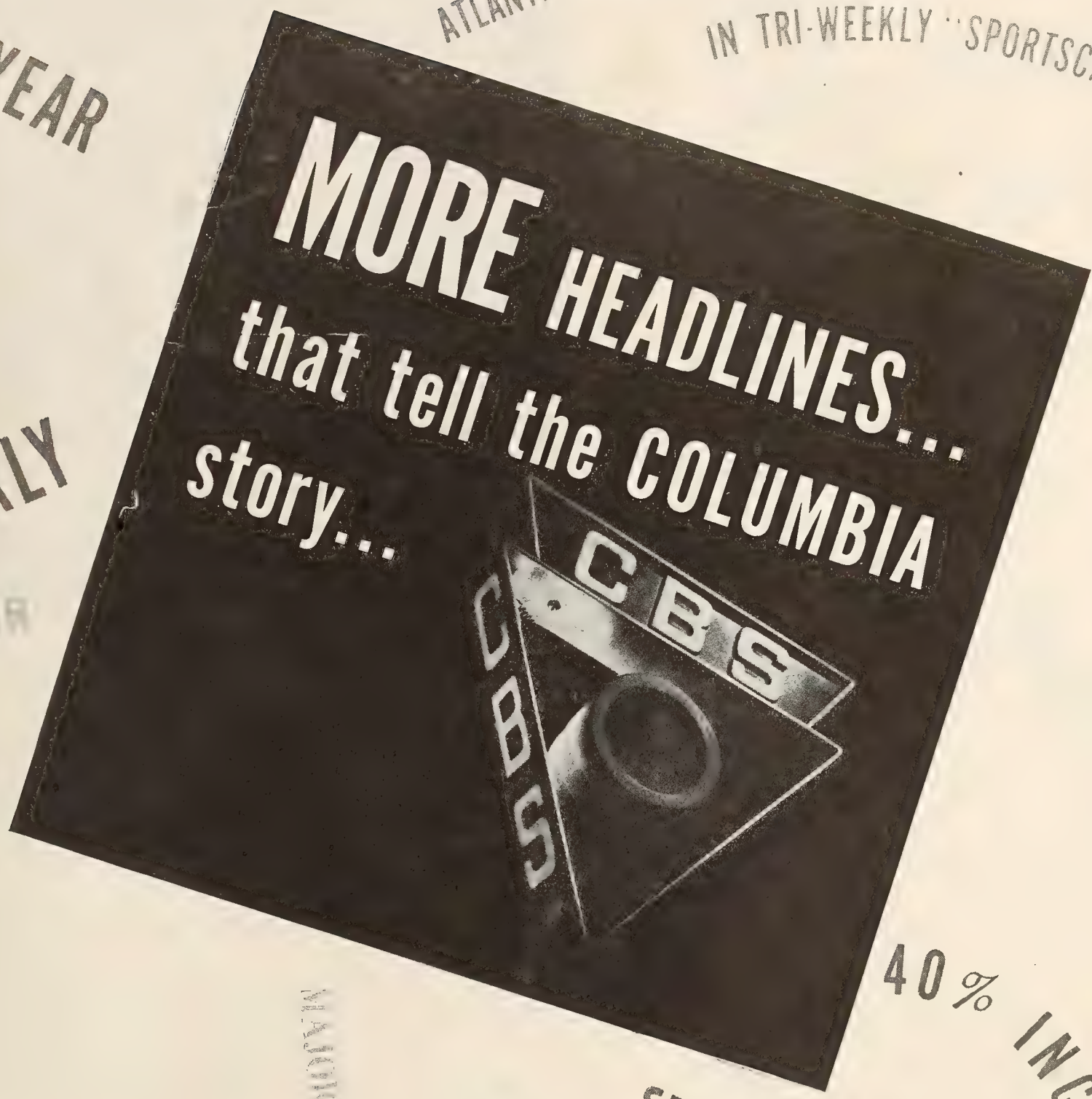
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Daytime

1000 WATTS NIGHT

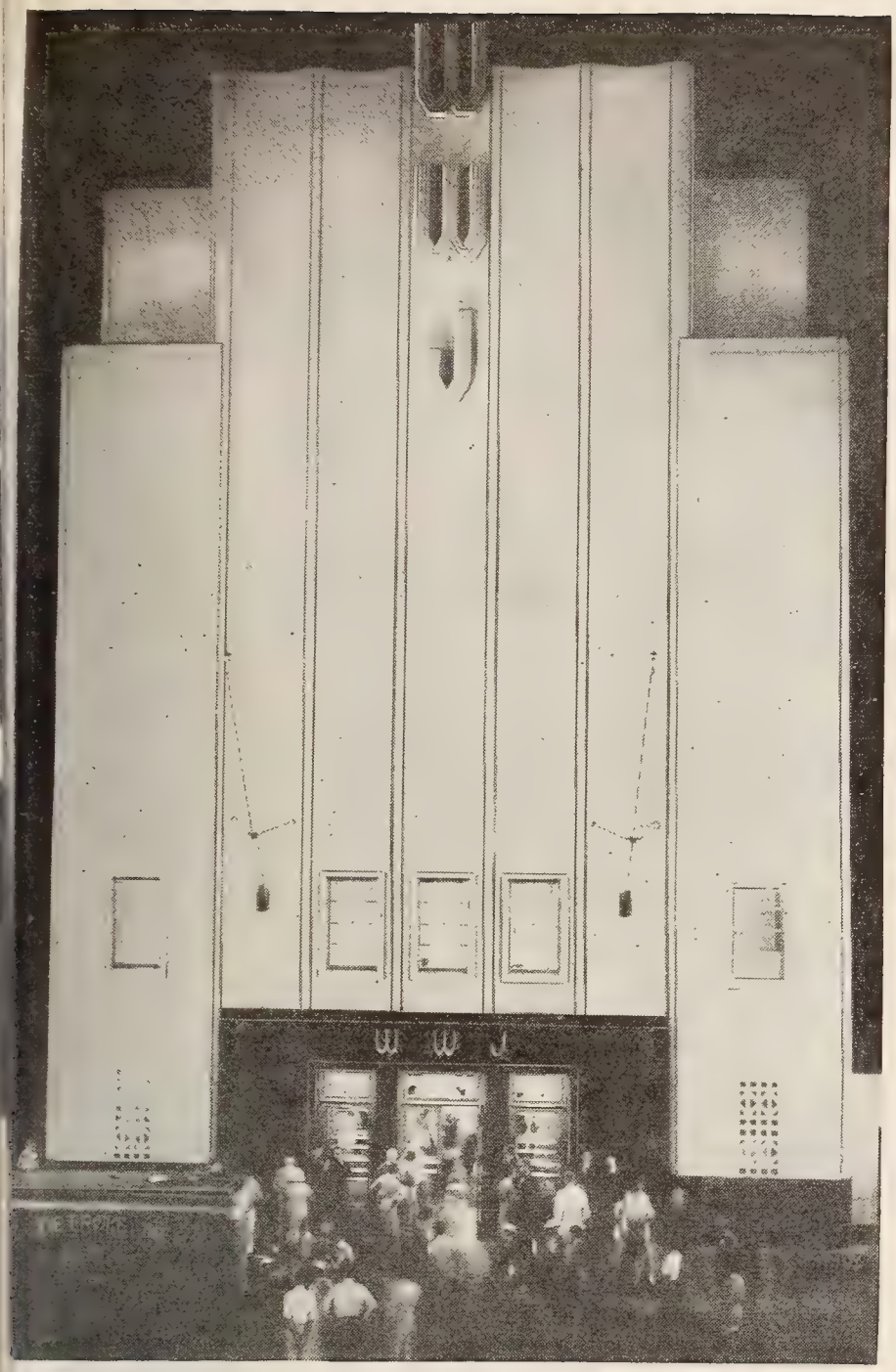
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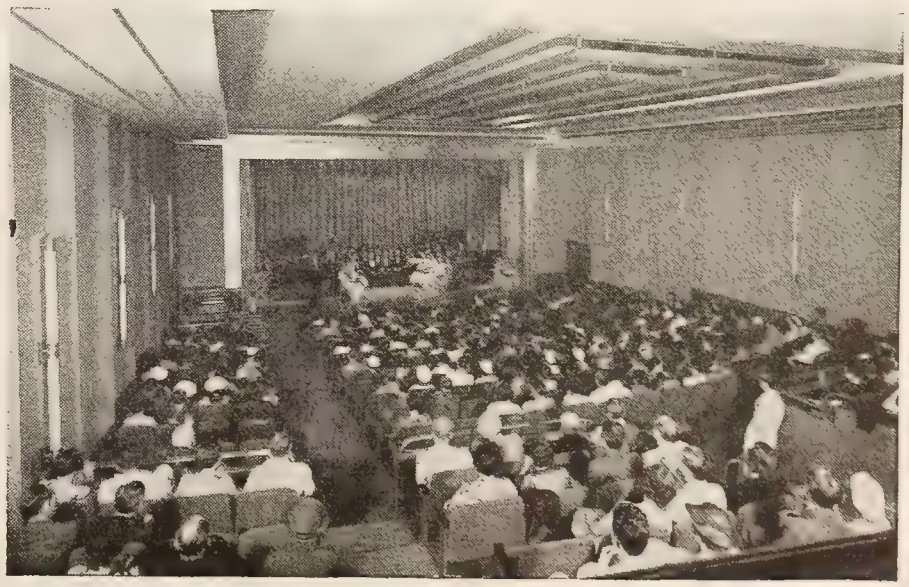
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With a week of gala programs WWJ, America's Oldest Radio Station, opens its studios and dedicates their magnificent broadcasting facilities to the great radio audience which has learned to look upon it as the HOME radio station of Detroit.

The new studios, modern architecturally and technically unsurpassed, are located directly opposite The Detroit News where WWJ made history 16 years ago by operating the first radio station in the world to broadcast regular daily programs. WWJ invites you to visit these new studios when you are next in Detroit. You will enjoy the experience of both seeing and hearing radio performances under conditions equalled only by the central studios of the great radio chains.

A view of the main studio of WWJ—the Auditorium studio, seating 340, with complete stage equipment, motion picture projection room, Aeolian-Skinner Organ. There are five studios at WWJ each with separate control booth and observation room.



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"But this is a test campaign!"

SOMETIMES the very fact that a test is a test keeps it from being a test at all! If you're considering a test campaign of any sort, let us consult with you. Having quite a lot of experience in this work, we can tell you what cities will make the most truly typical test markets for your product —what stations, what hours, what kind of program. And you can bet your bottom dollar that we'll work toward having the results *typical* rather than tempting. Because we're going to have to live with you, afterward!!! So yell, Sir, if you want to give your plans "the works." We're listening.

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WOC	(CBS)	Davenport	WNOX	(CBS)	Knoxville
WDAY	(NBC)	Fargo	KFAB	(CBS)	Omaha-Lincoln
KTAT	(SBS)	Fort Worth	KOMA	(CBS-SBS)	Oklahoma City
WMBD	(CBS)	Peor			
WPTF	(NBC)	Ralei			
KTSA	(CBS-SBS)	San Anton			
KTUL	(CBS)	Tul			
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Vol. 11 No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1936 $3.00 A YEAR—15c A COPY

First Analysis of Rural Listening Habits

By SOL TAISHOFF

They Prefer Clear-Channel Stations But They Tune First To Regional or Local Stations Within Range

THREE-FOURTHS of the nation's rural "radio population" of 48,000,000 are dependent upon and listen to high-power clear-channel stations because they cannot pick up others, but where they do have regional or local stations within reception range they tune them first.

This is the rather startling disclosure of the first comprehensive survey of coverage of stations in the United States ever made by an agency of the Federal Government. Confined to rural areas, and thus eliminating entirely the larger cities, the survey was conducted by the FCC in collaboration with the Agricultural Adjustment Administration and the Postoffice Department. It was one part of a four-phase survey made by the FCC to ascertain the degree of rural coverage available, upon which improvements in service may be founded.

Technical Performance

COINCIDENT with the release of the results of its post-card questionnaire survey, the FCC made public results of other phases of the study to check technically the performance of clear-channel stations. The sheaf of data was released Sept. 3. The survey compilations will be used for basic calculations as to how the broadcasting service of the nation as a whole can be improved and will be presented at the so-called reallocation hearings to begin before the Broadcast Division Oct. 5 [see allocations story on page 8].

Entwined in the technical analysis are such factors as the feasibility of superpower operation, horizontal increases in power on regional and local channels, East-West Coast duplication on clear channels and other highly important phases of station assignments. What inferences the FCC will draw, or what conclusions it will reach on the basis of these studies, will await the epochal Oct. 5 hearings, except for a few unmistakable conclusions that may be gleaned from the analysis thus far made. These are:

1.—Clear channel stations, using high power, are essential if the majority of rural listeners are to be served.

2—Rural listeners prefer their "home" stations, that is, regionals or locals, as indicated by a study of post-card responses, but in the vast open spaces they are almost entirely dependent upon clear-channel service.

3.—Superpower of the order of WLW's 500,000 watts is not only feasible, but desirable for the rural listeners. WLW was first choice of listeners in 13 states, and second choice in six others. There were no objections to this service, and no complaints of interference.

4.—Duplication of 500,000-watt stations or even 50,000-watt stations on opposite Coasts upon the same channel would precipitate ruinous interference. But placing a 1,000-watt station with a directive antenna some 2,600 miles or more away from a 500,000-watt station, or of perhaps two 1,000-watt stations on the same channel with a 50,000-watt station under similar antenna restrictions, would not seriously curtail the secondary coverage of the dominant station.

The questionnaire phase of the survey drew an immediate challenge from non-clear channel stations. They contended it was far from unbiased since it covered only those deep rural listeners living remote from the cities in which there are located regional and local stations and who obviously could only get service from clear channel outlets. It was openly indicated that the survey will be challenged in this respect at the forthcoming hearings.

New "radio circulation" information, never before available to broadcast advertisers, is provided in the questionnaire analysis. Actual rural population of the country, as of Jan. 1, 1935, totaled 32,779,000, according to Department of Agriculture estimates. This represents approximately one-fourth of the nation's population of nearly 130,000,000, estimated as of the same date.

While the questionnaire survey was restricted to rural areas, there is another 12,000,000 of "small town" population usually classified as rural though located contiguous to cities. Agricultural experts therefore estimate that not one-third, but closer to 45% of the nation's population is non-urban. The 48,000,000 radio population figure in rural areas is based upon an FCC estimate of the population not in the primary service areas of stations. There are 6,700,000 actual farm families among some 31,000,000 families in the country as a whole.

And farm income, or annual turnover, according to estimates released on Sept. 8 by the Department of Agriculture, amounted to $8,500,000,000 for last year, or about one-sixth of the nation's aggregate commerce of some $48,000,000,000.

In the winter and spring of 1935 the FCC conducted its allocation survey in cooperation with broadcast stations as well as other government departments. The results of the questionnaire survey were supplemented by reports of interviews with listeners made by radio inspectors of the 21 field offices of the FCC, and these returns, where comparable, coincided with the questionnaire returns to a remarkable degree.

Using a selected list of farm homes procured from the AAA, the FCC mailed 86,000 questionnaires direct to these rural listeners. Another 30,000 questionnaires were sent to fourth class postmasters for their own reply as a typical representative cross-section of rural opinion. Of the 116,000 total, 46,586 reply cards were returned, but of these 13,816 were not suitable for analysis. They included questionnaires returned unanswered, and those sent to farm families not having receiving sets or who had sets not in operating condition. Thus there were 32,671 usable responses, or 28% of the total mailing of 116,000.

The Questionnaire

THE QUESTIONNAIRE was designed first to procure information on the relative effectiveness of different classes of stations in serving rural listeners; second, to obtain data on types of receivers used to ascertain their electrical characteristics and degree of obsolescense. "The FCC is conducting a survey of broadcasting to determine what stations serve rural and small urban areas," read the questionnaire. "The purpose of the survey is to obtain data whereby the Commission may better regulate radio reception."

The questions asked were whether the rural resident owned a set; its make; model number; number of tubes; when purchased; whether in operating condition, and then the most important: *"Name your favorite radio stations by call letters in order of your preference."* Finally, space was left for comments, of which there were many.

The information from the cards was tabulated to show the listener preference as to clear, regional and local-channel broadcast stations, the year of manufacture of the receiver and the number of tubes. In its compilation, the FCC showed the national rural listener preference by channels and then according to states.

For the country as a whole, it was revealed that 76.3% of the

(*Continued on page 50*)

Highlights of the Allocation Survey

ABOUT 75% of the nation's rural listeners prefer clear-channel stations because they lay down the best signals.

Where regional or local stations are within receiving range, they tune them first because of community loyalty and pride as well as clarity of reception.

At least half of the sets on farms are classified as modern, about 75% having been purchased between 1930 and 1935.

Superpower such as WLW's 500,000 watts is not only feasible but desirable for rural listeners. There is no complaint of "blanketing" or other interference.

Duplication of high-power stations on the same channel is not practicable, but it appears possible to place stations of perhaps 1,000 watts on the same channel with a 50,000-watt station if the former use directional antennas to suppress signals in the direction of the dominant station and if geographical separation is sufficient.

Engineering advances may make possible the licensing of additional regional stations by the use of directional antennas and other means of controlling interference.

Station frequency is as important a factor as power in station coverage, with the lower frequencies most desirable.

Station Groups Perfecting Plan For FCC Allocation Hearings

Last-minute Efforts Are Being Made to Obtain Postponement of Vital Technical Session

REALIZING that future broadcast allocations are at stake, with such policy matters as superpower, east-west coast duplication on clear channels and horizontal power increases to be decided, the broadcasting industry has taken on a group organization aspect for the reallocation hearings to begin Oct. 5 before the FCC Broadcast Division.

Supplementing the Clear Channel Group and the National Association of Regional Broadcasting Stations, both organized to present testimony at the reallocation hearings, the high-powered regional stations now have organized and it is likely that local stations will be represented by National Independent Broadcasters Inc. One of the major networks—NBC—has made known its plans to present testimony, with its president, Lenox R. Lohr, heading its list of witnesses. CBS has not yet evolved its plan of procedure.

Postponement Asked

AN ELEVENTH-HOUR effort to procure postponement of the hearings until after the November elections is being made. CBS is known to favor deferring the hearings. It is represented as feeling that the steady approach of television and the investments it will involve should be considered, along with the fact that political campaigning is now approaching its peak and that station executives are desirous of staying at home to protect their interests.

A final reason is the allocation survey report made public Sept. 3 by the FCC, which broke like a bombshell in industry ranks [see page 7]. The scope of this report and its rather sensational disclosures, it is stated, may make desirable the allowance of additional time which station groups may devote to analysing the ponderous document and devising answers to it.

Among non-clear channel stations particularly, it is reported, the feeling exists that the allocation survey is not a fair appraisal of rural service of regional stations, and that in order to procure equitable data, a separate "listening habits" study should be made. It is argued, for example, that the questionnaire phase of the survey is challengable since it covers rural areas in which no regional or local stations are operating, with the result that clear channel stations walked away with the vote.

In any event, it is expected that the FCC's release of this information will precipitate a furore at the reallocation hearings, with efforts made by separate groups to interpret the study to fit their own particular cases.

In FCC quarters it is indicated that there is little chance of a postponement of the hearing since everything has been geared for the Oct. 5 date. The docket of hearings and oral arguments, it was pointed out, is jammed until next March, and if a postponement were granted it would mean perhaps a half-year delay. Moreover, the FCC is anxious to hold the hearings before it gets more deeply into the A. T. & T. telephone investigation, which resumes this fall.

Meanwhile, NBC has made new preparations for the hearings, as have a group of high-power regional stations. For more than a year a group of a dozen clear channel stations fostering superpower and the preservation of clear channels has been organized, while elaborate plans have been by the National Association of Regional Stations, formed two months ago, to appear in opposition to superpower and in favor of a horizontal increase in night power on such channels from 1,000 to 5,000 watts.

In CBS councils the hearings have been discussed at length. The apparent view of this network is that if television is to make its bow soon, it will mean tremendous investments by networks and stations for its introduction and for equipment, development and promotion. Out of the reallocation hearings, it is logical to expect, will come policies which may mean reequipping of stations to meet changed assignments, also involving heavy expenditures.

Independent's Position

THUS the CBS view is to make haste slowly. It, however, is joining forces with John Shepard's NARBS group to the extent of its regional station ownership, and in the interest of regional affiliates, and also with the high-power regional group under leadership of L. B. Wilson, WCKY, Cincinnati, since WJSV, the network's Washington station, is on one of those channels. CBS wants to derive whatever benefits may accrue from changed allocations, but does not intend to tie itself down as a network to policies enunciated by these groups.

Although not yet finally set as to its position, National Independent Broadcasters Inc., representing about 75 local independent stations, is going to be on hand Oct. 5, and will file an appearance, according to Edward A. Allen, WLVA, Lynchburg, Va., its president. The tendency is to favor a horizontal boost for locals to 250 watts at night, since in most cases local stations are using that power during daylight and would not have to reequip for the increase. They feel also that the six local channels are cluttered with stations to the point where generally good service is impossible, and look kindly upon spreading of local assignments through provision of additional channels.

NBC will have an imposing delegation on hand, under present plans. It will be Mr. Lohr's first formal appearance in Washington since he assumed the NAB presidency last Jan. 1. He will present the broad policy case for the two NBC networks, and will be followed by Dr. C. B. Jolliffe, RCA engineering head and former FCC chief engineer, who will discuss allocations generally; C. W. Horn, NBC development and research engineer, who will report technically on radio propagation and coverage, and Karl S. Van Dyck, RCA engineer and receiving set expert, who will cover modern receiver characteristics and their relationship to allocations, power and coverage.

The NBC position probably will support superpower as a means of maximum rural coverage. Likewise NBC is expected to favor retention of clear channels per se, notably in the areas where there are great concentrations of population or where rural coverage is an important factor.

Both the NARBS and the Clear Channel Group have in general perfected their plans for their presentations. Final appearances are not due until Sept. 15 and until it is known how many groups or individuals will appear the FCC will not be in position to make known its actual agenda. It is estimated, roughly, that the hearings will last a week to ten days.

Mr. Shepard, as chairman of NARB, has called a number of meetings with his counsel and engineers, and with members of his executive committee to perfect plans for the presentation. He has called a meeting in Washington for Oct. 4, the day before the hearings are scheduled to begin.

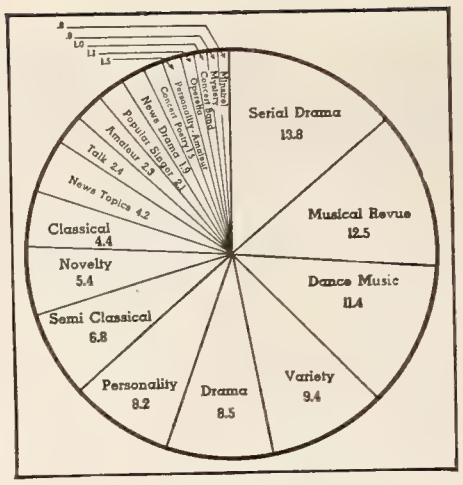
As of Sept. 10 the NARBS membership stood at 61. Stations which have joined since publication of the list in the Sept. 1 BROADCASTING are: WHBL, WTAD, WSAR, WEBC. KMO, WDOD, WFBM, WSFA, WTCN, KMA and WDAY.

Regional Meeting

HIGH-POWER regional stations aligned by Mr. Wilson, met in Chicago Sept. 11 to perfect their plans. They have retained the engineering firm of Jansky & Bailey to represent them at the hearings. The group will make a plea, it is presumed, in favor of 50,000 watts on high-power regional channels, which now have been limited to 10,000 watts at night. In addition to WCKY and WJSV, KOMA, Oklahoma City (Hearst); KFBK, Sacramento (McClatchy Newspapers); WLAC, Nashville; KSTP, St. Paul, WKBW, Buffalo, and KGA, Spokane, also will be identified with the group.

A majority of the Washington radio law fraternity has held several meetings during the last fortnight to devise a broad plan for their respective client stations, many of which now are joined in with the groups organized for the hearings. It is possible that they will file joint appearances before the FCC on behalf of their clients, presenting broad views as to policy rather than treating with individual cases.

The NAB itself will file an appearance through Managing Director James W. Baldwin. Thus far however, no plans have been made for formal presentation of any character of case, since NAB members will find themselves pitted against one another on the superpower, clear channel and regional station increase proposals as well as with respect to local stations. The degree of NAB participation if any, will depend upon developments, Mr. Baldwin has indicated.



Courtesy of Crossley Reports

Commercial Network Programs

HERE is the way commercial network time was divided by program types, based on over 920 evening hours investigated from Oct. 1935 to April 1936 by the Cooperative Analysis of Broadcasting (Crossley Reports). Each program type has been allotted the number of hours which all programs in that type represent.

The chart is based on the table of program types. Quarter-hour programs broadcast five times a week have been considered as 1¼ hours a week for the number of weeks investigated, quarter-hour programs three times a week, ¾ hour, etc.

Four Don Lee Stations Name Rambeau as Rep

WILLIAM G. RAMBEAU Co., station representative, has been named national advertising representative for the four stations of the Don Lee network in California, according to announcement Sept. 1 by Thomas S. Lee, Don Lee president. The stations are KHJ, Los Angeles, KFRC, San Francisco, KGB, San Diego, and KDB, Santa Barbara.

The Rambeau organization succeeds Radio Sales Inc., CBS subsidiary, which has sold spot time for the stations for several years. Termination of the Radio Sales arrangement develops as a result of the forthcoming severance of the Don Lee system with CBS and its alignment with Mutual Broadcasting System on Dec. 27. KNX, Los Angeles, which becomes the CBS outlet in lieu of KHJ, will be represented by Radio Sales, which has just been placed under the general management of J. Kelly Smith, for the last decade sales manager of WBBM, Chicago.

Mr. Rambeau, one of the pioneer figures in station representation, maintains offices in Chicago, New York and San Francisco.

Colonial Lineup

LISTING 11 stations in New England, the first Colonial Network rate card was issued Sept. 9 by John Shepard 3d, president of both the Yankee and Colonial chains. The rate card becomes effective Sept. 27. The network, Mr. Shepard states, will take programs from or feed them to Mutual Network, New York State Broadcasting System, and WOR, WHN and WINS, New York, without line charges for the service in either direction. Stations aligned in Colonial are WAAB, Boston; WTHT, Hartford; WSAR, Fall River; WMAS, Springfield; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WLLH, Lowell; WATR, Waterbury; WEAN, Providence; WICC, Bridgeport.

Colleges Split on Football Sponsorship

But Survey Reveals 38 Major Schools Permit It

YALE'S recent decision to permit sponsored broadcasts of its football games this fall impelled John Bentley, of the staff of the Lincoln State Journal, part owner of KOIL, KFAB and KFOR, to conduct a survey of representative colleges and universities to determine the extent to which they permit the broadcasting and sponsorship of their games. He found among 74 institutions that 38 permit radio reports while 36 ban them. Of the 38 permitting broadcasts, 24 sell them commercially and 11 do not. Here is a summary and tabulation of his findings, reprinted with permission.

HOULD play-by-play reports of llege and university football mes be broadcast?

This question is being raised ew in football and sports writ- g circles, with the current re- rts of increasing demands from e public for football broadcasts d increased interest on the part radio advertisers in the spon- rship of gridiron games of local, tional and national importance. The swing appears to be defi- tely in favor of football broad- sts, and, while some athletic au- orities continue to oppose them, e holdouts seem to be getting wer and fewer until today very w conferences or associations finitely bar them and those that y frown on them often leave e decision up to the individual hools.

To get a cross-section of foot- ll broadcasting activity, John ntley, of the *Lincoln State Jour- l,* queried a select list of major d minor institutions. His find- gs and comments are published rewith by permission of the *ncoln State Journal,* which with e *Lincoln Star* owns 49% inter- in KOIL, Omaha, and KFAB- OR, Lincoln:

Paying Off Debts

N SOME sections communities ve gone so far as to appeal to islative bodies to force these adcasts as the university offic- s, with stadia debts confronting m, attempted to kill such meas- s in committee, arguing that orts of the games over the air into football receipts. And tball is the Atlas of the college rts world, toting the remainder the athletic programs on its ancial shoulders.

The first attempt to get defi- e facts concerning this situation s made by selecting 74 schools oughout the country, a majority them state-controlled, because y have been the center of most the attempts to force broad- ts. Taxpayers feel they sup- t these schools and have a right hear the reports of the games. wspapers near these schools e polled in an effort to find a jority opinion. But the country ms equally divided, judging by s cross section, as 38 of the ools permit broadcasts, 36 do .

Of the 38 which permit reports their games to be flashed over air, 24 sell them commercially le 11 do not. Five of the schools broadcasting stopped at one e and then resumed. Six now the silent list permitted broad- s at an earlier date.

In two instances, where schools organized into conferences, e groups sell the broadcasts prorate the proceeds. The ific Coast conference which prises Stanford, California, versity of California at Los geles, Oregon, Washington e, Washington, Oregon State, thern California, Idaho and ntana, is paid close to $100,000 by an oil company [Associated Oil Co.] for the privilege of broadcasting all conference football games and some basketball contests.

"This amount is prorated among the schools, with those members having the larger attendance taking down the larger slice. St. Mary's, Santa Clara and University of San Francisco, which play most of their games on Sunday, have a similar arrangement.

"Another oil company [Humble Oil & Refining Co.] pays the Southwest conference $14,000 each season and this is divided equally among the seven members, Southern Methodist, Texas Christian, Baylor, Rice, Arkansas, Texas, Texas A. & M. Each receives $2,000. In addition to this, a fee of $500 is paid for each game broadcast, this sum being divided by the two competing schools. This does not include the money paid to the broadcasting stations.

"In the Big Six conference, each school is permitted to handle its broadcasting problems as it sees fit, and four of the members, Iowa State, Kansas, Kansas State and Missouri, permit it [varying sponsors] while Nebraska and Oklahoma ban broadcasts with reservations.

"The Big Ten also gives its members carte blanche insofar as the air waves are concerned. Northwestern has sold its games this fall to an oil company [Socony Vacuum Oil Co.] for an unannounced sum. Michigan sells its games annually [Kellogg Co.] and receives approximately $4,000 for each contest. Iowa, another member of the Big Ten, is sponsored by a washing machine company [Maytag Co.] which pays $500 for the preliminary games and $1,000 for conference contests. Minnesota permits broadcasts but home games cannot be sponsored, so no money accrues from them. Games which the Gophers play away from home can be sponsored, but only to the extent of teams expenses.

In the Southland

"THE SOUTHERN Conference, comprising Washington and Lee, University of North Carolina, Clemson, Duke, Maryland, North Carolina State, University of Virginia, Virginia Military Institute and Virginia Poly ban broadcasts as a group.

"Yale has announced the sale of rights to broadcast its home games for a sum said to be $20,000 [Atlantic Refining Co. and Yankee Network]. Heretofore Yale's policy has been not to broadcast any of its sports activities and its recent action has started anew the question of commercialized college football.

"Harvard broadcasts only games which are sellouts and these are not sponsored. New Hampshire does not broadcast home games.

"West Point permits broadcasts in special instances, one Army-Navy game being sponsored by a radio manufacturer [Philco] on time donated by a national chain and proceeds given to the Salvation Army. New York University has broadcast only one game, its contest with Fordham last Thanksgiving. There was no sponsor.

"Sentiment at many schools where broadcasts are barred, corresponds to that of Coach Bible of Nebraska. He thinks that as soon as indebtedness resulting from big building programs is liquidated, the games should be put on the air. However, he thinks the universities should retain control of these reports which means that they could not be sold to sponsors for commercial benefits.

"Nebraska puts one game each year on the air, last season broadcasting the Minnesota contest and this season the Pittsburgh game. These attractions always draw a sellout crowd, thereby eliminating the loss of gate receipts whether put on the air or not. Biggest argument against broadcasting is that potential fans await the morning of the game before buying tickets. If the weather is bad, they stay home. Radio officials counter with the argument that many new football fans are made as a result of descriptions of games over the air, that these followers eventually find their way to the stadiums."

RESULTS OF POLL ON FOOTBALL BROADCASTS

These Schools Broadcast (*Either Sponsored or Sustaining*)		These Ban Broadcasts	
Arkansas	Northwestern	Alabama	New Hampshire
Baylor	Notre Dame	Clemson	New Mexico College
California	Ohio State	Colo. Mines	New Mexico
Chicago	Oregon State	Colo. State	North Carolina
Columbia	Oregon	Colorado	Oklahoma
Dartmouth	Pennsylvania	Conn. State	Penn State
Georgia	Rice	Cornell	Rhode Island
Idaho	St. Louis U.	Delaware	Tennessee
Illinois	Southern Methodist	Denver	Utah State
Iowa	Stanford	Duke	Vermont
Iowa State	Texas A. & M.	Harvard	Virginia
Kansas	Texas Christian	Kentucky	Virginia Mil. Inst.
Kansas State	Texas	Maryland	Virginia Polytech
Louisiana State	Army	Mass. State	Washington & Lee
Michigan	U. of Cal., Los Angeles	Mississippi	Western Maryland
Michigan State	Navy	Montana State	West Virginia
Minnesota	Washington State	Nevada	West Virginia State
Missouri	Washington	Nebraska	Wyoming
Montana State	Yale		

Sponsors Scramble for Football Games As Competitive Bidding Boosts the Cost

AS FAST as contracts can be signed, agencies and colleges are arranging for sponsorship of college football games or schedules. With the opening of the season hardly a fortnight away, the scramble for exclusive rights to games continues unabated.

So furious is the bidding for games that colleges are upping their prices as word spreads about five-figure prices that grid-minded sponsors are paying for outstanding teams. At least one court injunction is known to be in the wind and New York advertising circles are reeking with rumors of sponsor bitterness against their agencies as rights to big games are gobbled up by others.

Since BROADCASTING compiled first nationwide data on gridiron sponsorship [see Sept. 1 issue], reports have come in daily of new contracts. In one case announcement was made of sale of sponsorship rights by a Southern college, which later asked for more money when it learned that Yale had sold its rights for $20,000.

Leading football sponsors during the autumn, as previously reported in BROADCASTING, will be Atlantic Refining Co. on the Atlantic Seaboard and Associated Oil Co. on the West Coast. Associated's plans were completed well in advance of the season, but Atlantic Refining still is threshing out details involved in the group of special hookups set up by N. W. Ayer & Son Inc., its agency. Ayer also has been active in obtaining football rights for Kellogg Co., Battle Creek [BROADCASTING, Sept. 1].

Besides actual play-by-play accounts of games, sponsors still are booking time for pregame programs as well as Saturday evening resumes of scores. A novel angle developed during the fortnight when Coca Cola Bottling companies of Texas arranged for broadcasts in that market of pep rallies and of campus programs on Fridays and Saturdays, before and after games, from the larger universities of Texas to be carried locally and by leased lines over WFAA, Dallas.

As BROADCASTING went to press, Yale was the only college of the Big Three in the East to dispose of its sponsorship rights. Atlantic

(*Continued on page 53*)

Agencies Placing GOP Time; Political Radio Use Expands

Parties Already Are Booking Election Eve Time; Placements Vary as Campaign Strategy Shifts

HAVING met with no success in its efforts to persuade the networks to rebate agency discounts for political time placements, as was done in previous national campaigns, the Republican National Committee radio division has disclosed that it is now placing the William Hard broadcasts, its only regular series to date, through Lord & Thomas, Chicago, and that placements hereafter will be made by various established advertising agencies. Democratic radio headquarters from the outset began to place most of its time through agencies.

This policy decision was the major political radio development of the last fortnight, aside from additional time-buying by the partisan groups. The G. O. P. action follows the announcement by Hill Blackett, president of the Blackett-Sample-Hummert agency and radio director of the Republican National Committee, that his own agency would have nothing to do with Republican radio placements. What other agencies will be selected for the increased radio time-buying planned for the next six weeks before the election, has not been revealed.

Campaign Strategy

THE CAMPAIGN for the most part, up to now, has been a hit-or-miss affair so far as radio is concerned, except for the several scheduled series purchased by the Democrats and the William Hard series purchased by the Republicans. The last-named on Sept. 7 switched from the NBC-Blue network to a 69-station CBS network. Speaking from WBBM, Chicago, which is nearest to G. O. P. headquarters in the Railway Exchange Bldg. there, Mr. Hard is now heard Mondays through Fridays, 7-7:15 p. m. (EDST) on 13 stations, with a rebroadcast to the remainder 11-11:15 p. m. (EDST); however, 22 of the latter group on Sept. 28 after daylight saving ends, will shift to the earlier period.

The Republicans are continuing to buy network and station time according to the strategy of their campaign, with Col. Knox doing most of the broadcasting on single-time periods up to now and with Gov. Landon taking the air anew Sept. 12 with his speech from Portland, Me., on the NBC-Red network. All other major speeches by Gov. Landon will, of course, be broadcast on one or another network or on combination of networks, according to Mr. Blackett's decisions and according to ability to clear time. The Republican women's division also has plans under way for a series of programs five times weekly, featuring women, to be arranged by Mrs. Eugene Meyer, wife of the publisher of the *Washington Post*, but the time and the network had not been announced as BROADCASTING went to press.

G.O.P. plans also include several campaign speeches to be broadcast by former President Hoover, stumping the East starting Oct. 8 or 9. It was also learned in Chicago that, despite elaborate previous plans for the buying of transcription time, this is definitely out of the picture now—and presumably the political broadcasts will be confined to the networks between now and November.

Democrats are continuing their scheduled series [BROADCASTING, Aug. 1, Aug. 15 and Sept. 1] and have bought two more schedules on the Mutual Network as a preliminary to putting President Roosevelt himself on the air on sponsored time. The President, still speaking on sustaining time by virtue of his office, will open his active campaign for reelection with his speech before the Democratic state convention in Syracuse Sept. 29, which will of course be broadcast, probably on combined networks.

Thereafter, he will speak more or less regularly and time will be bought as needed. His eighth "fireside chat" from the White House Sept. 6, dealing with the drought and reemployment, was construed in partisan quarters as political — but it commanded sustaining time on the combined networks with various independent stations added at their own request. The fact that it had a political tinge led KFI and KECA, Earle Anthony stations in Los Angeles, to announce a ruling that the President's "fireside chats" hereafter must be paid for by the Democratic National Committee or else would be rejected when offered to those stations on the NBC networks. It is not likely, however, that any more such sustaining periods will be asked for by Mr. Roosevelt in view of his campaign broadcasts which will be booked like any other commercial periods.

On Election Eve

DEMOCRATIC radio headquarters in the Biltmore Hotel, New York, on Sept. 7 began a series of nine Monday broadcasts, 10:45-11 p. m. (EDST) on 12 Mutual stations, WOR, WGN, WLW, CKLW, WCAE, WGAR, WGR, WAAB, WNBH, WMAS, WORC, WFEA, WLLH, with WOL and WSAR to be added Sept. 28. The same network has also been engaged, starting Oct. 2 and running through Oct. 30, for a Friday night series, 10:45-11 p. m., to feature guest political speakers. U. S. Advertising Corp., New York, placed the account.

The Democrats plan to transcribe all of these programs, and place them on various stations. Radio & Film Methods Corp., New York, will do the transcribing.

While more time will be purchased by Democrats during the next six weeks, and while Radio Director William B. Dolph, manager of WOL, Washington, repeats that he will seek to purchase clear time so far as possible, no other definite arrangements for time purchases had been made up to the time BROADCASTING went to press except for the reservation of a full hour period the night of Nov. 2.

Between 11 and 12 o'clock on the eve of the elections of Nov. 3, the Democratic National Committee will fire its final radio shots over the combined CBS, NBC-Blue and basic Mutual networks.

GOP RADIO STAFF
Fleet of Sound Trucks Being Sent From Chicago



Mr. Warriner

HEADED by Hill Blackett, president of Blackett-Sample-Hummert Inc. as radio director, Republican National Committee radio headquarters in the RailwayExchange Bldg., Chicago, is manned not only by a large office staff but by a corps of radio technicians on its own payroll. Charles H. Warriner, of Topeka, is in charge of all Landon broadcasts and public address systems, and with Henry A. Rahmel accompanying Landon on all his tours in his special train fully equipped with radio.

With Col. Knox are James D. McLean, in charge of radio, and Robert C. Mulnix, his assistant in charge of p.a. Traveling with Chairman John Hamilton is Dean Bailey. Knox and Hamilton use sound trucks on their trips, and a fleet of 15 more is now being sent into the field by the G. O. P. radio headquarters.

Equipment for the Landon train and the Knox and Hamilton sound trucks was supplied by Collins Radio Co., Cedar Rapids, Ia. It consists of five 12X amplifiers, two bridging amplifier bays which contain 28 single-stage bridging amplifiers arranged in independent groups of seven. Microphones are placed in front of the speaker and are connected to duplicate amplifiers, so that networks, stations, newsreels and public address systems can be readily hooked in.

Democrats Using Big State Hookups

PURCHASES of special state hookups for its political drive are featuring radio activities of the Democrats. On Sept. 21 the Democratic National Committee will start a series of speeches over a network of Pennsylvania stations, first formed to carry programs sponsored by the Pennsylvania State Committee.

Fifteen 15-minute broadcasts will be carried on as many evenings over an 18-station hookup comprising WFIL, WRAW, WCBA, WEST, WAZL, WORK, WGAL, WGBI, WBRE, WKOK, WRAK, WFBG, WJAC, WHP, WKBO, WLEU, KDKA and WTBO, the latter in Cumberland, Md. The dates are Sept. 21, 22, 28 and 29, Oct. 5, 6, 12, 13, 19, 20, 26 and 27, all 10:15-10:30 p. m.; Oct. 26, 6:30-6:45 p. m.; Nov. 1, 4:45-5 p. m.; Nov. 2, 9:30-9:45 p. m. In addition, transcriptions recorded by RCA Victor Co. will be carried on these stations.

This network is independent of the state committee's own hookup of 17 stations keyed from WFIL, which started Sept. 7 and will run 13 times on a varying schedule. The state committee is also placing discs on Pennsylvania stations.

The week of Sept. 8-13, Democratic National headquarters ran a state series in Maine, using WCSH, WLBZ, WRDO and WAGM, to back up the primary campaign there, to which the Republicans sent Gov. Landon as their speaker.

Network Arranged For Fr. Coughlin

Special Hookup of 36 Stations For Saturday Half-Hours

ARRANGED personally by Father Coughlin, with the assistance of Manager Leo J. Fitzpatrick of WJR and General Manager Fred Weber of Mutual Network, a special network of 36 or more stations carrying half-hour political talks by the Detroit radio priest was scheduled to get under way Sept. 12. Placed through the Albert M. Ross Agency, New York, the series, scheduled for Saturdays 8-8:30 p. m. (EDST) and the same time when standard time resumes after Sept. 27, will run for 13 weeks or more, carrying through the November elections.

Father Coughlin himself is the sponsor and his network was built up with the four basic units of Mutual as a nucleus. His arrangement of the schedule marked a departure from his earlier announced plans not to resume his fall-winter Sunday afternoon broadcasts until after the first of the year, but to appear only occasionally on the radio during the campaign as a speaker for the Union Party on its sponsored time.

May Add More Stations

THE HOOKUP is nationwide in scope, including the CBS-owned KNX, Hollywood, and the CBS-optioned station KSFO, San Francisco. Because CBS policy opposes sponsored talks by religionists Father Coughlin himself paid a visit to CBS headquarters in New York Sept. 9 and secured permission of Edward Klauber, CBS executive vice president, to include those stations—both of which during the last year have been unit of the priest's independent network for his Sunday afternoon series. Neither is as yet taking CBS programs, but are scheduled to start Jan. 1 when they probably will discontinue the Coughlin series if extended beyond then.

More stations may be added, but the lineup as BROADCASTING went to press Sept. 11 was as follows, each station securing its card rates minus a pro rata of the line charges:

Mutual Network — WOR, Newark; WLW, Cincinnati; WGN, Chicago; CKLW, Detroit-Windsor.

Colonial Network—WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WMAS, Springfield; WORC, Worcester; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WLLH, Lowell; WSAR, Fall River.

NBC Affiliates—WFIL, Philadelphia; WCAE, Pittsburgh; WBAL, Baltimore; WSYR, Syracuse; WRVA, Richmond; WGAR, Cleveland; WIRE, Indianapolis; WSM, Nashville; KOIL, Omaha; KWK, St. Louis; WABY, Albany; KSO, Des Moines; WMT, Cedar Rapids; KSTP, St. Paul; WREN, Lawrence, Kan.

CBS Affiliates — WJR, Detroit; WCAU, Philadelphia; WGR, WKBW, Buffalo.

Independents — WOL, Washington; KNX, Hollywood; KSFO, San Francisco; KFEL, Denver.

JACK BENNY'S new movie, *The Big Broadcast*, will kid the radio business. He stars as an agency official. Gracie Allen is sponsor and others featured are Burns, Bing Crosby and Sam (Schlepperman) Hearn.

Air and Errors—Tales of Bygone Days

Unexpected Thrills for Both Audience and Broadcasters Marked Radio's Adolescence a Decade or So Ago

'O THE OLDTIMERS who re-ain in the business, radio, with ll its carefully plotted, conscious umor, will never again be as unny as in the old days, when roadcasting was a hectic, madcap ffair, which ran along much as it leased, sans schedules, sans rules, ans everything.

There were no air comics or gag en. Indeed, they were not need-d, for looseness of operation pro-ided belly laughs galore for mazed listeners as unexpected, idicrous happenings took place uring many of the catch-as-catch-an broadcasts.

A Witch's Progeny

STORY lady was telling about e fairy princess who was rescued om the toils of the evil giant by witch's son. The control man andling her program wig-wagged er frantically, but without avail, she mentioned frequently, roughout the broadcast, how odd was that such a nice young man ould be a son of a witch. The



onsor of the program, an unbe-iling baker, received dirty looks om mothers for some time after-rd.

With quite good intentions, as a tter of educating its listeners ncerning the regulations and en-cement of vehicular traffic laws a local safety first campaign, tation began broadcasting a ser-of programs direct from one of police courts. When the first adcast went on the air, it hap-ned that, instead of a traffic e, an Irish gentleman charged h peace disturbance was being rd.

"So when I came out to me front d, you honor," the defendant s saying, "I did not have the st bit of a thought to be doing wan any harm, at all. O'Toole s standing at me front gate and called me a dirty son of a so so."

he amazed announcers sprang heir controls, but too late. The ghty word had thundered into usands of receiving sets.

nother station made much of fact that it was going to broad-the first blow-by-blow descrip-of a boxing bout ever put on its territory. On the night of bout, while the event was on air, the station received word he sudden death of the mayor. at to do? The studio an-ncer excitedly put on the flash nce, without notifying the ring-announcer his broadcast was g broken into.

Station WAX regrets to an-nce, ladies and gentlemen," the io announcer rapidly read, e sudden death of Mayor Doe. died at his home tonight, soon after being stricken by a heart attack."

The studio announcer then threw the program back to the unsuspecting ringside announcer, whose voice chimed in at the end of the flash, picking up perfectly where the studio announcer had left off: "It was quite a blow, ladies and gentlemen, but it doesn't mean a thing."

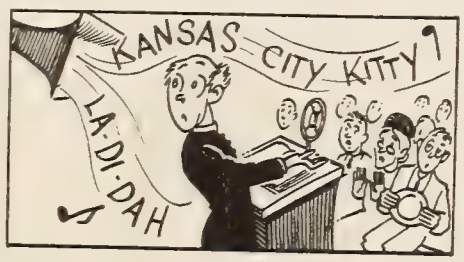
Another station used to conduct its auditions after sign-off at 10 p. m. each Tuesday. As a matter of predetermining the air qualities of voices and acts, the auditions were conducted over a microphone hooked into a loud-speaker system, over which the program director listened. The microphone also was hooked into the broadcasting transmitter of the station which, one Tuesday, the engineer failed to silence.

Hubby Was Dialing

THE ENTIRE audition, in all of its informality, with now and then a "damn" and worse, went on the air. It happened that a young married woman who, unsuccessfully, had been up for auditions several times, was there that evening. She had become rather well acquainted with one of the announcers to whom she remarked: "Come on over to the Dells when you're through, George, and I'll buy a drink. The Old Man got paid today."

As the announcer and the young woman were having their drink an infuriated husband walked in on them. The announcer suffered a broken nose and numerous contusions.

Because of poor acoustics, a fashionable church located just across the street from the antenna of a radio station, installed a loudspeaker system. One Sunday morning, in the midst of the minister's sermon, the wires of the system unaccountably picked up the program of the radio station. A blaring dance band playing "Kansas



City Kitty" became an astounding part of the services.

Deity Desecration

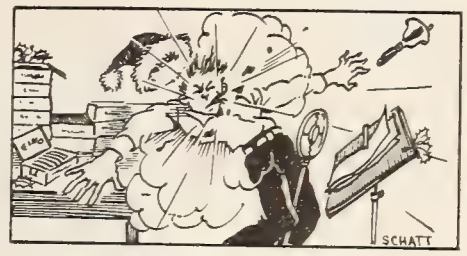
A SMALL eastern station used to operate with a one-man staff on Sunday mornings. The feature program was a popular 15-minute transcribed sermon. The youth who formed the Sunday morning staff customarily placed the transcribed sermon on the turntable, started it playing, then dashed out for a snack of coffee and doughnuts.

One Sunday morning the transcription opened with a hymn, followed by a prayer, which began: "Oh, Jesus Christ, our Lord and Saviour, etc."

On this occasion, when he returned from his coffee and doughnuts, the telephone was ringing. The angry voice of a woman greeted him with: "I've never heard such blasphemy! And on God's Day, too! I'll never listen to such a wicked station again!"

Looking around, he found that the transcription had stuck in a faulty groove. Instead of giving the complete prayer, the disc had been shouting over and over again, for ten minutes, "Oh, Jesus Christ; oh, Jesus Christ."

The listeners, too, had their little joke now and then in the old days. Through one of these listener pranks, a man who used to play Santa Claus over the air for several weeks preceding each Christmas, was cured of his habit of



chiseling cigars out of his listeners.

His method was to read a letter from little Mary Jones and adroitly comment that the cigar which Mary sent him had certainly been appreciated. Naturally, after this broad hint, many other little Mary's would mail in cigars at once. Santa quit chiseling, however, when a fine cigar, mailed in by a listener, exploded in his theoretical whiskers.

An announcer who had to read a bedtime story each evening, hated the task. He ended all of the stories with the stock phrase, "So go to bed, now children; go to bed and go to sleep."

Not for the Kiddies

ONE NIGHT, more peeved than usual at his program, he threw the switch to close the microphone and muttered: "And, as for me, you little so and so's, you can go to hell." The switch, as it happened, did not close the "mike" and the announcer's afterthought, to the horror of listening mothers, went on the air.

Obviously, radio broadcasting today is a highly organized efficiently conducted business as it necessarily must be, in order to keep pace with its rapid development. But the oldtimers in the business find themselves often yearning for the good old days, when radio was a hectic, madcap affair and a phonograph record was a phonograph record.

NBC Special Events

WITH the appointment Sept. 3 of Don Thompson, sports announcer, as producer in charge of special events at NBC's western division, San Francisco, NBC completed its plans to place special events and the supervision of news broadcasts under single managers in each division. Mr. Thompson will work under Lew Frost and will quit announcing. In August NBC in New York named A. A. Schechter as manager of special events and news, and on Sept. 1 the Chicago division named Kenneth D. Fry to the same post there.

ABC Slashes Staff To Avert Collapse

TO AVERT possible collapse, the newly reorganized board of directors of Affiliated Broadcasting Co. on Sept. 5 began a retrenchment campaign which eliminated from the network payroll all personnel not absolutely essential in keeping the network on the air. Only the engineering staff and the studio orchestra, which under the stringent rules of Chicago's Militant Federation of Musicians had to be kept intact if the network were to stay in business, escaped the axe that cut deeply into all other departments, eliminating entirely publicity and sales promotion.

Earlier in the week, with the musicians refusing to play unless cash was immediately forthcoming and only a few hours before the telephone company's deadline, the directors sent an S.O.S. to station managers and in joint assembly decided on a new regime of strictest economy. Ogden Ketting, associate of Samuel Insull, withdrew from the board in favor of H. B. Walker, part owner of WEOA, Evansville, Ind., and WBOW, Terre Haute, whom the station men put forward as their representative. This move cost Insull control of the board and of the company. A loss that was made extremely clear when Isull's private secretary was one of the first to be cut from the payroll. A new monthly budget of $25,000 was set up, the directors vouching for $20,000 and the station members agreeing to come through with $5,000.

Under these conditions, with reduced budget and balance of power resting with Walker, fifth member of the board, with Insull and Charles Brown balanced against George Buffington and T. E. Quisenberry, the ABC hopes to hold out until the expected fall business relieves the situation.

Out in the ABC shakeup are George Roesler, as sales manager; Bruce Robertson, publicity, and David Crosier, in charge of the New York office, which has been closed. Last June the staff all took a 40% pay cut as the network's first retrenchment move. Since the network was organized last May nearly $250,000 is said to have been spent on organization and development, of which $76,000 was raised by Mr. Insull and his friends and $174,000 by a Chicago banking house.

Ayer Gets World Series

THE likelihood that Ford Motor Co. will again sponsor the World Series early in October loomed large when it was learned officially Sept. 11 by BROADCASTING that N. W. Ayer & Son, New York, the Ford agency, has secured an option on the radio rights to the series. This means that Ford will be offered the first opportunity to sign commercial rights, but up to time of going to press the closing of arrangements was not ready for announcement. Combined NBC and CBS networks are again expected to carry the series.

STARTING Sept. 20, a special hookup of WJAY, Cleveland; WSPD, Toledo; WKBN, Youngstown, and WADC, Akron, will carry a series of three one-hour Sunday afternoon political programs with music and entertainment sponsored by the Republican state committee.

Does Radio Need New Sales Technique?

Salesmen Advised to Follow-Through After Contract Is Signed; Radio Not a Supplementary Medium

By WILLIAM B. GELLATLY
Sales Manager, WOR, Newark

THERE'S more to selling than mere selling. Mr. Gellatly, who knows about salesmen and salesmanship, notes that radio has bid good-bye to the old-time salesman who let the matter drop after the dotted line had been duly autographed by the hopeful sponsor. A lot of purveyors of radio time don't do justice to the medium, he believes, and herewith culls a number of choice observations from the storehouse of his experience in a market where selling is an art.

SINCE ITS inception radio has frequently called upon the selling forces of the newspapers and magazines to fill the gaps in its sales staffs. That many of these men have proven their value over and over again is beyond dispute. But radio has changed, and so have the requirements covering the men the industry will now employ.

Radio is no longer a toy. It has become an established advertising medium. It has automatically built for itself a new selling outlook. The advertiser who eight or ten years ago permitted his name to be tagged to a series of transmitted jazz selections, exists no longer. Radio has grown up. And if this year proves to be as successful as present indications promise, radio has become a necessity to the success of thousands of local and national advertisers rather than a competitor for a place in the sun as a seller of products and services.

More Than a Supplement

A MAN may be a respected veteran in the selling of newspaper and magazine space and yet suffer from one popular misconception which will serve as an obstacle to the successful closing of a radio sale. Shrewd as he may consider the modern buyer of time on the air, he forgets that advertising, and business in general, still display a sorry lack of people who can intelligently discuss radio as an advertising individuality rather than the supplement to a printed media campaign. There has been a radical change in radio selling during the past two or three years. The old one-two boy has given ground to a new type of intelligent representative fundamentally schooled in the methods of the spoken word.

The modern radio salesman enters the picture at the moment of the first contact. He then not only clinches the sale, but follows through on the entire radio campaign, checking production, cast, script, and delivery at all times. He assumes the role of watchdog although he does not actually produce the show. All the complaints, additions to the program, last-minute script changes, merchandising efforts, etc., are dumped into his lap by the agency and the sponsor.

I speak here primarily of the independent radio station representative, not the network representative. The latter rarely, if ever, encounters the problems of his radio brother.

Psychologically, the independent station representative is completely disassociated from the printed word insofar as it concerns radio transmission of an advertiser's idea into millions of homes. It is true, of course, that he must be familiar with all forms of advertising media if he is to discuss intelligently the principles governing broadcast advertising. He must be acquainted with the fundamentals governing the careful and successful plotting of the newspaper, magazine, direct mail and billboard campaign, but his understanding of radio advertising and what radio advertising has to offer the prospective sponsor or advertising agent, must be more intensive, thorough, and intelligent than his understanding of any other form of modern advertising.

Such an understanding is not acquired in the process of day-to-day selling. Only by training men and women to adapt themselves to this new medium can the right attitude be developed. And, in some cases, it is effort lost. The modern radio representative must have a feeling for things dramatic. In other words, he should have a feeling for theatrical as well as selling values.

Selection of Prospects

THE MODERN seller of time on the air should also bear in mind that there are advertisers who can and should use radio and that there are advertisers who can't and should not use radio. Very often the novice salesman is tempted to recommend radio to all advertisers. But there is no more reason for all advertisers using radio, and radio alone, than there is reason for all advertisers to use billboards, direct mail, newspaper, magazine and other forms of advertising alone. Only by an intelligent selection of prospects can the modern seller of radio time merit the constant success that will, in turn, enhance the established value of the medium he represents.

If there were one dominant requisite the modern seller of time on the air should possess, it would be a mind attuned to radio advertising as a medium within itself capable of spurring a product on to local or national acceptance, and as a necessary part of any well-planned and intelligently placed advertising campaign.

When I mentioned previously that the modern seller of time on the air should have a feeling for dramatic values, the statement deserved some qualification. Perhaps he is utterly incapable of putting words on paper in dramatic sequence, but he should be capable of presenting the prospective sponsor's product in dramatic terms. This does not mean that radio should be sold theatrically. Rather, radio should be considered as showmanship and sold as a dramatic medium with due respect to the thought given any successful radio campaign.

The perfect seller of time on the air should be able to glance at a commercial announcement and know whether it is the type of material that will prove of value to the advertiser and acceptable to the listener. This is a simple statement to make in print. One will always encounter those individuals who know what they want and insist upon having it. It is here the salesman's own diplomacy and reasoning is offered the opportunity to display itself and protect both the advertiser and the medium he represents.



MR. GELLATLY

Next the Program

IF THE PRODUCT to be advertised over the air has been found adaptable to the medium, and the station or stations to be used has been decided upon, the next step is to determine the program policy. This, in itself, is a vital part of the radio salesman's technique and though he may call the station's specialists into conference on the matter before he will assume the responsibility of making a decision, he should be thoroughly acquainted with the fundamental principles governing the station's program policy.

Such a decision is not arrived at by mere haphazard judgment. The modern radio station makes an intensive study of the advertiser's business and his product in the first step of formulating a program policy. Only by being thoroughly familiar with the advertiser's product and just what the advertiser wishes to do, can the program planner strike that happy note which will lead to the eventual success of selling not once but consistently.

Another vital factor to be considered by the modern radio salesman, is position in the broadcasting time schedule. Some advertisers and their agencies call in a salesman with a preconceived idea of where their program should be located in the station's time on the air. In this day of advertising agency radio specialists, the radio salesman often has little or nothing to say regarding this matter unless the time should not be available.

But, in the long run, he should know whether the time selected is the right one. Only by such fundamentally vital understanding of radio and the station he represents can he hope to command the respect and attention due him and the quota of business he has been instructed to expect.

Syracuse Case Will Test Music Copyright Rights; Injunction Is Refused

AN APPLICATION by ASCAP to enjoin a night club orchestra in Syracuse from performing 25 numbers was denied Sept. 4 by Federal Judge Bryant in the two-year old case of ASCAP against Elm Lodge Inc. ASCAP asked for an order restraining orchestras used by the lodge from performing certain songs on the ground that they have been performed without payment of copyright royalties. Eleven publishing houses joined with ASCAP.

Judge Bryant refused the injunction "because the grounds or facts in the affidavits were in dispute and because there appeared no reason why a speedy trial of the issues cannot be had." Further, he held there would be no irreparable damages caused by such delay.

In an affidavit, Lawrence Kelly, director of the orchestra at the lodge, declared there is "nothing new in the world in swing music." He held that all music is public property and that no one is able to specify what is original in swing music and what isn't, since there are only 13 notes, and those notes have been written in various forms "since the beginning of civilization."

Albert Averbach, counsel for the Lodge and general counsel of the Music Users Protective Association Inc., declared the Elm Lodge cases test for the first time the entire structure and value of a copyright certificate on a musical composition "and it necessarily follows that ASCAP's entire setup is in jeopardy. These test cases are necessarily of far reaching effect not only to the broadcasting industry but to all users of music

Pond's Cream on Blue

LAMONT, CORLISS & Co., New York (Pond's creams) after a lapse of over a year will resume network broadcasting for 26 weeks on 25 NBC-Blue stations beginning Oct. 6, Tuesdays, 9:30-10 p. m. The program will be *Husbands and Wives*, now on NBC-Blue under sponsorship of Standard Brands (Fleischmann Yeast), which gives it up Sept. 27 and resumes *Believe It or Not Ripley* Oct. 4. J. Walter Thompson Co., New York, handles both accounts.



INCREASED SALES THROUGH WREC's NEW *Greater Coverage*★



"INCREASED POWER INCREASED COVERAGE INCREASED SALES"

—says F. B. Collins, Manager, Swift & Co. Refinery, Memphis

"In a nutshell," says Mr. Collins, "Jewel Cowboy programs over WREC are now reaching more people in the vast Mid-South area than ever before. Our programs are getting good coverage in Evansville, Indiana, to the northeast, and westerly, are going well into eastern Oklahoma, an increased coverage of more than 200 miles. WREC's coverage in general has increased in proportion. Summed up, this has meant for us a nice increase in sales of Swift Products."

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

New Transmitting Plant—Broadcasting Power Doubled

★ APRIL 26—WREC opened its new wide-range Transmitting Plant—Memphis' most modern.

★ JUNE 14—WREC increased its Broadcasting Power from 2,500 to 5,000 Watts.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Dramatized Discs Used by Bosch in Selling to Dealers

Novel Broadcasts Successful In Obtaining New Orders

DISC dramatizations are used by United American Bosch Corp. to sell its CentrOmatic radio receivers to dealers, a novel sales idea that the company claims is meeting with extraordinary success.

The plan centers around a series of one-minute spot dramatizations, electrically transcribed, which American-Bosch furnishes to its distributors and dealers. An American-Bosch distributor arranges for the broadcast of one of these announcements at certain time every day, preferably 3 p. m. A little before 3 each day a distributor's salesman calls on a dealer and sets up a sample radio set. He tunes in the station carrying the program. The dealer hears an entertaining dramatized human interest broadcast that tells him the selling features of the set, while the quality of reception is audible proof of the claims made for it. The effect on the dealer is made even more compelling when the salesman reminds him that hundreds of his customers are listening to the same message at the same time.

Dealers Like It

THUS the dealer is sold on the set, its quality and the power of American-Bosch advertising at one and the same time. The surprise value of this "stunt" is so compelling that distributors report amazing success with it, especially with hard-to-sell dealers.

The same technique, of course, has been adopted by dealers in selling American-Bosch sets to customers both in the store and in the prospect's home.

The transcription which American-Bosch supplies consists of 13 one-minute human interest "playlets" centering around the new American-Bosch CentrOmatic radio. Each recording provides an extra 10 seconds for local announcement of dealer's name and address. The dramatizations are available on a single double-faced record. American-Bosch Radio is made by the United American Bosch Corp. E. T. Howard Co. Inc., New York, is the agency.

Calumet Goes Net

GENERAL FOODS Corp., New York on Oct. 4 begins its first network series for Calumet baking powder on 50 NBC-Blue stations, Sundays, 5-5:30 p. m. The program will have Phil Lord interviewing famous personalities each week and will be titled *The Great American Program.* Contract is signed for 52 weeks and was placed through Young & Rubicam Inc., New York.

Remington Rand Adds

REMINGTON RAND Inc., Buffalo (typewriters & office equipment) on Sept. 6 began a series of four weekly Transradio news reports on WOR, Newark, along with three weekly sports broadcasts by Stan Lomax. On Sept. 7 the sponsor started Norman Brokenshire on WINS, New York, in a series of noon INS news reports five days a week.

LET'S WEEP WITH DEAR OLD ASCAP

MORE AND MORE sorrowful become the plaints of ASCAP's chieftains over what radio is doing to music. The other day Gene Buck, ASCAP's president, that gaunt and amiable "White Eagle" with a penchant for tear-jerking in the best manner of Tin Pan Alley, prepared to disembark from the luxurious vessel that brought him through the Panama Canal to New York after a long trip to California that even kept him away from the final ASCAP-Warner debacle. Quoth he to ship news reporters, ever on the lookout for "good copy":

"I am greatly disturbed about the future of any music written today. In the old days, prior to radio broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

What genial Gene didn't tell the reporters was that ASCAP, thanks to radio, is today gleaning the richest harvest in its history—$4,000,000 this year from radio, as against only about half a million in the good old days of 1929; that song-pluggers for ASCAP, as for others, are still falling over one another besieging the radio studios to perform their music, even to the point of offering gratuities to orchestra leaders, performers and arrangers; that ASCAP, thanks only to an antiquated copyright law, has gotten by with figurative murder in exacting arbitrary royalty fees not only from radio but from hotels, movie houses, innkeepers, restauranteurs and other small business establishments; that ASCAP is fighting tooth and nail to perpetuate that good old law.

When ASCAP's income drops below what it was before radio came on the scene, perhaps we can join in genial Gene's plaintive wails and make them a real community sing. But ASCAP's officers and publishers and song writers and lawyers, we note, are still not suffering from the want of super-power cars, magnificent estates and costly diamonds that characterize the higher moguls of Tin Pan Alley.

FCC Will Investigate Possible Cut in Rates For Radio Line Hauls

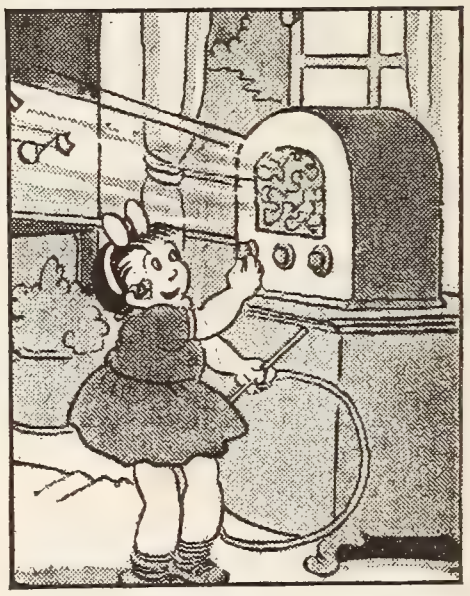
BY THE changed plan of the A.T.&T. investigation through a Telephone Division interstate rate inquiry order, issued Sept. 10, broadcasters now have presented the hope of a reduction of line charges through the FCC. The A.T.&T. investigation previously had been pursued along the lines of a fact-finding probe with the objective of gathering material for future rate reduction moves, but under the new order the FCC now will plunge into a specific rate reduction inquiry.

The Telephone Division order is directed primarily at telephone long distance rates, but the broadcast program transmission charges will form a part of the new investigation. The FCC already has gathered a mass of material from broadcasters about alleged discriminatory and unreasonable broadcasting rates through a questionnaire sent to the 635 radio stations in the country which filed their answers Aug. 15. The questionnaires are now being digested by the telephone investigation staff for presentation at future hearings.

No date has been set for the rate investigation hearings but probably the proceedings will be commenced late in the fall. The A.T.&T., under the rate order has been called upon by the FCC to justify the reasonableness of its rates, services, classifications, practices and regulations.

Philco Local Discs

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers) is preparing a series of quarter-hour WBS transcriptions to run either 13 or 26 times and to be placed by its local distributors. Philco stands the cost of the discs, the distributor paying the station time. Hutchins Adv. Co., Rochester, N. Y., has the account.



Bridgeport (Conn.) Times-Star

"What luck! A piano recital just when I'm supposed to be practicin' my piano lesson."

LADY PEACE AIRED
Shortwave From Harry Richman Broadcast by WOR

WOR, Newark, stayed on the air all night Sept. 2 to broadcast hourly bulletins received at Newark Airport from *Lady Peace*, winging the Atlantic with Harry Richman, singer, and Dick Merrill, pilot. A Western Electric 50-watt telephone transmitter on the plane brought Richman's voice to Newark until the ship was 2,100 miles out, when communication was relayed via London.

Recordings of Richman and Merrill as they voiced farewell messages and roar of the takeoff were used at intervals as atmosphere for bulletins on WOR. Transradio teletyped bulletins to its clients from the airport. Shortwave programs from a plane which convoyed the *Lady Peace* for a hundred miles were picked up by WOR and relayed to Mutual network.

DEEMS TAYLOR, composer, critic and journalist, on Sept. 11 was named CBS music consultant, to advise in coordinating serious music.

Federal Housing Offers New Transcribed Series For Local Sponsorship

FEDERAL Housing Administration announced Sept. 13 an offering of a series of 13 quarter-hour transcriptions to be offered stations as available for local sponsorship featuring an entirely new theme. Transcribed for FHA by NBC Transcription Service, the series has been produced under the immediate direction of George T. Van der Hoef, radio director of FHA, and constitutes the most ambitious transcription project yet undertaken by that agency.

The programs are dramatizations of famous American homes such as the Graigie House (Longfellow's home), Monticello (home of Thomas Jefferson), "Home Sweet Home", etc. "They will make a very effective series of programs which any local sponsor in a business or service associated with home building, financing, improving and maintenance will be glad to sponsor", Mr. Van der Hoef asserted.

All contacts with stations on the series will be made through Mr. Van der Hoef's office. The series, already on a test basis, is on WRC, Washington, which procured a local realty sponsor the first day it was offered. Author of the series is Raymond Scudder, of NBC's New York continuity department. Reginald Thomas, of NBC Transcription Service handled production under the direction of Lloyd C. Egner, manager of NBC Transcription Service.

The series is being made available by FHA to stations at no cost except transportation covering the return of the recordings. The 15-minute discs allow two minutes for commercial announcements.

Special Hookup Renewed By Department Stores

THE cooperative 45-minute series staged by big department stores on an independent network has been renewed for 39 weeks, effective Sept. 10, with a number of additional stores understood to be planning to join the project for the local tieins.

Originating at WOR's New York studios, the program is keyed to WNAC, WBAL, WGAR, WABY, WGR, WGBI, Thursdays, 9-9:45 a. m., with repeat at 10 a. m. for CKLW, WGN, WSM, WCOL and the Michigan Network. The repeat will be discontinued after the Sept. 27 program. Prominent fashion editors are guest speakers on each program, with name orchestras appearing for one-time performances. Dorland International Inc., New York, places the account in association with Ben Rocke Productions Inc., New York.

New Agency Formed

VANDERBIE & RUBENS Inc. is the firm name of a new advertising agency formed in Chicago with headquarters at 540 N. Michigan Ave. The principals are H. S. Vanderbie and Walter L. Rubens. Among the accounts listed for the agency are Murine Co. Chicago; Nacor Medicine Co., Indianapolis; Sunsol Products, Chattanooga; Hamlin's Wizard Oil Chicago; Rhodius Perfumes, San Antonio, and Swartchild & Co. Chicago.

New Corporation To Supplant CRC In Dominion Radio

Nine Governors Are Appointed To Take Office Nov. 2

(*Special to* BROADCASTING)

OTTAWA, Ont., Sept. 11—In line with his avowed intention of eliminating the Canadian Radio Broadcasting Commission and setting up a new structure for the regulation of broadcasting in the Dominion, Prime Minister King last night announced the appointment of nine governors for a Canadian Radio Corporation, all to take office Nov. 2.

Headed by L. W. Brockington, Winnipeg attorney, as chairman, the new board is composed of publicists, educators, showmen and financiers and the preponderance of the former points to the likelihood that it will be expected to "sell" more strongly the idea of nationalized broadcasting to the Canadian public.

Manager to Be Named

NO ANNOUNCEMENT has yet been made regarding the fate of the present three commissioners, but it is expected that Chairman Charlesworth may be given a place as a program executive. The new board, consisting of one man from each province, will recommend a general manager for Canadian radio and an assistant before Nov. 1 when the new Radio Act goes into force.

Vice chairman is Rene Morin, managing director of the Trust Generale du Canada, Montreal. Other members are: Brig. Gen. Victor Odlum, former newspaperman, now a Vancouver broker; J. S. Godfrey, Halifax barrister and former Rhodes scholar; Prof. A. Vachon, Laval University, Quebec; Wilfred Bovey, Montreal barrister formerly on the faculty of McGill University; N. L. Nathanson, of Toronto, president of Famous Players Corp. of Canada and Canadian Paramount Corp. Alan Plaunt, Toronto journalist, who is credited with instigating the idea of Canadian nationalized broadcasting; Mrs. Nellie McClung, author, of Victoria, B. C.

* * *

THE Canadian Radio Broadcast- ing Commission now comprises Victor Charlesworth, chairman; Col. C. A. Chauveau, vice chairman, and Lieut. Col. W. Arthur Steele, the latter an Army officer who is expected to return to duty or to go on the retirement list. It was formed several years ago to regulate Canadian broadcasting along the lines of American regulation so far as technical assignments are concerned, but also was instructed to acquire stations and provide station and network programs. During its life it has taken over, chiefly by purchase, seven stations and has provided a network program service which has regularly exchanged programs with the American networks. Lack of funds precluded its elaborate plans for further nationalization, with station owners naturally opposing such moves.

Long in disfavor with the party which succeeded Premier Bennett's, which organized it, and embroiled in partisan politics during the recent campaign, the Commission's life was extended from time to time but for only short periods. Premier King during the election campaign promised a change, which he has now effected.

Frequently mentioned as a possibility for the directorship of any new setup inaugurated was Maj. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp. and a former Canadian newspaperman and Rhodes scholar. It is believed he would accept the post if offered, bringing to Canadian regulation his experience with the nationalized British radio system and his liberal attitude toward the so-called American system of private, competitive enterprise supported by advertising revenues. Another man mentioned for the post is Reginald Brophy, onetime manager of CFCF, the pioneer Canadian Marconi broadcasting station in Toronto, a Canadian citizen, who is now station relations manager of NBC in New York.



ONCE IN A LIFETIME—Staged in Des Moines over the Iowa Network when enterprising Bill Spargrove, announcer, brought together for the first time on the same broadcast presidential announcers for rival NBC and CBS networks. Shown here, left to right, are Bob Trout, CBS presidential announcer, Dale Morgan and Bill Spargrove, Iowa Network announcers, and Carlton Smith, NBC presidential announcer. The occasion was the assemblage of the President and six Midwest governors, including Gov. Landon, in the drought conference Sept. 3. Iowa Network, through Ranny Daly, program director, handled special remote setups for KRNT (feeding to CBS) and KSO and WMT (feeding to NBC).

Seeks 50 kw. in Toronto

CFRB, Toronto, one of Canada's three most powerful stations, has filed application for a power boost 50,000 watts on the Canadian exclusive clear channel of 690 kc. Meanwhile, CFRB is spending $30,000 during September in renovating its 10,000-watt transmitter. A new transmitter house is being built at Aurora, 25 miles north of Toronto, where a 1,000-watt shortwave transmitter to operate on 6070 kc., CFRX, is also being installed. The station is owned by Ted Rogers, of the Rogers-Majestic Co., who recently bought controlling interest in CKLW, Windsor-Detroit. All transmitting tubes in CFRB and CFRX are built and designed by Rogers at his own tube factory, which manufactures Rogers, Deforest-Crossley and Majestic radio sets in Canada.

TRANSFER BY WHIO CAUSES CONFUSION

SIGNING OF WHIO, Dayton, by CBS under a five-year contract, has precipitated a new furore in Midwest network broadcasting. Departure of the Dayton station from NBC will break up the three-station circuit aligned by NBC as an alternate choice for WLW, Cincinnati.

The five-year contract was negotiated Sept. 5 by James M. Cox, former governor of Ohio and his son, James M. Jr., with Herbert V. Akerberg, CBS station relations vice president. WHIO is affiliated with the *Dayton Daily News*, of which Gov. Cox is publisher. It has been an NBC optional outlet for the last two years. WSMK, Dayton, present CBS Dayton outlet, will terminate its connection by virtue of a contract cancellable upon 90 days notice.

NBC has made available to its clients a combination of WCKY, Cincinnati; WIRE, Indianapolis, and WHIO. This has been an optional group along with WLW, which individually was classified as optional.

It was stated at CBS that no effort is being made to align either WCKY or WIRE, since the network has affiliates in both Cincinnati and Indianapolis, these being WKRC and WFBM respectively. More than likely, arrangements will be made whereby WHIO will join CBS in advance of the 90-day period.

Bernard Cohn Is Named Sales Manager of WREC

BERNARD L. COHN, president of Lake-Spiro-Cohn Inc., Memphis agency, has resigned that post to become commercial manager of WREC, Memphis, according to an announcement Sept. 10 by Hoyt B. Wooten, president and owner of the station.

Mr. Cohn is former publisher of the *Memphis News-Scimitar*, and has had wide experience in the business end of the newspaper field. His agency handles such national accounts as Plough's Inc., Health Products Inc. and St. Joseph's Laboratories. Mr. Cohn, Mr. Wooten declared, fills a newly-created post on the executive staff of the station, which recently installed completely new equipment.

Simultaneously, Mr. Wooten announced promotion of Hollis Wooten to assistant manager from his present sales staff post, and of Roy Wooten to chief announcer and special events head. Both are brothers of the owner. S. D. Wooten Jr., a third brother, is chief engineer of WREC, and also of WHBQ, which is operated by the same management.

Texas Crystal Complaint

UNFAIR competition in sale of mineral crystals is charged by the Federal Trade Commission in a complaint handed down Sept. 12 against Dollar Crystal Co., Omaha (Genuine Texas Mineral Crystals). Claims made for the product as a remedy for headache, nervousness and other ailments are declared to be exaggerated. Glame Inc., Hoboken, N. J., has agreed with the FCC to cease claiming its polish remover feeds or nourishes the nails of cuticle of users.

Communist Party Complaint Studied

FCC Legal Department Given Protests on Time Refusal

CHAIRMAN PRALL of the FCC on Sept. 11 referred to the law department letters of protest against broadcasting stations alleging political discriminations. Turned over to the FCC lawyers was a letter from Arthur Garfield Hays, general counsel of the American Civil Liberties Union, urging that the FCC make a "sharp public statement" relating to political broadcasts because of cases involving the Communist Party in which WIRE, Indianapolis, WCAE, Pittsburgh, and WTCN, Minneapolis, were drawn by the League. There also was a letter from William Z. Foster, national committee manager of the Communist Party charging WCAE violated the law by declining to carry a talk locally by Earl Browder, Communist candidate for the presidency.

Mr. Prall said he could make no comment until the law department reported on the protests. The Civil Liberties Union letter asked that the FCC make a statement affirming the provisions of the Communications Act providing "that all licensed broadcasting stations shall afford equal treatment to legally qualified candidates for public office."

Basis of Protests

THE Union's letter alleged that WIRE and WCAE, both NBC outlets, refused to carry the Browder speech on Aug. 28 "despite the fact that both stations have carried speeches by the candidates of the Democratic and Republican Parties."

In the case of WIRE, it was alleged that the station "seems to have refused to schedule the speech on the ground that the Communist Party is illegal in the state under the so-called ballot law * * *."

In the case of WTCN, it was alleged that the station signed a contract for a series of campaign broadcasts by spokesmen of the Communist Party but that when Nate Ross, candidate for presidential elector, was scheduled to speak on Sept. 2 the station demanded elimination of a number of paragraphs from the prepared address. The Communist Party, the letter continued, withdrew the speech entirely and submitted one by Sam K. Davis, not a candidate. The station approved the manuscript, it was stated, and just before it was delivered, Davis asked permission to make a slight addition.

"This request was granted," continued the letter, "but after the talk the station charged that the Communist Party in changing the speech had violated its contract and cancelled the whole series."

In the case of the Foster protest, WCAE explained that Hearst stations on NBC will carry the network schedules for the Communists and that previous commercial commitments alone rendered it impossible to carry the Sept. 4 talk by Browder.

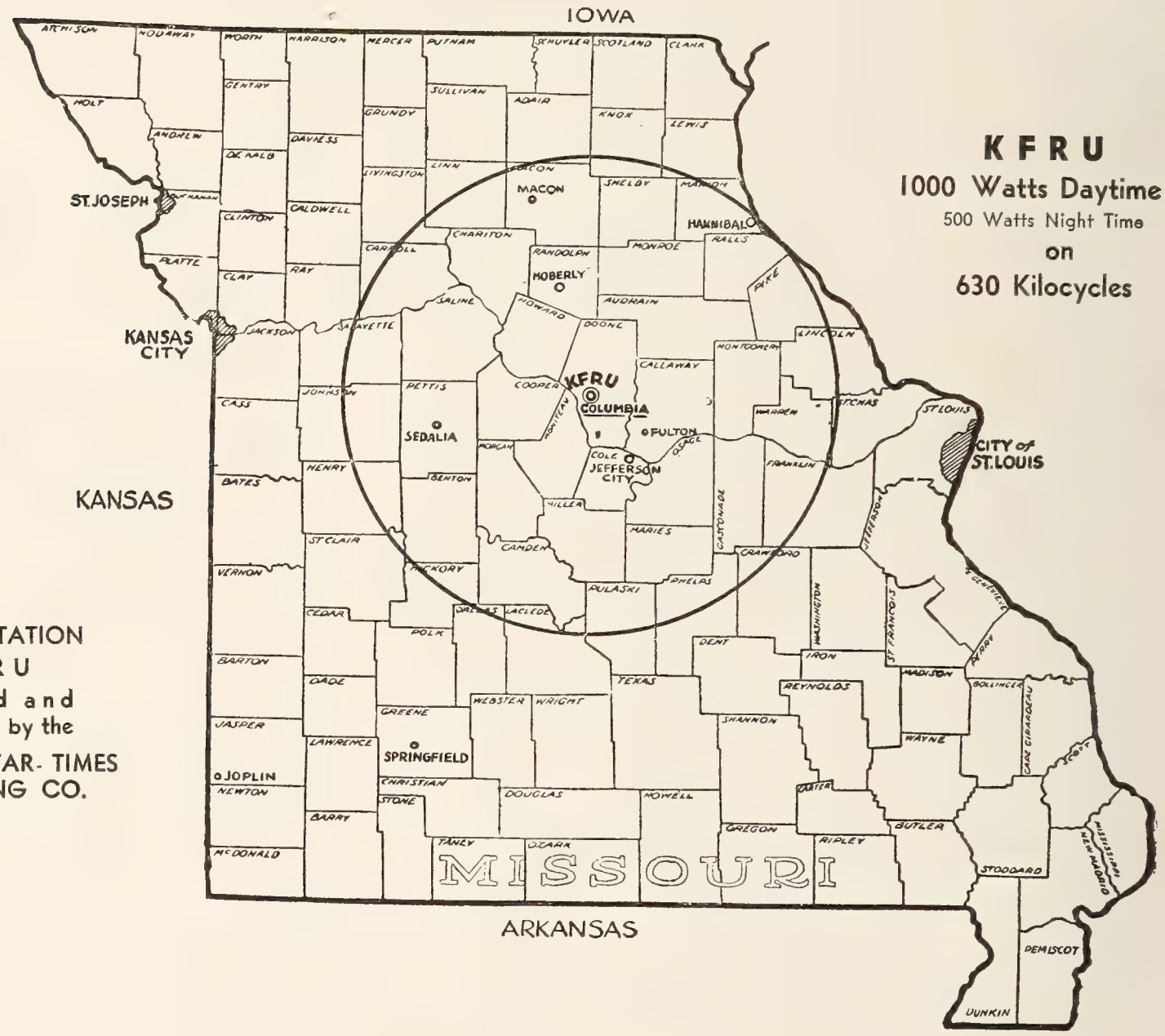
CRCT, Toronto outlet of the Canadian Radio Commission, is not renewing its NBC commercial programs. As they expire they are being dropped, and NBC is understood to be counting on WBEN, Buffalo, which is heard in the Toronto receiving area.

Radio Station **K F R U**

At Columbia, Missouri

PRESENTS . . . .

FACTS and FIGURES About the $75,000,000 Retail Market in the Center of Missouri . . . .



K F R U
1000 Watts Daytime
500 Watts Night Time
on
630 Kilocycles

RADIO STATION
K F R U
Is Owned and
Operated by the
ST. LOUIS STAR-TIMES
PUBLISHING CO.

Address your request for a copy of this interesting, factual manual, direct to Radio Station KFRU at Columbia, Mo.

or to the
National Representatives
WILSON—DALTON—ROBERTSON

1329 Baltimore Ave.	1503 Mather Tower	250 Park Ave.
Kansas City, Mo.	Chicago, Ill.	New York City

A Sales Message Over KFRU Covers the Center of Missouri

Offers or Contests Used by Two-thirds Of NBC Sponsors

Cash Prizes Popular in 1935; Millions Enter Contests

OF THE 194 advertisers who sponsored 227 programs over NBC-Red and Blue networks in 1935, 129 or 56.4% used offers and contests, according to *Radio Offers & Contests*, a booklet just released by NBC to advertisers and agencies. Offers were used more extensively than contests during the year, with 360 offers made by advertisers of 116 products and 85 contests announced by 54 products advertised on the networks.

Cash prizes were the most popular form of contest on NBC, with advertisers of 36 products sponsoring 53 cash contests. Next were 32 weekly contests (no money) staged by 24 advertisers; 12 dealer prizes (cash or products) by nine advertisers; 10 limerick & jingle contests by four sponsors; eight automobile prize contests by seven advertisers; eight free contests (no proof of purchase required) by seven advertisers; seven suggest-a-name contests by seven sponsors; six amateur contests by four sponsors; slogan contests by four advertisers and vacation trip awards by three sponsors.

Types of Offers

SIXTY-SIX advertisers made 153 free offers on NBC networks last year. Next came 76 booklet offers by manufacturers of 38 products; 31 novelty offers by sponsors of 36 products; 60 cookbook and recipes offers by 15 NBC clients; 38 product offers (sample or gifts) by 28 sponsors; 38 offers of the sponsor's product by 29 advertisers; 29 household articles offered by 18 advertisers; offers of personal articles, photographs of radio artists. special edition newspapers, and road maps.

Forty-six NBC commercial programs asked for part of a package as proof of purchase as an entry requirement for contests. Eleven programs asked parts of two packages and ten asked for three box tops or wrappers. Radio listeners were required to send money, ranging from one cent to $3.75, to conform with the requirements of 68 offers on 32 different programs.

Sponsors were more reluctant to reveal their contest and offer figures this year than usual, and as a result the NBC radio contest and offer brochure contained fewer figures in the replies and entry column than in the past. A few of the figures quoted are:

7,500,000 metal initial tags given away by Sun Oil Co. to all radio listeners applying at a Sun station and paying ten cents.

800,000 children became members of Orphan Annie's "Secret Society" by submitting a seal from a can of Ovaltine to the Wander Co.

Over 2,000,000 contestants competed in the Pepsodent Co. cash prize contest which required the purchase of a tube of Pepsodent toothpaste. 1,000 entries received in another contest from contestants who bought a can of Pepsodent tooth powder.

In connection with the *General Motors Symphony* 3,000,000 *Weather Rivers* booklets were sent to listeners requesting them.

In four weeks General Foods' *Maxwell House Showboat* sent out 30,000 *Songs of Showboat* books to listeners submitting 10 cents and a piece of metal from a can of Maxwell House coffee.

Offers were most numerous during October, totaling 46 offers, with March and April following with 42 and 40 respectively. Contests were most frequent during January, numbering 16, with 14 in March and 10 in April. December was the low month for contests, with only one, and August was the poorest month for offers, only ten being listed.

NAMES AND NEWS AND BREAD

Four Out of Five Mentioned on the Air Respond to Offer of Free Loaf and Doughnuts

By JOHN B. FLACK
Flack Adv. Agency, Syracuse



Mr. Flack

FOUR out of five respond to the magic appeal of "something for nothing" in the interest-creating news broadcast of the Cortland Baking Co., a daily feature presented on WSYR.

Near the end of each five-minute program of news events the announcer states: "—And now we come to the feature you have been waiting for. Cobakco has a free gift for five lucky Syracuse housewives. If the following will just call this station before 6 oclock this evening, they will receive free, by Western Union Messenger, a fine gift package of Cobakco Bread and delicious Cobakco Donuts." . . . and then he reads off the names and addresses.

And Does It Pull!

DOES it work? It certainly does! We have been amazed at the results. On each program the replies average about four out of five, and on some days we hit a perfect score. To get the idea started we used names of people we knew would be quite certain to listen. We even put a flea in their ears about the program. We then asked the winners to suggest names of friends who were deserving of being eligible for free gifts and the response to this request was prompt and eager.

We followed this method for the first week or two and then we began to pick the names "cold". We waited with bated breath for the calls to come in, and our amazement at the reception of the program continued when we found that the average was as high with names picked cold as with those which were "preheated".

The methods we used in selecting names for the free Cobakco gift were to pick people who would be likely to mingle with others and do a little gratuitous boosting for Cobakco products. We used the city directory and selected the officers of women's clubs. We followed the society and personal columns of the newspapers and selected names of those women who were contantly entertaining.

To get such a high average in replies is proof positive that people are listening to our program. And to hear the names of friends or neighbors announced leads each listener to hope that her name will be next. Winners tell us that when they see a uniformed messenger coming to the door bearing their free gift they get a thrill out of all proportion to the actual money value of the gift.

With each package of bread and donuts we send a letter from the baking company asking the recipient to write in and let us know how she liked the products. The enthusiastic letters received are a joy to read. "Think your products wonderful" they write. "We'll use them from now on." "Will tell all my friends about them—", etc.

The Public Talks

"IF YOU want to get your sales message across you must have it enter into the conversation and thoughts of the public. That is why this touch of showmanship and the uniqueness of the feature have proven so successful," is the opinion of John J. Kane, sales manager of the Cortland Baking Co. "Sales have been most gratifying. We made a special test and advertised a loaf that was not usually stocked by the majority of stores. Our routemen immediately reported increased demands for this particular loaf."

The program has brought forth many interesting sidelights. One day, an assistant who was selecting the names, unwittingly used the name of a very wealthy woman —a woman who lived in a house costing several hundred thousand dollars. When this was discovered her selection was greatly criticized. The criticism turned to astonishment, however, when the woman phoned in for her loaf of bread and package of donuts.

On another occasion I was told that a lawyer had called my office several times during the day. When I finally was able to talk to him. he informed me that he represented a client who was reported to have won a prize on a Cobakco program announced over station WSYR. I told him to have his client call the station and we would be glad to see that she received the gift. "I can't," he said. "She's been dead for over a year! But I want to see that her heirs get the benefit of any prizes or gifts which are due the estate."

I told him that I guessed that the estate wouldn't benefit very much because it was only a loaf of bread and a package of donuts which I was sure would be more apt to provide temporary sustenance for the lawyers than to provide a monetary increase in the size of the estate.

Kellogg Chicago Contest

KELLOGG Co., Battle Creek (corn flakes) is spending an estimated $30,000 in a baseball windup campaign during the last six weeks of the season in Chicago. The appropriation includes a list of 300 prizes topped by Pontiac automobiles for the ballplayer picked as the best in the major leagues and for the person submitting the best letter in the contest. Color and rotogravure pages are being used in Chicago newspapers as well as car cards, dealer tieups and direct mail. Hal Totten, veteran sports announcer, is handling the series on WENR. Printed media copy includes photographs of Totten. N. W. Ayer & Son Inc., Chicago, is agency.

RAILROADS PONDER 1937 RADIO DRIVE

USE OF radio on a nationwide basis by the American railroads as part of the institutional campaign now in progress to sell competitive against other transportation groups, may develop next year when the Association of American Railroads devises its new advertising campaign.

Holcombe Parkes, associate director of Public Relations of the Association, who is on leave of absence from his post as advertising manager of the Norfolk & Western Railway, declared Sept. 9 that consideration will be given radio for the second fiscal year's campaign. The new fiscal year will begin next June. The current campaign, involving an expenditure of more than $1,000,000, is being placed largely in magazines, through Arthur Kudner Inc.

In considering the original campaign last year the Association decided against the use of radio but recommended that it be used in the future. The advertising budget is being contributed by members of the Association, with no fixed amount allocated for advertising and promotion.

Remington Rand Renews Series on 50 Stations

RENEWAL for another 13-week period of *The News Comes to Life* program sponsored by Remington Rand Co., Buffalo (office equipment) was announced Sept. 3 by Pan American Radio Sales Co., New York, through its vice president, Gerald K. Hughes, effective Sept. 6. The program is carried Sundays, 6:30-7 p. m., over a combined hookup of more than 50 regional network stations, including outlets of the Yankee Network, Michigan Network, Affiliated Broadcasting System and the New York State Broadcasting System and is keyed from WINS, New York. It is placed by Leeford Advertising Agency, New York.

The program was first conceived and placed last June 7 by James H. Rand 3d, son of the president of Remington Rand. who organized Pan American Radio Sales Co. as a special representative concern to place this and other programs on similar hookups. Mr. Rand is president of Pan American. He was assisted in his plans by Burt Squire, manager of WINS.

General Motors and Ford Resume Sunday Concerts

WITH General Motors back on the air starting Sept. 13 for its fourth season of *General Motors Concerts* on the NBC-Red network Sundays, 10-11 p. m., Ford Motor Co. will also resume its *Ford Sunday Evening Hour* on a big CBS network starting Sept. 20, 9-10 p. m. Erno Rapee is directing the General Motors Symphony and noted guest conductors will direct the Ford programs, the first being presented in Carnegie Hall, New York, and the second in the Masonic Auditorium, Detroit. Both schedules are for 39 weeks, and both programs will present weekly guest artists of top rank. Campbell-Ewald Co. of New York handles the General Motors account, and N. W. Ayer & Son Inc., Philadelphia, has the Ford account.

New NAB Commercial Group Vested With Added Functions

Carpenter Is Named Chairman; Radio Research, Sales Managers Divisions Formed; Church Heads Research

REORGANIZATION of the Commercial Section of the NAB, which will comprise two separate divisions, was announced Sept. 12 by Charles W. Myers, NAB president, coincident with his appointment of H. K. Carpenter, general manager of WHK, Cleveland, as chairman.

Pursuant to a plan devised by James W. Baldwin, NAB managing director, and approved by President Myers, the Section will have two divisions — sales managers and radio promotion. Appointed as chairman of these respective divisions were J. Buryl Lottridge, sales manager, KOIL, Omaha, and KFAB, Lincoln; and John J. Gillin Jr., manager of WOW, Omaha.

Simultaneously, Mr. Myers announced reappointment of Arthur B. Church, president of KMBC, Kansas City, and an NAB director, as chairman of the Committee of Five assigned to handle the important negotiations looking toward creation of a radio research bureau in collaboration with advertising agency and radio advertiser committees.

Former chairman of the Commercial Section and a prominent figure in NAB activities for the last decade, Mr. Carpenter succeeds Mr. Church. He has been general manager of WHK and its associated station, WHKC, Columbus, for nearly three years and prior to that was general manager of WPTF, Raleigh, N. C. Mr. Carpenter has served two terms as an NAB director and missed election to the board at the last convention by one vote.

Enlarged Duties

THE COMMITTEE on radio research continues the work of the last two years in collaboration with the American Association of Advertising Agencies and the Association of National Advertisers. Committees of five representing each of these three organizations have constituted the Joint Committee on Radio Research created to investigate the feasibility of establishing a cooperative audit bureau for radio circulation and listener habits.

The sales managers' division, headed by Mr. Lottridge, was created at the last convention and already has a membership of more than 225 stations. Its efforts are directed toward the development of sales activities of broadcasting stations and of cooperation with advertisers and advertising agencies.

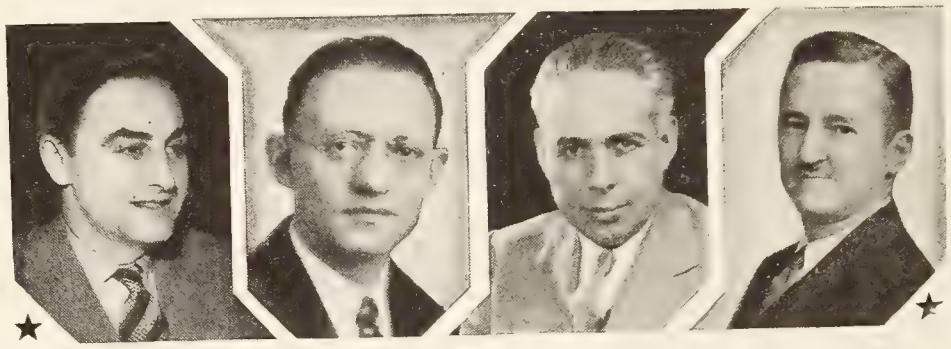
The third division—radio promotion — was created pursuant to a resolution adopted at the Chicago convention in July. The resolution provided that the president appoint a committee of not less than five nor more than seven members to explore the possibilities for the broadcasting industry of radio promotion and report at the 1937 convention. Mr. Gillin, an NAB director, is a well known figure in industry circles, and has been active in NAB commercial affairs.

At the last convention the membership approved a $10,000 fund for use of the radio research division and the Joint Committee as needed in furtherance of its project. This money has been set aside but the expenses of the Joint Committee are being defrayed at present through the voluntary contributions of NBC and CBS, the former having pledged $20,000 and CBS $10,000. There is also likelihood of a contribution from Mutual Broadcasting System.

Powerful Cuban Station To Draw Tourists Urged

TO STIMULATE American tourist travel, Cuban authorities are considering installation of a high-power broadcasting station with a directional antenna designed to throw its signals into the United States, according to unofficial word from Havana. The Ministry of Communications has been instructed to study the feasibility of such an undertaking.

Strong efforts are being made to have the Cuban Congress approve a law regulating all phases of broadcasting, broadly along the lines of the American law, it is reported to the Department of Commerce.



CHAIRMEN ALL — Here are the new commercial heads of the NAB, appointed for the 1936-1937 fiscal year. Left to right are John J. Gillin Jr., chairman, radio promotion division; H. K. Carpenter, chairman, commercial section embracing the sales promotion and sales managers' divisions; Arthur Church, reappointed chairman radio research committee; J. Buryl Lottridge, chairman, sales managers division.

American Influence Improves Programs Abroad, Says Flamm; Makes Paris Tieup

A TIEUP between WMCA, New York, and the Post-Parisien station in Paris, one of France's most popular commercial outlets, was concluded by Donald Flamm, president of WMCA, during his July-August European trip which was concluded when he arrived Sept. 3 on the *Rex*. Under the arrangement, made with Jean Gruenbaum, operator of the 60,000-watt Post-Parisien, which was purchased several years ago from the newspaper *Petit Parisien* by interests headed by Mr. Gruenbaum, WMCA and associated stations of the Inter-City Group will have access to all programs of the Paris station while the latter will have available to it all the WMCA-Intercity programs it wants.

Occasional Transatlantic shortwave hookups will be effected, but for the most part the exchanges will be via recordings. WMCA last March also entered into an arrangement whereby Jean DeLettre, French composer of "Hands Across the Table" and other popular songs, became its "Paris correspondent", sending over transcriptions of gossip and news of the theater, art and society of interest to American listeners.

Millions Go Abroad

MR. FLAMM toured various European radio centers, and reported that he was particularly struck by the fact that English radio stations and British advertising media were losing millions of dollars annually to foreign radio stations, particularly in France, Ireland and Luxembourg, which permit commercial broadcasting.

While the BBC bars commercial programs, British and continental advertisers are buying time on stations in nearby countries for programs designed to be heard in England. The French government has placed a tax of 45% on broadcast station revenues derived from foreign advertisers, said Mr. Flamm, yet all the stations capable of reaching England have big bookings of commercial time.

Mr. Flamm expressed the belief that foreign programs as a whole do not compare with current American productions. The American influence, however, is being extended to a considerable degree on foreign stations, he added.

Scratchy Recordings



Mr. Flamm

"RADIO programs abroad would not attract American listeners," he said. "Some of the phonograph record shows offer what we in this country call 'good music', but the records used are old, in many cases scratched, and technically the reproduction is so bad it would not be tolerated in any 10-watt American studio.

"Of course all the foreign programs are not made up of talk or phonograph recordings, but listening with a good all-wave set for several hours you might be led to believe that house bands and orchestras and dramatic broadcasts were unknown to the program directors.

"Remote control broadcasts are very rare abroad. Pickups of dance bands are heard on occasional stations, but transmission still leaves a great deal to be desired.

"Some of the superior dramatic productions of the BBC (real written-for-radio-only shows), and some of the musical pickups of great symphony orchestras rival anything ever done along these lines in the United States, but the broadcast that is heard today in this country, and forgotten tomorrow, a good average dramatic show for example — would be a once in a month feature, with listeners talking about it for weeks before and weeks after the presentation.

"Radio comedians are rare abroad, with no outstanding stars to compare with Amos 'n' Andy, Ed Wynn, or others who have built their success in this country almost exclusively by radio.

"*Five Star Final*, the *March of Time*, and other news broadcasts are unknown abroad as yet—reporters reading news flashes strongly tinged with government propaganda can be heard occasionally, but even these programs are irregular in their appearance and delivered with a decided lack of showmanship.

"American radio fans have much to be thankful for, and I believe the real reason for our progress here as compared with Europe, is that we have permitted the advertiser to share the burden of building programs, and have kept propaganda off the air."

Merchandising Campaign To Support Kate Smith CBS Series for A & P

SUPPLEMENTING the largest radio campaign Great Atlantic & Pacific Tea Co., New York, has undertaken for its three coffee brands, Red Circle, Eight O'Clock and Bokar, a large merchandising campaign was to be launched in mid-September to promote the *Kate Smith Band Wagon* which begins on 45 CBS stations Sept. 17, Thursdays, 8-9 p. m. from the CBS 45th St. Playhouse, New York.

The title for the new program was selected in a "Suggest a Name" contest among the 90,000 A & P employes. Entries were received from 35,000 and six submitted the winning title, all receiving duplicate prizes of $100.

Using the title as the background for its merchandising, the A & P agency, Paris & Peart Inc., New York, is distributing three medium-size counter cards and a large window poster which is a replica of the counter cards to 16,000 A & P food stores from Bangor, Me. to Omaha, Neb. A new A & P house organ is planned tentatively titled *A & P Band Wagon*, to be distributed monthly to all A & P employes. It will promote the new radio series exclusively. The first issue will be a 12-page tabloid with subsequent issues running 8 pages.

The radio audience will be told of the new series by large spotlight advertisements, similar to the window posters, in over 200 newspapers on Sept. 17. In all A & P advertising after this date a small box will tell listeners to tune in on the program. During the week of Sept. 14 the *A & P Menu Sheet* an eight-page rotogravure 9 x 12 inch weekly newspaper with a circulation of 2,000,000, has a full page devoted to this program. The program itself will be a variety show featuring Kate Smith a master of ceremonies, orchestra and guest stars.

know WLS

What we did in AUGUST

To September 1, WLS received 1,071,869 letters, a 25% increase over the corresponding period of 1935. 27% came from Chicago listeners — proof of WLS popularity in the Metropolitan Chicago area

WLS entertainers appearing on road show units broke all existing attendance records at fairs where they opened. Many fair managers have contracted for 1937.

"WLS packs them in." Again this was proved when almost 9,000 paid from 25c to $1.00 to see the five-hour broadcast of the WLS National Barn Dance at the Illinois State Fair.

Advertising revenue was 37% higher than last year. Nineteen advertisers placed orders. Seven were renewals of present contracts and ten had used WLS before.

Paid admissions to the WLS National Barn Dance passed the half-million mark. Visitors came from 48 states, several Canadian provinces and foreign countries.

Advertising Results Follow Listener Loyalty

The Prairie Farmer Station

50,000 Watts — Clear Channel

Burridge D. Butler, President--Glenn Snyder, Manager

John Blair and Company, National Sales Representatives

WLS CHICAGO

British Television Is Shown to Public At London Exhibit

BBC Is Studying Reaction to Baird and EMI Reception

TELEVISION is under way in England. First public showings of the twofold system of transmission and reception ordered into experimental operation by the British Television Advisory Committee following visits early in 1935 to foreign television laboratories, including those of the United States, began with the opening late in August of London's annual radio exhibition at Olympia, with demonstrations twice daily from 12 noon to 1:30 p. m. and from 4:30 to 6 p. m. and with the Electric & Musical Industries Ltd. (EMI-Marconi) and Baird Television Ltd. alternating in demonstrating their respective systems.

The British authorities have taken pains to make clear that these showings, reproductions of the images broadcast from the 220-foot aerials atop Alexandra Palace, which itself is located on a hill 306 feet above sea level, are of an experimental nature. Public reaction is being studied closely with a view to determining whether the London public is sufficiently intrigued to be willing to buy television receiving sets.

Receivers on Display

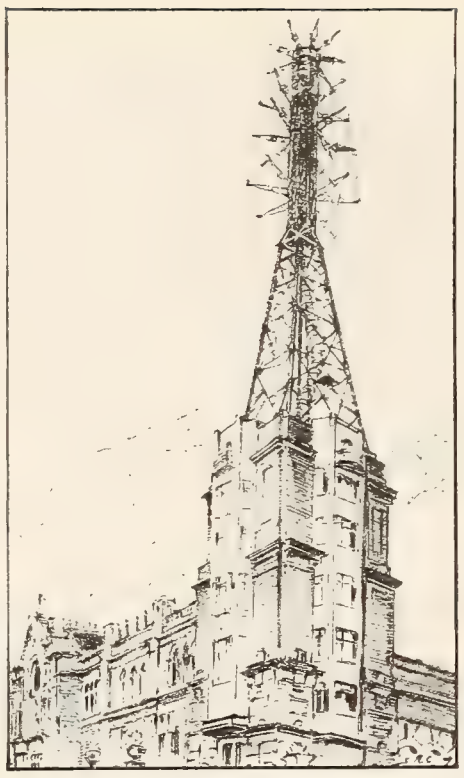
THE TELEVISION broadcasts are under the auspices of the British Broadcasting Corp., which has engaged a special television staff and has set aside studios for the experiments. According to *Wireless World* of London, visitors to the Olympia exhibit are being shown a selection of modern television receivers but these are not yet being offered for sale. The date when such sets go on the market, this periodical states, will depend upon how soon the BBC feels satisfied it can offer service on a regular rather than an experimental basis.

The two types of receivers, EMI and Baird, are being shown in public displays but the images are being picked up as broadcast via radio from Alexandra Palace. Roughly, the EMI system corresponds to that being tested by RCA as described in the Dec. 15 1935, issue of BROADCASTING. An eye-witness description in London of a laboratory demonstration of the Baird system was published in the June 15, 1935, issue of BROADCASTING. The EMI - Marconi interests have a patent and idea exchange arrangement with RCA here and Baird has a tieup with Farnsworth Television Ltd., of Philadelphia.

British periodicals are devoting considerable attention to television, now that it has been publicly introduced, but experts there apparently have no illusions about its immediate effect upon broadcasting and upon radio set sales. Comments *Wireless World*:

"It is certain that a very large proportion of the public will be amazed at the progress which television has made and at the success which has attended the very strenuous efforts of all concerned. It is equally certain that there will be a big section of the public who will register disappointment because they have been overoptimistic or have been led away to think that the accomplishment was even greater than it is by over-enthusiastic reports which have so frequently found their way into print.

"The demonstrations at Olympia will serve the very useful purpose of indicating to the public just where television stands and what is to be expected of it, and we believe that whilst there will be no overwhelming demand for television receivers at the outset, there will be steady buying by those who can afford an expensive instrument, and as these receivers get into the hands of the public they will provide propaganda to encourage others to participate in the enjoyment of the new service."



From Wireless World of London

BRITISH TELEVISION—Here is a drawing of Alexandra Palace in North London, from which both the EMI-Marconi and Baird television transmissions on 41,500 kc. are being broadcast. The upper aerial array is for television, the lower for sound. Beginning with London's Olympia radio show in latter August, twice daily demonstrations of television were exhibited experimentally to the London public attending the show for a total of three hours daily—half the time being devoted to EMI and half to Baird.

WDRC Experiments

WDRC, Hartford, has formed an experimental department to take entirely new program ideas and present them on an experimental basis. Listeners will be asked to assist in deciding whether programs should be continued on a regular schedule. The programs will be presented a certain number of times and every effort will be bent to make the response from listeners as comprehensive as possible.

* * *

IN BROADCASTING comments on the opening of the Radiolympia television exhibit of the BBC, Sir Noel Ashbridge, BBC chief engineer, asserted: "We at the BBC are going to do everything in our power to ensure that television broadcasting in this country shall be second to none. We believe that all who see at Olympia what has already been done will feel enthusiastic about the future.

"As I see it, this is an adventure upon which the BBC and the public are entering together, for this reason we should be frank. Television progress is no further advanced anywhere in the world than it is in this country. You can, with a television receiving set, hear people talk and watch their movements. You can also see films. Everyone, scientist and layman, must accept this as remarkable. Only time can show where it will lead."

L. Marsland Gander, in the *London Daily Telegraph*, described his impressions upon being televised as "doubling the terrors of sound studio." Extreme caution marked most of the comments on what was shown, but the *London Post* stated: "To those who have watched the progress of experimental television, the main impression is one of solidity and permanence."

European Television Still Experimental; RCA Ahead in Visual Art, Says Hanson



Mr. Hanson

BACK from a trip to Europe to inspect television developments in England, Germany and France, O. B. Hanson, NBC chief engineer, asserted in a statement to BROADCASTING Sept. 9 that, on the basis of his observations, "it is clear that RCA is well out in front in the technical development of television." Europe still has not answered the problem of standards, he stated, and its television generally may be said to be still in the development stage.

Mr. Hanson was accompanied on his trip by T. A. Smith, head of the New York office of RCA Mfg. Co., RCA Victor Division, in charge of transmitter and equipment sales. Mr. Hanson has supervision over the NBC television test studio in Radio City, set up to relay programs to the RCA's test transmitter atop the Empire State Bldg., and is one of the technicians equipped with RCA's model television receivers to pick up the Empire State experimental transmissions on the ultra-shortwaves.

What England Has

"TELEVISION in Europe," said Mr. Hanson, "is still in the development stage, no definite standards having been established as yet. In England the BBC is faced with the operation of two systems—one the EMI system of 405 lines 25 frames developed from RCA patents and differing from our present standard of 343 lines 30 frames because of difference in the frequency of power supply, which is 50 cycles in England and 60 in the United States. The resulting pictures should have approximately the same resolution as RCA's.

"The other is the Baird system, with 245 lines 25 frames. Receivers which are shortly to be available to the British public must be capable of operating both systems. The cost of the receivers will be around $500. The two plants will operate on alternate days.

"In Berlin they are transmitting programs afternoons and evenings, using a 180 - line system. Their high - definition system is still in laboratory. Both British and German systems use the medium of motion pictures in the studio and the rapid development of film for scanning purposes introduces a delay of approximately 90 seconds between action in the studio and time of transmission. This is considered cumbersome and will be replaced later by a device similar to the RCA Inconoscope camera, which permits direct pickup from studio or of outdoor scenes.

"France also is carrying out experimental broadcasts with a 180-line system.

"From these observations, it is clear that RCA is well out in front in the technical development of television. The development of a television system for a country such as England, is not too difficult because of the small area as compared to the vast problem facing our country because of the great territory to be covered. This and the economic support of television are serious problems yet to be solved."

Novel Visual Experiment Is Conducted by Don Lee

AT A DEMONSTRATION conducted by its television division, Don Lee Broadcasting System recently broadcast the sound phase of a newsreel on KHJ, the visual portion on W6XAO simultaneously, and the united sight-and-sound picked up at a residence 3½ miles from both transmitters. The experiment was given as a feature of a joint meeting of the Los Angeles section of Institute of Radio Engineers and American Institute of Radio Engineers.

The receiver location was behind two hills, as viewed from the transmitter, said Harry R. Lubcke, Don Lee television director. "This is an 'unfavorable' television location," he explained, "because of the straightline propagation characteristic of ultra-short television waves, and is equivalent to a more accessible location at two or three times the distance." At the meeting Wilbur E. Thorp, assistant to Mr. Lubcke, discussed "Television Transmitter Operation" and F. Alton Everest, engineer, spoke on "Television Receiver Operation."

A new series of weekly television sound broadcasts from KHJ, synchronized with the Don Lee ultra - shortwave television broadcasts from W6XAO, was inaugurated Sept. 9 by Mr. Lubcke. The sound can be received on any radio capable of tuning in KHJ but the images need a television receiver, specifications for the building of which the Don Lee offices furnish all inquirers. The time fixed for the feature is Wednesdays, 7:30-7:45 p. m. (PST).

EDMUND BARTLETT, 63, head of the New York advertising agency bearing his name, died in New York, Sept. 5.



Are You Buying This Entire Cake—Yet Getting One-Third?

THIS is a pretty elementary way to call your attention to the fact that unless you are directing your advertising *to the millions of foreign-speaking persons in Chicagoland you are probably missing out on TWO of every THREE possible customers!*

Yes, that is a staggering statement—but it's true. Think of it — in Chicago 650,000 Polish-Americans, 500,000 of German birth or parentage, 400,000 Italian - Americans — and many more! *Any one group is bigger by far than most entire cities you're worrying about.*

Here are markets built to order by our programs of Americanization — programs that have won the full confidence of these MILLIONS.

We usually have a waiting list of advertisers for these programs — *there are a few openings today!*

A letter from you will bring in reply some very interesting news.

Irene T. Dyer

WGES-WCBD-WSBC

"SERVING CHICAGOLAND'S FOREIGN MILLIONS"

4000 WASHINGTON BLVD. CHICAGO

King Features Artists Introduced to Sponsors During Series on WOR

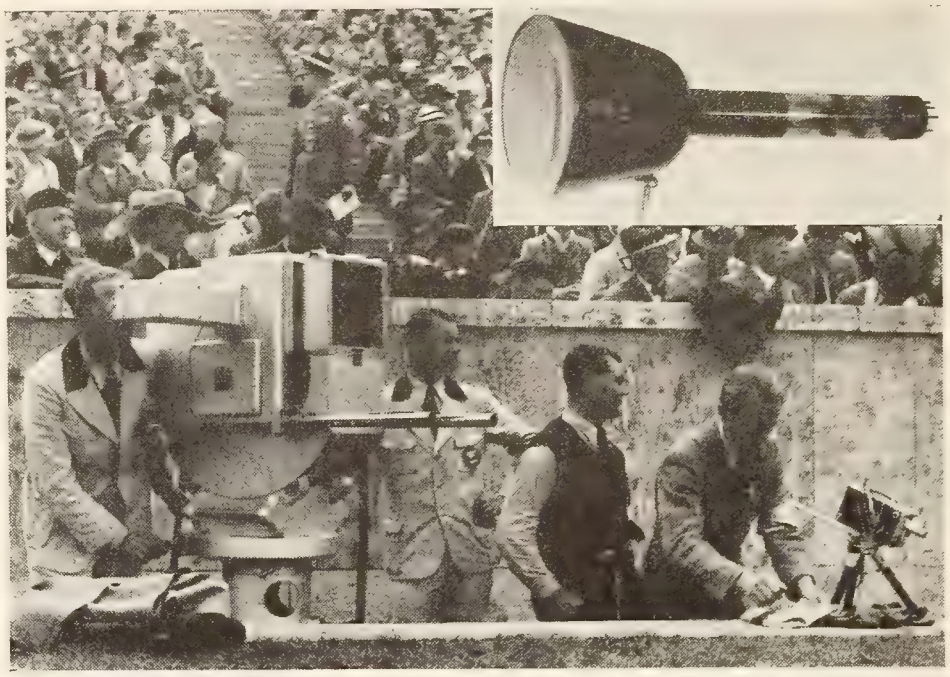
A SERIES of novel sustaining programs intended to introduce available King Features Syndicate personalities to prospective buyers was launched over WOR, Newark, Sept. 11. Titled *Show Window*, the first program is being heard for 30 minutes once weekly. The first broadcast included such artists and writers as Mark Hellinger, short story author; Louis Sobol, columnist; James Kilgallen and his daughter Dorothy. Harry Hershfield, cartoonist, will feature the second weekly program.

The programs are designed to give potential sponsors an opportunity to hear available artists of the Hearst newspaper syndicate, during an actual broadcast and also serve as public auditions. While three or four KFS personalities will be presented during each program, each personality will be offered for sale individually to highlight a sponsor's program.

In addition to *Show Window*, KFS features now on the air include *Popeye*, sponsored by Wheatena Corp., three days weekly on CBS; *Tim Tyler*, sustaining dramatization three days weekly on WINS and the New York State Network; *Fashion Tips* by Prunella Wood, sponsored by Plat-Num (cosmetics) twice weekly on WOR. KFS radio activities are under the supervision of Fred Smith, a pioneer commercial broadcaster who heads King Features' radio department and who was the original supervisor of the *March of Time*.

TELEVISING THE OLYMPICS

Faulty Engineering Mars Broadcasts; Equipment Based on American Developments



OLYMPIC TELEVISION—Here is the new German television camera in operation at the Olympics. It is based on the Zworykin iconoscope developed by RCA. Inset shows the new flat-bottom cathode ray tube, said to eliminate the usual distortion in convex tubes.

OF ALL the televised broadcasts of the Olympic Games at Berlin, only a water polo game was satisfactorily handled, the other programs being inferior, only to an observer writing in the *Wireless World* of London. Definition of only 180 lines was used, with 25 frames a second, as compared with the much higher definition used experimentally in this country.

Both cathode-ray and intermediate film systems were used. First broadcasts gave studio onlookers only suggestion of shadowy and distorted forms, overcast skies aggravating difficulty as well as faulty engineering at sending and receiving ends. Intermediate film projection provided improved programs after the games had been under way several days, but pictures were contrasty and distorted. Three types of cameras are used in Germany, the Post Office and Telefunken equipment being based on the iconoscope developed by Dr. Zworykin of RCA, and the Fernseh A. G.'s camera, using secondary emission amplification, which belongs to the Farnsworth type. Rapid development of films impairs the sound tracks, the *Wireless World* observer stated.

The Post Office provided 25 viewing rooms for spectators, and two theaters, with transmission from the Witzlebeden television transmitter. Audiences were disappointed with results.

Loose-Wiles Goes Net

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (biscuits) will make its bow as a network advertiser Oct. 3 when it brings *Snow Village Sketches* back to the air over 27 NBC-Red network stations, Saturdays, 9-9:30 p. m. The company has used spot radio in the past and currently is sponsoring announcements in New England states. Whether this spot schedule will be curtailed after the network program makes its debut is still unsettled. *Snow Village Sketches*, written by Henry Carlton and William Manley, was previously sponsored on a limited CBS network by Socony-Vacuum Oil Co. under the title *Soconyland Sketches*. The new series will be heard as far west as Salt Lake City. Newell-Emmett Co. Inc., New York, placed the account.

Here is Our Story

In a Nutshell...

Outstanding Popularity Makes KFYR the medium to put across your selling message in the rich Northwest.

★

KFYR is the only station that can guarantee coverage in this responsive market

1. Right at the TOP of the dial—550 kc.
2. Finest NBC and local programs
3. 5000 watts (D) 1000 watts (N)
4. An audience of more than 2,000,000 people in North and South Dakota, Wyoming, Nebraska, Minnesota and a part of Canada

MEYER BROADCASTING COMPANY

KFYR

BISMARCK • NORTH DAKOTA

"UP TOP"

The vast facilities and program prestige of NBC, the world's largest broadcasting organization, are behind these stations—the tops in their locality.

These local NBC stations are picked with great care, to do a 100% selling job in their particular sections. They have the benefit of the vast experience and technical perfection of the world's largest broadcasting organization—***Plus***—

the all-star NBC programs, proved audience builders for spot and local advertisers. Covering nine rich markets, these picked stations are "UP TOP" in their own fields, with splendid records for sales-by-air.

These are the stations..."UP TOP"

NEW YORK
WEAF . . . 50,000 watts
WJZ . . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM . . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . . . 1000-500 watts
WMAL . . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA . . . 50,000 watts

CHICAGO
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA . . . . 50,000 watts

SAN FRANCISCO
KGO . . . . 7,500 watts
KPO . . . . 50,000 watts

PHILADELPHIA
KYW . . . 10,000 watts

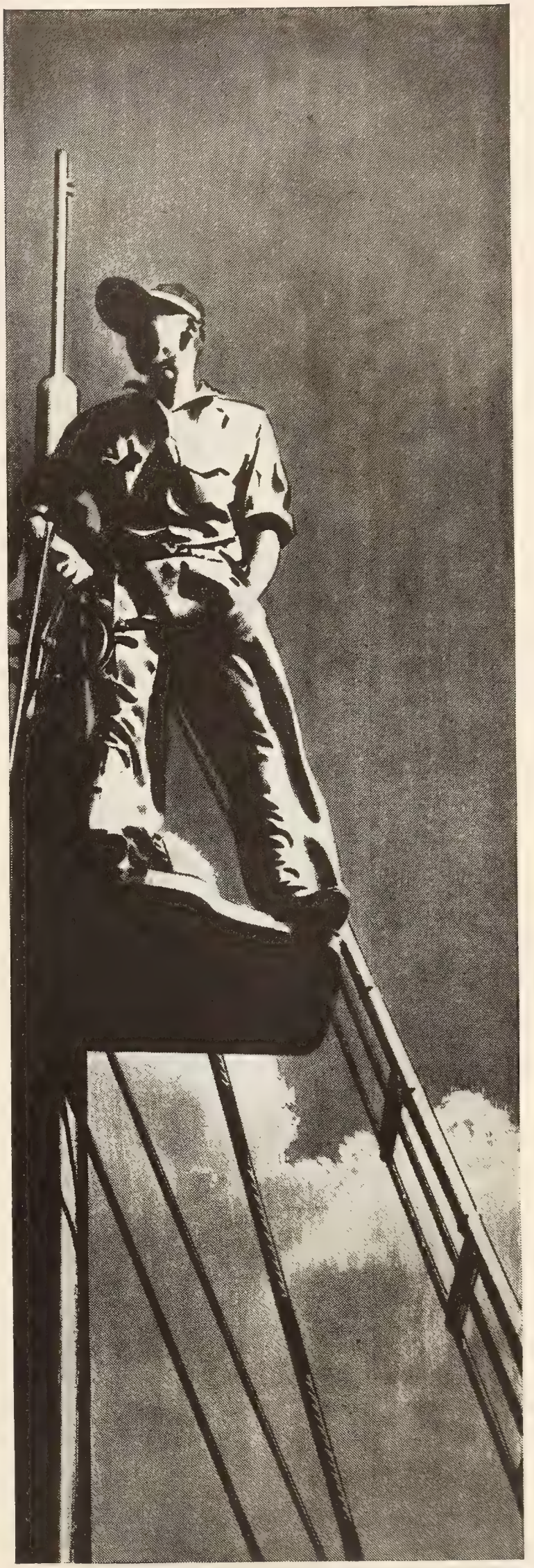
Completely Programmed by NBC

1926 1936

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

☆

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.



Free & Peters Inc. New Name of Rep

Change Avoids Confusion Since Sleininger Inc. Formation

FREE & SLEININGER Inc., exclusive station representatives, will become Free & Peters Inc. effective Nov. 1, according to a formal announcement by James L. Free, president, on Sept. 2. H. Preston Peters has been a member of the firm for several years and is vice president in charge of the New York office of both Free & Sleininger and its sister organization, Free, Johns & Field Inc. He is a director and secretary of both companies.

The change in name was indicated two months ago, when Mr. Peters became a substantial partner in the firm (BROADCASTING Aug. 1). C. L. Sleininger, one of the founders of the organization in 1932, has formed his own station representation organization, Sleininger Inc., and is no longer identified with the direction or management of either Free & Sleininger or Free, Johns & Field. He still owns stock in both companies, however.

Mr. Free emphasized that the change involved is one simply in name only. The change was decided upon, he said, because of the changed status in management and also to avoid confusion with Mr. Sleininger's enterprise. Directors of the Free companies are Mr. Free, his wife, Julia S. Free, and Mr. Peters, along with Mr. Sleininger. Mr. Free said there would be no other changes in the organization.

SPANISH FIGHTING
Intimate Accounts of Actual Warfare Broadcast

RADIO'S own "war correspondents" will shortly give Americans the real lowdown on the Spanish fighting without the hindrance of foreign censorship, with the return of Floyd Gibbons from Madrid late in September to start his Saturday night broadcasts with Vincent Lopez on CBS for Nash Motor Co., Kenosha, Wis., booked through J. Walter Thompson Co.

In the meantime, CBS has enjoyed exceptional success in bringing through H. V. Kaltenborn via land-line and shortwave from Hendaye, France, just across the Spanish border where early in September, stationed on the roof of the local hotel, he not only reported the course of the bitter battle of Fuenterrabia but the sound of the gunfire — the first time in radio history, CBS claims, that sounds of actual warfare have been brought to American radio listeners. Kaltenborn was to be back in New York Sept. 13 to resume his *Kaltenborn Edits the News* series on CBS daily, 10:45-11 a. m.

Kaltenborn had been on the Spanish job almost from the start of the hostilities, and has had exceptional results in bringing through uncensored reports. Gibbons twice in latter August broadcast via EAQ, Madrid shortwave station, to NBC-Blue during its *RCA Magic Key* programs, but his accounts were obviously guardedly worded due to the government censorship.



BATTLEFRONT — H. V. Kaltenborn, CBS commentator, wears a helmet as he interviews an English-speaking rebel officer in the Spanish rebellion.

Wm. W. Lee Regional

WM. W. LEE & Co., Troy, N. Y. (Save-The-Baby cold remedy) on Oct. 12 will start a 26-week series on WGY, Schenectady, WBZ-WBZA, Boston-Springfield, and a list of rural stations in Northern New York and Vermont. The program will be keyed from WGY, reaching other stations by special hookup. Bradley Kincaid and guest artists will be the talent, broadcasting daily except Sunday, 8:15-8:30 a. m. Leighton & Nelson, Schenectady, is the agency.

Sheaffer Pen Spots

W. A. SHEAFFER Pen Co., Fort Madison, Ia., through Baggaley, Horton & Hoyt, Chicago, (successors to Sellers Service Inc) has started a spot series running from Aug. 24 until Christmas, using one to five-minute announcements. The list of stations has not been disclosed but it is a large one.

Sherwin-Williams Series Placed on 69 Stations

SHERWIN-WILLIAMS Co., Cleveland (Enameloid & Semi-Lustre paint) during the week of Sept. 7 started 100-word live announcements and three to five-minutes on participation programs on 69 stations. The campaign on the Pacific Coast and in South Atlantic states started a week later. The time is sponsored by local distributors in some instances, in others the paint company being sponsor. Most of the announcements are broadcast during the daytime.

The schedule calls for 52 announcements within a period of ten weeks for the majority on the station list, with the larger station participation programs on the air three to five times a week. Stations are: WOR, KABC, KTBS, KLRA, KMOX, WMC, WMBD, WDAY, WNAC, WMAS, WTIC, WLBZ, WCSH, WORC, WEAN, WGY, WBEN, WGAR, WJR, WBNS, WADC, WKBN, WCKY, WCAU, WFBR, WJSV, WPTF, WRVA, WBT, WIS, WJAX, WQAM, WFLA, WDBO, WGST, WLAC, WBRC, WWL, KLUF, WFAA, WKY, KVOO, WOW, KMBC, KFH, KSL, WCCO, WEBC, WISN, WLS, WIRE, KTRH, WAVE, KOA, KOB, KTAR, KFRC, KNX, KERN, KGB, KGDN, KIEM, KMJ, KGW, KOL, KPQ, KMO, KIT, KGY. T. J. Maloney Inc., New York, placed the account.

A NEW all-time record for visitors to NBC was established over the Labor Day weekend when 17,491 persons made the guided tour of Radio City.

What is YOUR Advertising Problem?



Whatever it is KWK can solve it for you. That may sound like a very broad statement, but we are fully prepared to back it up. We know we can show you increased sales because we are doing it every day for other advertisers. Why not make us prove it?

And now, with our new 5,000 watt High Fidelity Western Electric transmitter, we expect to show even better results. Get in touch with us or our representative and we will be very glad to show you definite figures.

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
Representative
PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KWK

STOP PRESS!

WOR *Presents Six of Its Most Recent Exclusive Features . . . Typical Examples of the Up-to-the-Minute Coverage of the Greatest Station in the World's Greatest Market*

THE BELMONT FUTURITY
Belmont Park, Oct. 3

The meeting between Discovery and Granville for famed Jockey Club Gold Cup, with horse-wise Bryan Field "calling" them. Sept. 19 to Oct. 3 . . . then on to Jamaica!

YALE FOOTBALL GAMES
Sponsor: Atlantic Refining Co.

Yale's six home games sponsored for the first time and exclusively over WOR.

VINCENT RICHARDS—Tennis

The former Davis Cup star and ranking singles champion heard exclusively over WOR. Will comment on National Open at Forest Hills. (Richards the WOR exclusive at Forest Hills . . . not the match!)

RICHMAN-MERRILL FLIGHT
Floyd Bennett Field, Sept. 2

A crooner, a crack flyer and 10,000 ping-pong balls thrill the nation. WOR covers this event exclusively with a spot broadcast.

CANZONERI vs. AMBERS
Madison Square Garden, Sept. 3

A new lightweight champion is crowned and WOR is in both corners exclusively with a round-by-round broadcast.

NATIONAL OPEN POLO FINALS
Meadowbrook, L. I., Sept. 5

Polo champions on the field and WOR's champion sports broadcaster, Bryan Field, at the mike. The deciding game before the Americans meet the Argentines.

It is little wonder that an increasingly greater number of advertisers are using WOR. They're repaid generously by the response received from the most alert audience in the wealthiest market on earth.

WOR

On the camp



Lyle C. Wilson



Joe Alex Morris



Frederick A. Storm

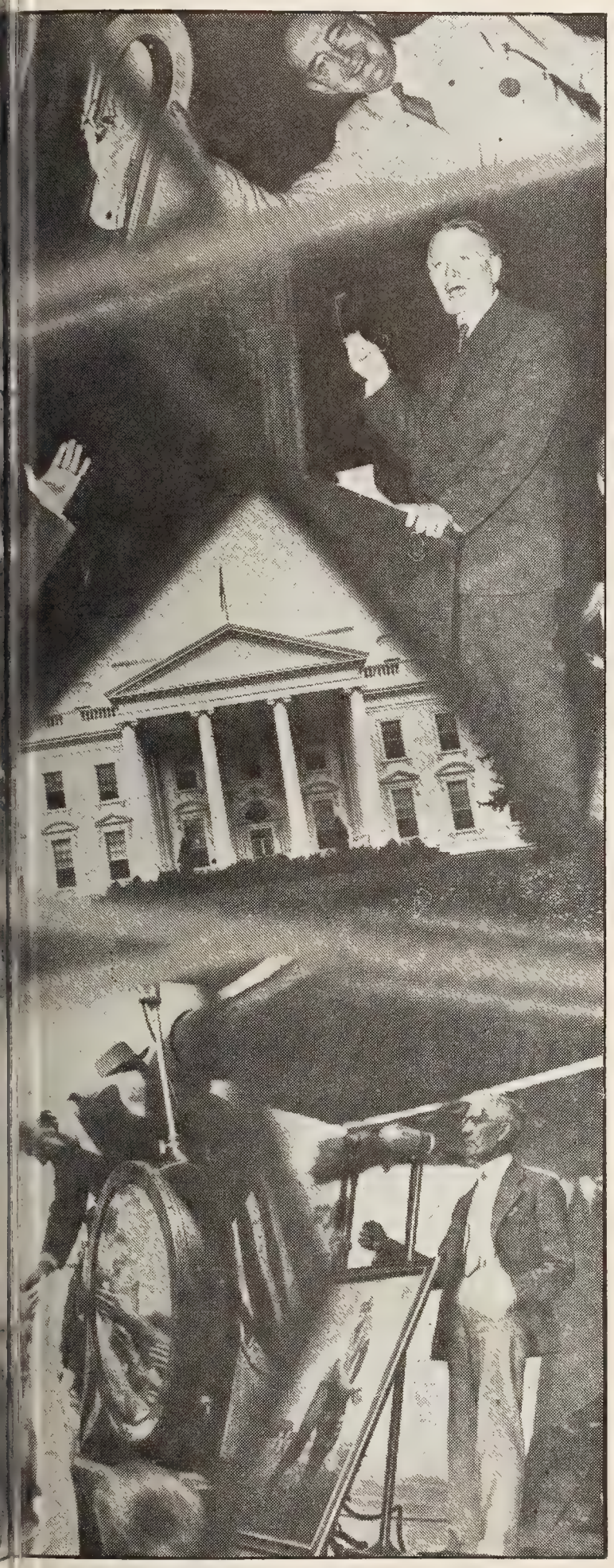


Edward W. Lewis



UNITED PR

ign FIRING LINE



AMERICAN citizens want their news of the Presidential campaign year delivered accurately. Accuracy is a tradition United Press political writers never forget. Through their factual reports 1936 political personalities, promises and platforms speak for themselves.

Alert application of that kind of fact-reporting enabled Lyle C. Wilson, head of the United Press Washington bureau, to be the first newsman to sense the significance of Governor Landon's phrase "The American Way."

In an exclusive interview, more than a month before his acceptance speech, the Governor told Wilson what he meant by "The American Way," an expression that has ridden the front page headlines ever since with as much prominence as "The New Deal".

U. P. political reporting not only seeks out the facts, but presents them with force and clarity.

Dominant stations depend on United Press for campaign coverage by such widely known political reporters as Lyle C. Wilson, Joe Alex Morris, head of the Senate staff; Frederick A. Storm, White House correspondent; Edward W. Lewis, head of the House staff; Harry Ferguson, political feature writer. They, and a score of others, are on the firing line for the United Press—setting the news pace in 1936 Presidential campaign coverage.

ESS For dominant coverage

ROLL CALL *at* B. B. C.

BOWMAN & BLOCK, Inc.
Advertising Agency . . . . . 836 Rand Bldg. . . . . Buffalo, N. Y.

September 4, 1936

Buffalo Broadcasting Corporation
Rand Building
Buffalo, N. Y.

Gentlemen:

The "Victor Amateur Hour" has now been a feature on your station, each week, since February 3, 1935.

The fact that we have continued to renew this program for Victor & Company, one of Buffalo's largest furniture retailers is an indication of the value we attach to it.

We feel that the co-operation of the staff of the Buffalo Broadcasting Corporation has aided very materially in keeping the program productive and in building continued new sales for our client.

Yours very truly,
BOWMAN & BLOCK, Inc.
Albert A. Bowman

AAB-M



This month the Victor Amateurs will have been a radio feature for more than eighty consecutive weeks. The above photographic reproduction of Mr. Bowman's letter is self-explanatory.

Johnny Boyer, master-of-ceremonies with the Victor Amateurs, is one of the personalities who have helped build consistently large listening audiences for BBC local commercial programs

EIGHTY consecutive weeks is a record to be proud of in any division of the "show" business. During the more than eighty weeks the Victor Amateurs have been on the air, more than a thousand amateurs have appeared before stage and studio audiences. Yet, the record which this program has set is not an unusual one at BBC.

Bowman & Block, Inc., advertising agency for Victor & Company, have found BBC equally effective for many of their other radio accounts.

Behind the success story of individual program services is the story of an organization that has been built with network standards of showmanship for local production. In the past the networks have drafted many members of the BBC staff. They will continue to do so in the future.

The network stars of tomorrow are at BBC today waiting to serve you with program ideas and production that bring results.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Quality Mattress Adopts Broadcasts For New Product

Success on WHAM Is Basis for Expanded Autumn Drive

By JOHN P. STREET Jr.
Account Executive
Hart-Conway Co. Inc., Rochester

QUALITY MATTRESS Co., Rochester, is sponsoring a new program Sunday evenings at 9 o'clock, on WHAM, Rochester. The program, known as the *Quali-Rest Serenade*, advertises the Quali-Rest Inner Spring Mattress, the "only mattress that can be taken apart and laundered as easily as your pillow-slips".

First introduced only eight months ago, the Quali-Rest Mattress is now carried by leading department and furniture stores throughout Western and Central New York State. It is aimed to appeal to the public from the viewpoint of comfort, economy and sanitation, with special emphasis on the last-named quality.

Results in a Hurry

AROUND the outside ticking of the Quali-Rest is a Talon slide-fastener which zips apart the ticking which can be completely removed and put in the wash-tub. Being Sanforized, it will not shrink. Removal of the outer ticking leaves the felt inner pads ready to be hung on the line for airing. The Quali-Rest's exclusive take-apart feature makes it possible to replace any of its parts individually at any time.

Except for advertisements in trade publications, the Quali-Rest Mattress had received no general advertising until the new radio program started Aug. 2. Results have already proved eminently satisfactory from the standpoint of increased sales. The present program is in the nature of a test. A more elaborate radio campaign is being contemplated for the fall.

Credit for conceiving the radio program is shared by Justin F. Williams, vice president of the Quality Mattress Co., and E. P. Kamer, a salesman for the company. The program is planned and arranged by the Hart-Conway Co. Inc., Rochester.

The *Quali-Rest Serenade* is a musical quarter-hour, music being provided by a studio ensemble of strings with piano. The type of musical selection holds to a course midway between the "heavy" and the "light",—sweet, melodious numbers, both old and new, with a general appeal and a tendency toward a mood of relaxation.

Opening with Brahms' "Lullaby", there follows a straight commercial announcement. Thereafter the musical program continues without interruption but for a very brief commercial skit at the halfway point. There are no title announcements to break the smoothness of the program. At the close the "Lullaby" is again played as background for a short commercial announcement. Finally the music dies away, the ticking of a clock is heard, then, as chimes strike the quarter hour, the announcer says: "Good night! Rest well with—Quali-Rest". The sponsor is offering cash prizes to any of its representatives who send in usable ideas for the commercial skit in the center of the program.

100% Listener Acceptance



Radio Homes* in McClatchyland depend almost exclusively on the McClatchy Radio Stations for radio entertainment. The McClatchy stations are "home" stations, not mere network outlets. Advertisers profit from this 100% listener acceptance in a rich market.

*208,000 Radio Homes (Jan. 1, 1936).

KFBK Sacramento
KMJ Fresno
KWG Stockton
KERN Bakersfield

Only through these McClatchy Radio Stations can this great area be adequately covered.

Representatives:

JOSEPH McGILLVRA
485 Madison Ave., NEW YORK
919 N. Michigan Ave., CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg. LOS ANGELES
1358 Russ Building SAN FRANCISCO
1038 Exchange Bldg. SEATTLE

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE



● Not just a radio station, but a station of acknowledged National Leadership and Power, known audience loyalty. Not just a Southern station, but a station by use of which advertisers have consistently gained a foothold, secured immediate distribution, in the nation's fastest growing market. Not buried in the cotton or tobacco belt, but commanding the threshold of a section's industry, agriculture and commerce . . . That is Radio Station WSM, a giant doorway through which product advertising must pass to secure distribution in the South.

Advertisers interested in rapid and frictionless entry into this important market will do well to investigate WSM possibilities. Additional information and convincing case histories gladly sent to agencies and manufacturers.

WSM 50,000 WATTS

National Representatives, EDWARD PETRY & CO., Inc.

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

Nashville, Tennessee

DEAF AND BLIND COMMENTATOR

KFAB-KOIL News Analyst Overcomes Handicaps and Now Gives Two Programs Every Day

ALTHOUGH completely deaf and blind, Stephen D. Cartright has a perfect radio voice, with none of the flat quality which usually develops in a person deaf 11 years. Cartright, who calls himself "The Blind and Deaf Ambassador of the News", has joined Central States Broadcasting System and is now giving two periods of news commentary. He speaks over KFAB, Lincoln, at noon each day and over KOIL, Omaha, at 10:15 p. m.

He lost his voice as well as his sight and hearing 11 years ago, a result of an injury sustained in 1919 when he was a member of the American Expeditionary Force in Siberia. "I was on duty in Khabarovsk, Siberia," Cartright relates, "and during hand to hand fighting one night, one of the enemy brought a pistol down on the top of my head with terrific force. Although unconscious for some time as a result of the blow, I recovered in a few weeks with apparently no ill effects.

Then He Was Stricken

"ELEVEN YEARS ago I was bathing at Long Beach, Cal. Suddenly, as I lighted a cigaret, I was stricken. I was taken to a Veteran's Hospital and for a time the doctors did not know which way the case would turn. They kept me under the influence of narcotics for two weeks."

As soon as he was able to understand, physicians in the hospital told Cartright that he had suffered a central cerebral lesion, a dangerous brain injury. To regain the lost senses, the commentator visited medical centers in every part of the world. Friends took him to the world-famous Dr. Otanna in Japan but after a thorough examination, he told Cartright that nothing now known to medical science could bring back his sight and hearing.

According to Cartright, his greatest victory has been in his fight to regain the use of his voice. When he learned he would never see or hear again, he determined to concentrate on his voice.

He spent months in New York City, taking voice lessons under the best teachers in the United States and literally "manufactured" a new voice for himself. To keep it in good condition and in normal tone, Cartright practices every day, using a piano as a sounding board. He has become so expert in judging his voice by the feel of the vibrations that he knows exactly how far his voice carries and what tone he is using.

Stephen D. Cartright "hears" through his fingers. Placing his forefinger on the lips of his questioner and thumb and finger on each side of the throat, he is able to "hear" every word, and seldom needs to have any word repeated.

In his daily news commentaries for KFAB and KOIL, he has a secretary "read" the papers to him all morning. Then, with his own wide experience and knowledge of world affairs, he organizes his material in his mind and speaks extemporaneously for the 15-minute broadcast period.

At times he keeps one or two Braille notes before him. Another accessory at the broadcast table is his watch, with which he times his program. Before beginning, he removes the crystal of the watch, and feels the hands from time to time to tell how much time he has left.



BLIND AND DEAF—Yet Stephen D. Cartright, commentator, has a perfect radio voice and broadcasts twice daily on KFAB, Lincoln, and KOIL, Omaha.

Cartright joined Central States Broadcasting System's staff recently after spending 14 months in Japan. His stop there closed a lecture tour that took him into almost every country in Europe. His lectures, principally in Russia and Poland, were based on an interpretation of American political, social, and economic trends.

He speaks Russian, Polish, and Spanish fluently. He also speaks French, but since his affliction, has been unable to understand French because the vocal chords vibrate too rapidly. While on an extended stay in the Philippine Islands, Cartright also learned two Malayan dialects.

In the last few years, the blind and deaf ambassador of the news has interviewed many of the leading statesmen of Europe, including Mussolini, Kurt Schussnig, Hitler and Ramsay MacDonald.

Wilder Buys WOCL

COL. HARRY C. WILDER, president of WSYR, Syracuse, has personally purchased WOCL, 50-watter in Jamestown, N. Y., operating on 1210 kc., and if the transfer of license is approved plans immediately to ask for a power increase to 100 watts. The station was purchased for an undisclosed sum from A. E. Newton, its owner and operator. Col. Wilder also has pending before the FCC an application for a new 500-watt daytime station on 1240 kc. in Troy, N. Y. He is associated in this venture with Tom Rourke, president of the National City Bank of Troy; L. W. Houston, president of the Ludlow Valve Mfg. Co. and treasurer of Rennsaleer Polytechnic Institute, and S. E. Aronowitz, Albany attorney—each holding 15% stock in the Troy Broadcasting Co., with Mr. Wilder holding 55%.

SPEAKING OF SPOTS!



To date our national spot business is 104% ahead of last year [and those spots are getting crowded!]

P. S. Don't let those dust-bowl stories fool you about the Red River Valley. We had crops, we have abundant feed, and business is good. [That 104% increase in spots didn't come from no relief funds!]

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS
& FIELD, INC.
NATIONAL
REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Warner Offer of Free Discs to Stations To Exploit Movies Brings NAB Warning

BRANDING a questionnaire sent by Warner Bros., motion picture producers, to stations as "not unlike other propositions" submitted to stations by film companies, James W. Baldwin, NAB managing director, on Sept. 10 advised members of his association to move cautiously before accepting "free offerings" of any character.

Declaring there is a basis for business relations between broadcasting and motion pictures, Mr. Baldwin said film companies can place orders for time and pay for it at the rates specified by stations. Stations, he said, cannot discriminate between advertisers. The statement follows in full:

"Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film release?" There is a great deal more in the questionnaire mailed to radio stations last week by Martin Gosch, Warner Brothers radio director, but the meat of the proposition is contained in the above question.

Reaching Listeners

"THIS is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers the most efficient means for exploiting their pictures. By means of 'Hollywood News', 'Commentaries by leading film stylists,' etc., the film personalities may be kept constantly before the listeners on 29,000,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio popularizes new songs and invites listeners to see their favorite performers.

"If the Warner proposition does not seek, as others do, to obtain free time — free exploitation of their pictures—why does not Mr. Gosch place an order for time and pay for that time at the rates specified in the stations' rate cards. He has all the facilities for building excellent commercial programs. He must know that talent costs are *in addition* to time costs. He ought to know that radio stations cannot discriminate between advertisers.

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, stations are building a music repertory that requires an expenditure of 5% of their receipts for 'time on the air', even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use—and regardless of the fact that the musical selections involved are contained in the ASCAP repertory.

"'Free offerings', regardless of their source, should receive searching inquiry before acceptance. It may be found that some of them contain the kind of food it takes to build a Frankenstein. A good example of this may be found in the recent offering by 'Words and Music Inc.', music publishers, of a record made by Jan Garber and his orchestra of two song hits. In the letter transmitting the record Mr. Piantadosi [George Piantadosi, general manager] said: 'We would greatly appreciate it if you would use this record at every opportunity on your future programs. Thanking you and with best wishes'. This offering was made late in July. In August Jan Garber permitted the use of his name in a suit brought by the American Society of Recording Artists against a member station (KFWB). In this suit Jan Garber alleges in substance and among others that the use of his record (Victor Record No. 24537 Brunswick Record No. 6740) was unauthorized; that its use for broadcasting diminished his income, created unfair competition etc., and demanded an accounting and damages for the 'unlicensed and 'unauthorized' use of his record. Will Jan Garber make the same claims concerning his selections offered to stations by 'Words and Music Inc.' in July?

"But back to motion pictures. There is a basis for business relations between radio broadcasting and motion pictures. It is founded on the NAB Code of Ethics. Adherence to the principles in it will eliminate discriminatory practices. That is in the public interest."

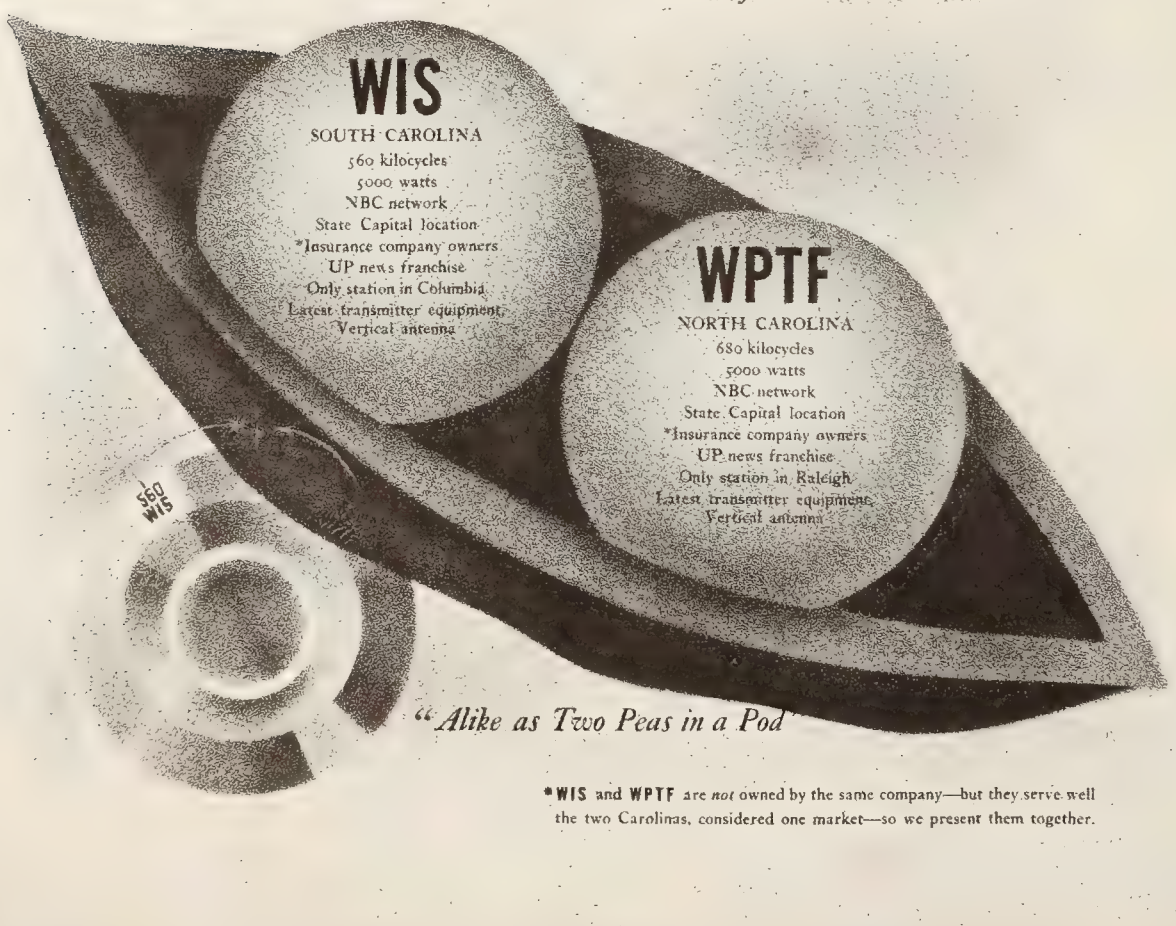
The CAROLINAS present
a Combination Market.....here
is the combination to open it.

WIS COLUMBIA, S.C. **WPTF** RALEIGH, N.C.

A COMPETITIVE COMBINATION RATE

You can get the greatest Carolina Coverage...of the largest "potential Purchaser Dollar" at the lowest cost by using the new Combination Rate now in effect on **WIS-WPTF**, the Carolinas' dominant NBC Stations — *Alike as Two Peas in a Pod.*

REPRESENTATIVES
FREE JOHNS & FIELD, INC.



"Alike as Two Peas in a Pod"

*WIS and WPTF are *not* owned by the same company—but they serve well the two Carolinas, considered one market—so we present them together.

MULTIPLIED BY 2 MILLION



Gives you the "ear census" of the Great Northeast — undisputed domain of WGY. Without major competition, this powerful medium offers advertisers the only effective single sales entree to the prosperous customers in Eastern and Central New York and Western New England.

WGY **50,000 WATTS**
NBC Red Network
SCHENECTADY

Completely programmed by NBC

WRIGLEY PLANNING TO REMAIN ON CBS

TIME Inc., New York, publishing the magazine *Time*, will return the *March of Time* to the air this autumn for a new picture magazine it will start publishing within a few weeks. William Wrigley Jr. Co., Chicago, which took over the *March of Time* March 30 after it had been given up by Remington Rand Inc., will cease sponsorship of the CBS news drama Sept. 25. In all, the five-weekly quarter-hour series will have been on the air 60 weeks. Previously it had been a weekly half-hour program.

Wrigley will remain on a CBS network but with a different type of program, not yet announced. Batten, Barton, Durstine & Osborn Inc., New York, has taken an active part in production of the *March of Time* from its inception and will continue in charge when the program is resumed by Time Inc. this autumn. At present the *March of Time* cast is on vacation.

DON'T KID A KID
Producer Decides Youngsters Are Hard to Fool

THE LESSON learned by Himan Brown in directing the Ward Baking Co. *News of Youth* on CBS three evenings a week is: "Don't kid a kid."

"Children's programs have the most critical audiences in the radio business," according to Brown, who has produced scores of such broadcasts. "Sound effects are amazingly important, of course. I would even venture to say that youngsters would not listen to a dramatic program which did not include appropriate 'off mike' backgrounds. But such effects must be lifelike down to the last decibel and must serve to advance the development of the plot.

"Juveniles always expect a moral lesson in all programs written for them. I suppose that is due to their reading of fairy tales and children's books. But happy endings can easily be overdone, and realism is to be preferred in the long run. For this reason the pet dog sometimes dies in *News of Youth* dramatizations and little Johnny does not recover from the operation unless the real-life incident on which the sketch is based turned out that way. You have no idea how closely our audience checks the newspapers against our dramatizations. And all children's programs are either 'swell' or 'punk' to their listeners" Brown concludes.

The *News of Youth*, which each day dramatizes two or three true news stories about children, avoids all subjects which might put mischievous ideas into the heads of its audience. As a result, the program, now going into the third quarter of its first year on the air, has evoked high praise from the Parent-Teacher's Association and gathered about it an organization of more than a million loyal listeners. These followers have been organized into the "Scoop Ward Press Club", named after "Scoop" Ward, 17-year-old commentator on the program.

Iraci Negotiating For WPEN, WRAX

NEGOTIATIONS looking toward the sale of WPEN and WRAX, Philadelphia, to John Iraci, former owner of WOV, New York, are currently in progress, with indications that he will take over the two time-sharing stations this month. Mr. Iraci on Sept. 3 purchased a 40% interest in the two stations from Paul F. Harron, part owner of WHOM, Jersey City, and WFAB, New York, for approximately $75,000. Clarence Taubel, 60% stock owner in the William Penn Broadcasting Co., is negotiating with Mr. Iraci for sale of his 60% of the common stock and all of the preferred stock of the company.

Russell Feldman, New York broker, who held an option for the purchase of the Philadelphia stations, disposed of that option to Mr. Iraci and is not involved in the current negotiations, it is understood. Mr. Iraci several weeks ago sold WOV to Arde Bulova, watch manufacturer and broadcaster, for $300,000, subject to FCC approval. The station figures in the complex plan of the Paulist Fathers, of New York, to procure a full time 5,000-watt assignment for the part time WLWL, New York.

Mr. Iraci already has been elected vice-president and a member of the Board of William Penn and, upon acquisition of the balance of the stock, will take over management of the station. It was indicated that no staff or management changes are contemplated but it is probable that WPEN and WRAX now operating separately, will be merged as a full-time station operating on the 920 kc. channel with 250 watts at night and 500 watts day.

It is likely also that the station will be a part of a seaboard network planned by Mr. Bulova to include such stations as WNEW or WOV, for New York coverage; WELI, New Haven; WNBC, New Britain-Hartford, and WCOP, Boston. WELI, WNBC and WCOP are new statinos and were financed by Mr. Bulova.

Rochester's New Local

STUDIOS of the new WSAY, 100 watt daytime station on 1210 kc in Rochester, N. Y., which will become a unit of the New York State network keyed from WINS, New York, are nearing completion in the downtown Taylor Bldg., and the station's owner announces it will be on the air before Oct. 1. Gordon B. Brown, licensee, has held a C.P. for the new station about a year. Mr. Brown, onetime technician with WHEC and the Rochester police radio station, stated he will manage WSAY and be its chief engineer, with E. K. Johnson, formerly with WGAR Cleveland, as commercial manager. Equipment of his own manufacture is being installed, said Mr. Johnson, at a cost of $30,000, and he added he expects also to enter the field of manufacturing and selling similar 100-watt transmitters.

CARROLL LEVIS, who is the British counterpart of Maj. Bowes on Sept. 8 relayed to the NBC Blue network a sample of his *London Amateur Hour* from the BBC studios.

WESTINGHOUSE RADIO STATIONS · INCORPORATED · W

HOME TOWN STATION

—to the 429,000 families in its primary area WOWO is *the* home town station—home town station because its programs year after year have been keyed to the needs and interests of the communities which comprise the immediate WOWO market.

Each year the 429,000 families in the WOWO primary area buy more than 295 million dollars* worth of merchandise. Through their home town station you can tell them your sales message most profitably, most resultfully.

*Latest U. S. Census figure.

WOWO *The* **HOOSIER STATION**

Westinghouse Radio Stations Inc.

Ft. Wayne, Indiana

10,000 Watts • CBS • 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

BUFFALO'S A GOLD MINE!

WE frankly predict that it won't be long before many national advertisers who have been ignoring Buffalo will be putting on a Klondike rush to the Queen City of the Lakes when you discover all the extra dollars in circulation here because of remarkable business gains.

BUFFALO steel mills today are operating full blast. The Bethlehem Steel Company has made almost $100,000,000 in improvements at its Buffalo plant to handle the huge orders which are pouring in after so many lean years. Some 2,800 other local plants, large and small, representing a diversity of industry unequalled by any other city, now have payrolls which in many instances exceed those of 1929.

NEW YORK is the richest state in the Union, and the western part of the Empire state, with Buffalo as its metropolis, has a population of more than 2,000,000 people who want to hear about your cereals, cosmetics, tires, shoes, soups, canned goods, or anything else that you want to sell in volume in this mighty important market.

YOU cannot afford to ignore such a fertile field. You reach it quickly, thoroughly and cheaply through Buffalo's most up-to-date medium—a medium that has developed a large audience through its excellent Transradio Press coverage, its fine music and many other captivating features.

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street **BUFFALO** Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City 520 N. Michigan Avenue, Chicago 122 S. Benton Way, Los Angeles

Singing for

WORLD PROGRAM SERVICE



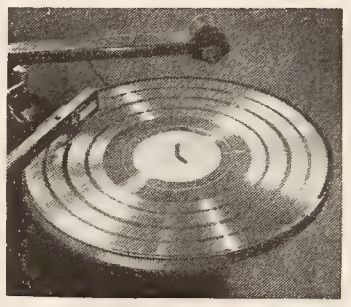
HARRIET GREY

One of the many notable stars whose talents make the World Program Service Library the greatest repertory of recorded radio music and entertainment in the world today. More music by Miss Grey will soon be on the way to World Program Service subscribers.

Up-to-the-Minute *Entertainment* from

TRANSCRIPTION HEADQUARTERS

WORLD



• New and up-to-the-minute entertainment, new life, is constantly being added to World Program Service. Fresh and interesting continuities, successful sales ideas and the world's finest music—these go regularly to WBS subscribers. In addition to the songs of Harriet Grey, other important releases are on the way. An example of the moment is the series of Brahms and Beethoven, recently recorded by Leo Erdody and the World Symphony Orchestra.

First and Most Complete TRANSCRIPTION LIBRARY

The internationally famous World Program Service was the FIRST transcription library assembled for the exclusive object of radio broadcasting. It now serves over 150 radio stations—leading broadcasters in their cities. In July, 8 new subscribers—in August, 7—each serving an important market in the United States or Canada.

World Program Service subscribers are resultfully employing this most complete library of over 1500 separate selections, both classic and popular (and the 48 new selections recorded and issued each month) not only for sustaining programs which capture vast popular interest but, what is still more important, for sponsored programs among their local advertisers.

Wide Range Vertical Recording

All World Library recordings are made, at Transcription Headquarters, by the Western Electric method of Wide Range Vertical recording—all subscribers are equipped with the Western Electric system for "matched quality" reproduction. This insures both station and advertiser of the highest possible quality—superb balance, depth and beauty of tone, perfection of detail—transmission of voice and instruments exactly as they sound at the microphone. Nothing finer can be heard on the air! . . . For full particulars of subscriber service, write to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.

WBS

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON

BROADCASTING and Broadcast Advertising

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NORMAN R. GOLDMAN, Advertising ● HOWARD J. LONDON, Editorial

Slide Rule Economics

SOME RATHER amazing conclusions can be drawn from the FCC's allocation survey. Rural listeners themselves report that they are primarily dependent upon clear channels for good reception. The reason for this is obvious. Regional stations, or even locals, for economic reasons rarely can be found in cities of less than 25,000 population. And their power is so limited that they often cannot penetrate the deep rural areas, though there is no denying their frequently excellent coverage of contiguous rural populations which usually are the densest.

The survey shows conclusively that if the country as a whole is to be accorded radio reception, a certain number of high-power stations must be accommodated on clear channels. The radio law is founded upon the premise of equality of reception, as nearly as possible, to all listeners. The farmer living many miles from a city is entitled to radio service on the same basis as the dweller in New York City.

But it appears that the radio fraternity may have to revise its definition of clear-channel service. The technical studies of the FCC seem to show that one or even two stations of 1,000 watts at night, using directional antennas, can operate on the same channel with a 50,000-watt station without destroying its secondary coverage. That is a startling finding that may bode much for future assignments.

Many other deductions will be made from the comprehensive four-phase allocation study of the FCC. They will be brought to light during the Oct. 5 hearings. At the same hearings organized station groups will come forward with their own plans of allocation, and the usual crop of interlopers will be on hand to try to crash the radio gate.

The stakes are altogether too important to risk any half-baked conclusions. The rule of the slide-rule and of watts and kilocycles may show one thing, but common sense, public service and economics are even more important. Any conclusions reached should take all of these factors into account.

Selling Soap and Politics

SO THE SOVIETS are going to use broadcast advertising over Russia's state-operated radio stations to push the sales of products of the State Perfumery Trust, particularly soap! Well, sir, we've always believed in advertising by radio and we've always felt that those European countries forbidding it are on the wrong tack. Now we find a dictatorship ready and willing, according to United Press reports, to utilize the American method for the sake of trade.

Meanwhile, as Donald Flamm of WMCA, New York, found on his recent tour of Europe, Britain lets millions of dollars of British sponsors' money slip through to foreign radio stations because it bars radio advertising; though it is hard for us to understand how the naming of transcription and record manufacturers, film and stage artists and productions, song hits from shows that are generously identified, etc. is not construed as advertising. Meanwhile, Nazi Germany and Fascist Italy do not permit radio advertising—no advertising other than the persistent propagandizing of their peculiar political ideologies, with nothing opposing them permitted on the air, of course. Meanwhile, too, the example of Europe makes Americans more satisfied every day that, the enlightening, entertaining, trade-stimulating, non-political, competitive American system of broadcasting is still the best ever devised for a democracy.

Check and Double Check

INSTEAD of a gross business of $87,000,000 last year, it now appears that the broadcasting industry probably reached $92,000,000 or more. This fact develops as an outgrowth of the difference between the U. S. Bureau of the Census and the NAB [BROADCASTING Aug. 15 and Sept. 1].

The error evidently was on the side of the NAB and primarily in the amount of local business done by stations. The Census Bureau's figures in the fields other than local, and those of the NAB's business index, compare most favorably when certain factors are taken into account, since the government pursued the course of producing net computations whereas the trade association used gross.

But in local business the NAB fell no less than $5,000,000 short. By the very nature of the business, complete local information is the most difficult to procure. The NAB projects its figures from samples rather than from reports for the industry as a whole, and pulling accurate samples on local business is like pulling eye teeth, we are told. Obviously, errors can creep in and correction factors must be taken into account.

There can be no justifiable criticism of the NAB, we feel, because it leaned toward the side of conservatism in its computations. Usually industrial estimates are the other way—that is, toward inflated calculations. Indeed, we feel that NAB deserves commendation for its pioneering work in establishing the business index, three years ago.

The Census Bureau's survey has performed the important function of serving as a check and balance on the NAB's business index. It throws light on how the NAB can make more accurate the complex and tedious work of devising its statistical review. The NAB no doubt will not hesitate to use a correction factor in compiling future figures, and might even modify the 1935 figure.

Out of this difference of results it now looks as if the industry will do more than $100,000,000 for 1936. The NAB figures for the first six months show business of nearly $51,000,000. Reckon also that this total is low, because of the base the NAB has used on local business, and one can readily see that the 1936 total probably will pass $110,000,000.

The RADIO BOOK SHELF

COMBINING into one edition the various success and merchandising stories it has carried in its monthly *Broadcast Merchandising*, the NBC sales promotion department, managed by E. P. H. James, is offering the 112-page book without cost to bona fide inquiries. The book is indexed by name of client, industrial classification and merchandising methods and the articles recount how various sponsors have used radio effectively.

Anniversary Year

AMERICAN radio's rise virtually out of "thin air" to the stature of an industry which this year will turn over more than $100,000,000 in time sales alone, let alone the 5 billion dollars or more spent on receiving sets during the last 15 years, merits a little reflection upon its meteoric growth and upon the men and interests responsible for it.

Sixteen years ago, on Nov. 2 KDKA began daily operation. Sixteen years ago last month, what is now WWJ went on the air. There seems to be some dispute as to which started first, but in any event they are undoubtedly the first commercial broadcasters in the world still on the air.

Ten years ago the NBC was organized as the world's first network, really signalizing the beginning of commercial broadcasting. Crammed into those 10 years the broadcasting industry as a whole as well as NBC in particular have built a structure that future historians will record as unparalleled by any other industry.

Consider, too, the men who made radio. Marconi and DeForest are still active. M. H. Aylesworth is still on the scene, though temporarily on the sidelines. William S. Paley, only 34, still heads the company he built up. David Sarnoff, RCA president and NBC chairman, on Sept. 30 will observe his 30th anniversary in radio; he was only 15 when he started as a messenger boy for American Marconi, was graduated into an operator and then rose spectacularly to the helm of the largest single entity in American radio.

These are only a few of the leaders whose business brains and judgment nurtured this great development, directing radio's phenomenal rise in this country as a private, competitive enterprise. Radio, it will be seen, is still a young man's game—and with television and other magic yet to come, we have every confidence that this "older" generation of young men aided by the generations to come will carry on as aggressively and competently.

We Pay Our Respects To —



FREDERICK GEORGE IBBETT

IT MAY have been the roving instinct inherited from a Kentish ancestor who sailed the Atlantic under Drake; it may have been the depressing atmosphere of post-war England, or it may merely have been the capriciousness of Fate, but whatever the force that lifted Frederick George Ibbett from the traditional army career of an English gentleman and eventually deposited him in an advertising office overlooking Chicago's Michigan Boulevard, the result is a story that does not resemble the American "office boy to president" pattern.

Born in London in 1896, Fred Ibbett, radio director of Aubrey, Moore & Wallace, spent his boyhood in the historic village of Sevenoaks, Kent. After prep school and three years on the continent, chiefly at the University of Geneva, he returned to England to enter the University of London, where his inability to make a choice between literature, dramatics and engineering led him to attempt to specialize in all three subjects. While still a student he joined a volunteer cavalry regiment of the British yeomanry, corresponding roughly to our reserve officers training corps, and he was in camp with his regiment when the war broke out in 1914.

Within the month Ibbett was on his way to join Allenby's forces in Egypt, where he helped chase the terrible Turk until a minor wound at Gallipoli put an end to his cavalry experiences. Following convalescence he was transferred to the Royal Air Force as an observer and then sent back to England for training as a pilot. In 1917 Ibbett went to France, where he found the war a far different experience from the "gentlemen's war" of his Egyptian campaign.

Again wounded, Ibbett was sent back to England for hospitalization. He returned to service as an instructor, first in the air force and later in the Royal Tank corps. Following the Armistice he helped form the first Tank School and work out a curriculum for teaching the tank's mechanical intricacies to the country boys who form the bulk of the recruit supply to England's standing army. This experience has been extremely valuable in radio, says Ibbett, as it gave him a clear insight into the psychology of the average man.

For seven years Ibbett stayed on in the army. Then came the realization that with the mounting cost of living and the increasingly heavy tax load his father should not be further taxed by supporting a son's horses and the other requisites of a British officer which the army pay did not begin to cover, and he regretfully turned in his commission and looked about for something else to do. It was then that he ran into a friend made during the Egyptian campaign, an engineer named Eckersley who even in those prebroadcasting days had been wildly interested in wireless. Eckersley, now an official of the British Broadcasting Corp., gave Ibbett the job of technical dramatic director. For two weeks Fred would cast and rehearse dramatic shows, and for the next two weeks he would have charge of the transmitter of 2LO. This combination of dramatics and engineering was right up Ibbett's alley and for two years he had a grand time, hobnobbing with England's theatrical big-shots on an equal footing, for if he knew little about the theatre they knew even less about radio.

Then, in England as in the U. S., broadcasting began to settle down. But whereas over here it developed into "big business" with big opportunities, in England radio became a branch of the civil service, with lowered salaries and slow promotion, the fun squeezed out of it by governmental regulations. Deciding that red tape did not make for rosy futures, Ibbett, who was about to be married, suggested to his bride-to-be that they spend their honeymoon in America.

She agreed, and a few weeks afterwards the Ibbetts found themselves strolling across Chicago's "loop". Suddenly Mrs. Ibbett spied a sign reading "National Broadcasting Company".

"To English eyes 'National' means 'Government'," says Fred, "so in I went and before long I was telling my story to Don Bernard, program director. I don't know whether it was my English accent, my complete naivete about American broadcasting, or what, but for some reason Bernard decided to take a chance, and when I walked out I had been hired as Chicago production man of NBC.

"At that time radio dramas were establishing themselves and were beginning to find favor with the music-surfeited audiences. We were soon piping a good many dramatic programs to the network. You may remember *The Empire Builders*, *Rin-Tin-Tin Thrillers*, *Conoco Adventures*, *Girl Reporter*, *First Nighter* (still going strong), and there were many more."

After a couple of years at NBC Ibbett moved across town to take a similar post with CBS, but he had been there only about six months when the agency in charge of Campana's advertising called him in to supervise production on that sponsor's new *Fu Manchu* series as well as its *First Nighter* broadcasts, which he went to Hollywood to direct in August. When Campana changed agencies Ibbett went along, and today devotes most of his time to the production of the weekly *First Nighter* program—which returned from the studio in Los Angeles to the NBC-Red on Sept. 4—serving chiefly in an advisory capacity on the other broadcasts sponsored by the clients of Aubrey, Moore & Wallace.

Ibbett's favorite outdoors activity is riding, and each Sunday that the weather permits finds him on the bridle path in the forest preserve near his Evanston home. Many of his free evenings are spent at the movies, although Fred says that this is really a professional activity as he usually loses all track of the plot in focusing on some bit of production technique that can be adapted to radio. But his chief hobby is radio engineering, and one room of his home has been converted into a laboratory where he builds and tears down innumerable shortwave sets.

PERSONAL NOTES

FRED J. HART, president and general manager of KGMB, Honolulu, and KHBC, Hilo, left San Francisco Sept. 12 on board the *Lurline* for a five-weeks' business conference in the Islands. Mr. Hart makes his headquarters in San Francisco, where the stations maintain offices in the Hotel Californian, with L. D. West in charge.

RAY M. BECKNER, for several years with KVOR, Colorado Springs, and recently with KLZ, Denver, has taken over the management of KIUP, Durango, Col.

BARNEY LAVIN, for the last two years on the sales staff of WDAY, Fargo, N. D., has been named commercial manager by E. C. Reineke, manager and owner. He succeeds Robert Schulz, who becomes manager of WMIN, St. Paul, new local which begins operation later this month.

HORACE LOHNES, Washington radio attorney, was elected vice chancellor of Delta Theta Phi, national legal fraternity, during its convention in Washington the first week in September. This puts Mr. Lohnes, a graduate of Ohio State and George Washington universities, in line for the chancellorship or presidency.

BERTRAM LEBHAR Jr., director of sales of WMCA, New York, finished in second place with his partner in the recent national bridge tournament at Asbury Park, N. J., playing a plus 60% game.

HOWARD J. PERRY, station director of W2XR, New York high-fidelity station, has resigned to enter other radio work. He has not announced future plans. Mr. Perry prior to joining W2XR had been in newspaper work on the Coast, and formerly was associated with KGW, Portland, Ore.

JACK STONE, formerly manager of WPHR, Petersburg, Va., has joined the sales staff of WRVA, Richmond.

MIKE HOLLANDER has been appointed manager of sales and production of KGGM, Albuquerque, according to an announcement by T. H. Lathrop, KGGM manager.

WILLIAM B. GELLATLY, sales manager of WOR, Newark, is taking treatment for severe burns suffered last month when an oil stove exploded in an automobile trailer occupied by himself and his wife. He was on a vacation at the time. He expects to return to his office later this month.

BOB KAUFMAN, formerly CBS Chicago press manager, has been appointed commercial manager of KMA, Shenandoah, Ia.

LENOX R. LOHR, NBC president, who is making visits to NBC owned, operated and affiliated stations as frequently as he can get away from New York, was feted at a dinner by WSB and officials of the *Atlanta Journal* during a visit there early in September.

JOHN G. GUDE, CBS publicity director in New York, was to leave about Sept. 15 for the West Coast where he will contact the San Francisco publicity office and then go to KNX, Los Angeles, to inspect the new setup there.

MISS JANET QUIGLEY, in charge of women's programs for the British Broadcasting Co., will arrive in the United States in October to study women's programs as broadcast over American networks and stations.

CHARLES DENNY, formerly with WHO, Des Moines, has joined the sales staff of WSYR, Syracuse.

WILLIAM A. SCHUDT Jr., president of WBT, Charlotte, N. C., is back at his desk following a prolonged illness caused by heat prostration suffered in Milwaukee where he had gone after the NAB convention.

J. BURYL LOTTRIDGE, general sales manager of KOIL, KFAB, and KFOR, addressed a meeting of Omar Flour Co. salesmen in Omaha recently on "Radio Selling and Merchandising".

JOHN S. K. HAMMANN on Sept. 1 was made NBC national sales representative of KYW, Philadelphia, and Edward Hitz, who has been NBC resident sales representative there since November, 1934, returns to the New York sales department.

WILLIAM F. EARLS has resigned from the NBC sales department in New York.

Norton Joins Patterson

HENRY K. NORTON, who resigned Aug. 1 as assistant to David Sarnoff, RCA president, has joined Richard C. Patterson Jr., former NBC executive vice president, who has offices in Suite 3630 RCA Bldg., New York. Mr. Patterson represents various banking and industrial interests interested in securing radio properties. He is a member of the boards of several banks and industrial concerns.

Charles Wise

CHARLES WISE, 25, formerly public relations director of WKRC, Cincinnati, was killed in an automobile accident near Cleveland late in August. He was the son of Russell B. Wise, announcer with WTAM, Cleveland.

BEHIND THE MICROPHONE

JAMES CROCKER, formerly of WOAI, San Antonio, has been named to succeed Robert Coleson, who replaces Clyde M. Vandeburg as Texas Centennial radio director. Vandeburg has resigned to become radio director of the Golden Gate fair in 1939.

HAL TOTTEN, veteran sports announcer of NBC, Chicago, has moved from the publicity department to the new offices of Ken Fry, who now devotes his entire attention to the program department of the organization as news and special events director.

MRS. LESSIE SMITHGALL, of the continuity staff of WSB, Atlanta, on Aug. 30 began directing a series of dramatic programs built up from the serial stories carried in the *Atlanta Journal* and enacted by WSB's own dramatic company.

GORDON A. SCHEIHING, program director of WCAO, Baltimore, is the father of a second boy, born in August.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

HAL SPARKS, formerly of KFXR, Oklahoma City, has joined KFYO, Lubbock, Tex., as "Burnt Toastmaster" of the KFYO *Coffee Club*.

FRED JESKE, formerly with WHO and KSO, Des Moines, and with WSB and WGST, Atlanta, has joined WSYR, Syracuse, as assistant to Fred Ripley, program director.

C. L. MENSER, NBC production manager of the Chicago studios, was in California the end of August visiting the Hollywood and San Francisco studios, conferring with Kenneth Carney, program manager and Frank Cope, production manager, in the latter city.

CLARENCE FUHRMAN, director of the staff orchestra of WIP, Philadelphia, is the father of a girl born Sept. 2.

FRANK BARTON has joined the NBC junior announcing staff in San Francisco, succeeding Robert Dwan, who has been made assistant to Richard Ellers, night program supervisor. Dwan will also do script writing and assist in the production department.

GLAN HEISCH has been promoted to be production manager of KFI-KECA, Los Angeles, succeeding Clay Osborne, resigned.

THOMAS HUTCHINSON is in Hollywood on assignment from the New York production department of NBC to aid in arranging an audition of Irvin Cobb for a possible network sponsor.



AND STILL THEY COME—Perhaps it is piscatorial pride that prompted WOR to enter another photograph in the contest developing over who is the best fisherman in radio. The Aug. 15 BROADCASTING started the ball rolling when it published photographs of Bob Catherwood (WOR) and his 270-lb. swordfish and Phil Hennessey (NBC) and his 10-pound salmon, both big catches for their respective species. Then in the Sept. 1 issue the honors were claimed for E. S. Campbell (CHNS, Halifax, N. S.), pictured with his 550-lb. giant tuna. Comes now Bob Edge, who conducts the *Fishing Angle* feature on WOR each Friday, with this day's catch of *two* big tuna — one of 232 lbs. and the other 187 lbs.

RUPERT PRAY, in the sales promotion department of KJBS, San Francisco for the last three months, has been appointed traffic manager of Northern California Broadcasting System. He succeeds Marion Woodling who resigned Sept. 1 to join the production department of KYOS, now being built at Merced, Cal.

JACK HANSSEN, formerly of KDB, WIBA, WISN, KSOW and WTAX, has joined the Lincoln staff of KFAB.

FRANK W. LINDER, recently in charge of the WNYC, New York, Christian Science Monitor News Service, on Sept. 1 was appointed production manager of W1XAL, Boston shortwave station, by Walter S. Lemmon, president. He was formerly with WMCA, New York, as a continuity writer.

GORDON BROWN, announcer of KJBS, San Francisco, has been commissioned an ensign in the Naval Communications Department, U. S. Naval Reserve.

ARNOLD MARQUIS, former news syndicate writer, who has also been affiliated with various Midwest stations, has joined the NBC production staff in San Francisco.

PAUL DUDLEY, Boston, announcer, has joined KHJ, Los Angeles.

VAN FLEMING, NBC producer in San Francisco was married Sept. 6 to Karolyn Reis, Portland, Ore. book and magazine illustrator, in Carmel, Cal., Larry Allen, head of the NBC artists service in San Francisco, was best man.

OTTIS ROUSH, formerly manager of KLCN, Blytheville, Ark. and for the past year continuity writer and announcer of KBTM, Jonesboro, Ark., has joined WTJS, Jackson, Tenn., as announcer and sportscaster.

ADELE HOOVER, of the NBC sales promotion department, San Francisco, was married in August to Dana Bremner, attorney.

CHARLES C. URQUHART has been appointed production manager of KDKA, Pittsburgh, succeeding Sherman MacGregor, resigned. Mr. Urquhart was formerly assistant general manager of WGBI, Scranton.

FORD BOND, NBC announcer, and Mrs. Bond are the parents of a 7-pound son, Reynolds Ford Bond, born in Brooklyn Hospital Sept. 4.

ELIZABETH LAWSON CALHOUN, formerly assistant director of the WPA Federal Music Project, who has just completed a survey of informal education in music as a fellow of the General Education Board of the Rockefeller Foundation, has joined W1XAL, Boston shortwave station, as special advisor for a new series of educational music programs.

LESLIE MARSHALL, formerly of WIP, Philadelphia, has joined the announcing staff of WHIO, Dayton.

Expanded Radio Course Given by Minnesota U.

UNIVERSITY OF MINNESOTA, through its extension division, again will offer classes in radio script writing this fall it is announced by Richard R. Price, director. The course was inaugurated last February, and consisted of actual script writing from a 30-word "station-break" to 15-minute dramatic programs. The original course was given on the University of Minnesota campus.

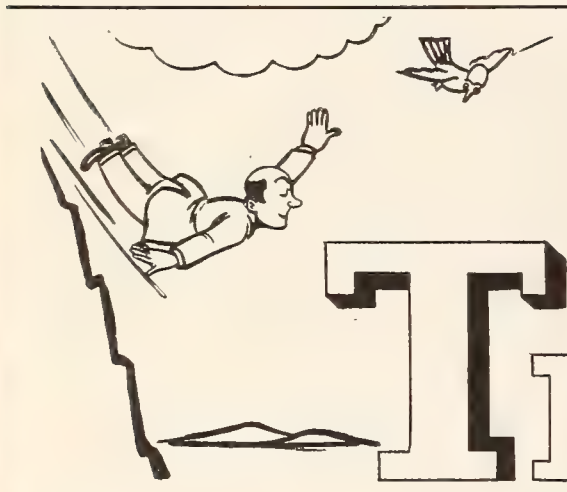
The original group of 30 students included men and women already "doing script", department store advertising staff members, executive secretaries of organizations that have found the radio effective in their activities and persons from other fields. For the scholastic year 1936-37, the course will be enlarged with classes not only for novices but for advanced workers. During the first semester there will be classes both on the campus in Minneapolis and in St. Paul for beginners. For the second semester, beginning in February, there will be a course for advanced students and also for beginners, both on the campus. The instructor of the original class, who continues this year in the enlarged course is Luther Weaver, head of Luther Weaver & Associates, a Twin Cities advertising agency specializing in radio.

Dresden Heads Group

OWENS V. DRESDEN, manager of KHJ, Los Angeles Don Lee station, was named president of Southern California Broadcasters Association at a recent meeting of stations in that area. Two meetings a month are planned by Mr. Dresden. L. W. McDowell, of KFOX, Long Beach, was named secretary-treasurer.

Tapioca Talent Shift

GENERAL FOODS Inc., New York starts its Minute Tapioca series on an NBC-Blue network Oct. 4 with *Stoopnagle & Budd*, replacing *Tim & Irene*, originally scheduled for the series. Young & Rubicam Inc., New York, is agency.



BEFORE YOU LEAP!

Tested programs eliminate guess work in radio selling. KMBC offers tested programs by program-building experts—a formula for success advertisers like! Evidence: now on the air or scheduled for broadcast are Ted Malone, "Between The Book Ends," for Hind's; Crystal Gazers for The Colgate-Palmolive-Peet Co.; Mary Ward for Montgomery Ward, Diamond City News for Mid-Continent Petroleum Corp. Still available are Happy Hollow, Life on Red Horse Ranch, The Texas Rangers, and other KMBC tested features. There's one for you! Wire

KMBC of KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

FLASH

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

1201 S

WESTERN UNION

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

R. B. WHITE
PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Received at 427 So. LaSalle St., Chicago, Ill. Wabash 4321

WMA283 45 DL 2 EXTRA XC=SHENANDOAH IOWA 1 1102A

MR ADVERTISER=

KMA NOW OPERATING FULL TIME WITH NEW TRANSMITTER STOP REACH AMERICAS CHOICEST FARM AUDIENCE BUILT ABOUT THE FRIENDLY PERSONALITY OF EARL MAY PIONEER AGRICULTURAL BROADCASTER STOP THIS LARGE LOYAL AUDIENCE IN IOWA NEBRASKA KANSAS AND MISSOURI IS BEST FARM BET IN RADIO TODAY=

BOB KAUFMAN COMMERCIAL MANAGER RADIO STATION KMA.

WESTERN UNION ALONE SERVES 89% OF THE PLACES HAVING TELEGRAPH OFFICES



Earl E. May, President

Now!

FULL TIME OPERATION
NEW VERTICAL RADIATOR
NEW R-C-A-TRANSMITTER
NEW STUDIO EQUIPMENT

Represented by Wilson-Dalton-Robertson, New York, Chicago, Kansas City
Pacific Coast Representatives: Walter Biddick Co., Los Angeles, San Francisco, Seattle

KMA *The Earl May Station* SHENANDOAH, IA.

Seek Cheyenne Station

REV. S. H. PATTERSON, who recently gave the *Oklahoma Daily Oklahoman* interests, operating WKY, Oklahoma City, and KLZ, Denver, an option to purchase KVOR, Colorado Springs, and who is an applicant for a new 1,000 watt station in Denver on 1570 kc., has entered into a partnership with William C. Grove, radio engineer, and together they have applied to the FCC for a new 100-watt station on 1420 kc. in Cheyenne, Wyo.

TWO hours after the premier of *Foolish Questions* on WAAF, Chicago, Thomas J. Webb Co., Chicago coffee distributor, had signed the program for six quarter-hours a week. J. L. Sugden Adv. Co., Chicago, is agency.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

VOLUNTARY HAWAIIAN SET TAX

Half of Listeners Pay 50c a Year to Maintain Body To Cut Man-made Interference

SO ANXIOUS are Hawaiian listeners to have good reception that 27,789 of them have gone to the trouble to go to the collector's office and pay the voluntary 50 cent tax on radio sets, although the territorial legislature provided no penalty for non-payment when it adopted in 1935 this means of financing the new Radio Interference Commission.

The number of voluntary taxpayers is believed to represent about half of the radio families in the Territory, where radio is one of the main amusements. While 60% of the sets are owned by others than Caucasians, the remaining Hawaiians, Japanese, Chinese and Filipinos read, write and understand English and often are better buyers of autos, refrigerators and radios than Caucasians. The Commission set up last year maintains a field man to find and eliminate man-made interference. Practically all of those who have paid the voluntary tax are one-radio families.

Of the total number of taxpayers, 11,704 are owned by Caucasians; 1,487 by Hawaiians; 9,456 by Japanese; 3,225 by Chinese; 142 Koreans; 142 by Filipinos; 342 by other races. Small sets predominate, an analysis of the tax figures shows. The Island of Oahu, largest of the group, has 18,938 taxpayers.

Rudolph's Jewelry Spots

RUDOLPH'S jewelry chain, operating 17 stores in New York and New Jersey, recently started a series of 100 live dramatized announcements on WGY, Schenectady, to promote its optical service. Broadcasts also are being placed on WSYR and WFBL, Syracuse, and WNBF, Binghamton. Leighton & Nelson, Schenectady, is the agency.

Thornburgh Picks Executives of KNX

Arthur Kemp Is Appointed as CBS Regional Sales Chief



Mr. Rickenbacker

COMPLETION of the Hollywood staff of CBS, headquartering at the studios of KNX, which on Aug. 16 was taken over by the network, was announced by Donald W. Thornburgh, CBS Pacific Coast vice president, shortly before he departed Aug. 28 for a three-weeks trip to Chicago and New York headquarters of the network.

With the resignation of Naylor Rogers as KNX general manager and the appointment of Paul Rickenbacker, former CBS west coast manager, as Mr. Thornburgh's assistant [BROADCASTING, Sept. 1], it was announced that Arthur Kemp, former KNX sales promotion manager and for several years sales manager of the Don Lee Broadcasting System, has been named Pacific Coast regional network sales manager. Charles Vanda, former CBS Artist Bureau manager in Hollywood, has been named program director.

Other Executives

MR. KEMP fills a newly created post, with Carl Nissen, KNX commercial manager, resigning effective when Mr. Thornburgh returns from the East. National spot sales manager will be Elmer Pedersen, retained from the KNX staff. Charles Vanda succeeds Leonard Cox, resigned, who will continue handling Fels Naptha script shows out of Hollywood.

The remainder of the CBS-KNX personnel lineup follows: C. A. Carlson, formerly with CBS in Chicago, comptroller and office manager; Lester H. Bowman, formerly with WJSV, Washington, Pacific Coast operations engineer; Kenneth G. Ormiston, former KNX chief engineer, assistant to Mr. Bowman and chief transmitter engineer of KNX; Harry Spears, formerly with the New York office of CBS, audio supervisor; Alden Packard, of the KNX staff, maintenance supervisor; Miss Edythe Todesca, KNX production manager, in the same capacity; Les Mawhinney, KNX news director in same position; Wilbur Hatch, musical director, in same position. Ralph Wonders, CBS artists' bureau head, is expected on the Coast soon to set up a department.

REMOVAL of WILM, Wilmington, Del., to Chester, Pa., is sought in an application filed with the FCC by the licensee. The interests owning WILM also operate WDEL, Wilmington; WGAL, Lancaster, Pa.; WORK, York. Pa.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.



• ALERT . . . WATCHFUL . . . taking advantage of every opportunity to produce even greater results for our advertisers. This constant *personal* supervision has been responsible for the amazing success of hundreds of campaigns. Enthusiastic advertisers have extended contracts again and again and WIBW enjoys a national reputation for doing a "real selling job."

• There's nothing secret about our method. A station executive assumes full responsibility for the success of your campaign . . . department heads confer to select the proper announcer . . . entertainment with tested appeal . . . a time when your sales message will have the largest and most receptive audience . . . nothing is left to chance.

• Nor is vigilance relaxed once the program is on the air. Mail and sales response is analyzed . . . programs checked . . . continual improvement sought. Your campaign *must* succeed. Simple, isn't it?

• This tested, successful method of *personal supervision* will make *your* coming campaign a success. Phone, write or wire our nearest office for full details.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

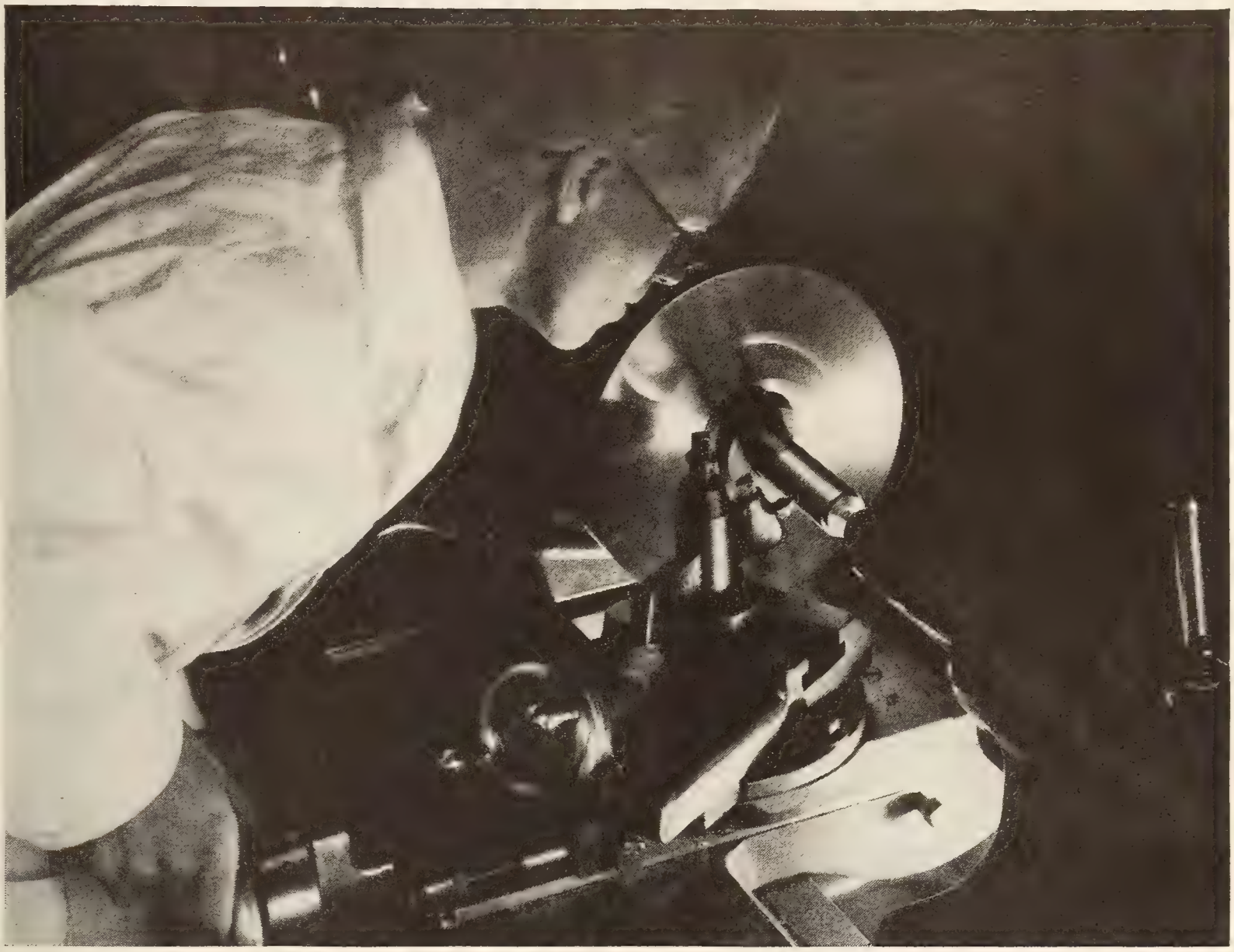
New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

STANDARD RADIO INC

Electrical Transcriptions
for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

Craftsmanship as old as time . . . . . in a plant as modern as money can buy



Turning a lead screw for a Techna recording machine. In the Techna plant, precision is the watchword at every production step.



In the Techna plant, modern machines and production methods are important in establishing the unusually attractive prices of Techna equipment, but of even more importance to the maintenance of the Techna standard of quality is the spirit of craftsmanship which directs the men employed here. At Techna, perfection is always the ideal . . . *your* satisfaction the guarantee.

Inquiries regarding specifications and prices of Techna studio speech input, public address, recording, and transcription equipment are given prompt attention.

TECHNA CORPORATION

NEW YORK 926 HOWARD STREET, SAN FRANCISCO CHICAGO

Cable address "Techna" Bell Teletype "SF329"

BROADCAST . . . . PUBLIC ADDRESS . . . . RECORDING . . . . LABORATORY EQUIPMENT

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Alaska Pacific Salmon Corp., Seattle (Peter Pan), 26 *sa*, thru J. William Sheets, Seattle.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati (White Naphtha soap), 273 *ta*, thru Blackett - Sample - Hummert Inc., Chicago.
Procter & Gamble Co. Cincinnati (Drene), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
General Mills Inc., Minneapolis, 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Dr. W. B. Caldwell Co., Monticello, Ill. (Syrup Pepsin), 5 weekly *t*, thru Cramer-Krasselt Co., Minneapolis.
Webster-Eisenlohr Inc., New York (Tom Moore cigar), 26 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Mantle Lamp Co. of America, Chicago, weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Folger Coffee Co., Kansas City (coffee), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WMAZ, Macon, Ga.

Carter Medicine Co., New York (liver pills), increase to 5 weekly *ta*, for 52 weeks, thru Street & Finney Inc., N. Y.
Red Top Brewing Co., Cincinnati (beer), 3 daily *sa*, direct.
Procter & Gamble Co., Cincinnati (Chipso), 2 daily *sa*, direct.
Canada Dry Ginger Ale Inc., New York, 78 *ta*, thru J. M. Mathes Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 5 weekly *t* for 52 weeks, thru Cramer-Krasselt Co., Milwaukee.
Dr. Pepper Co., Dallas (beverage), 26 ½-hour weekly programs, thru Tracy-Locke-Dawson Inc., Dallas.

KFRU, Columbia, Mo.

Midcontinent Petroleum Corp., Tulsa, 3 weekly *t*, thru R. J. Potts & Co., Kansas City.
Montgomery Ward & Co., Chicago (retail), 6 weekly *t*, thru Ferry-Hanly Co., Kansas City.
National Bellas Hess, Kansas City (retail), 6 weekly *sp*. thru Ruthrauff & Ryan Inc., Chicago.
Baldwin Piano Co., Cincinnati, weekly *sp*, direct.
Monarch Metal Weather Strip Co., St. Louis, 3 weekly *ta*, thru Jimm Daugherty Inc., St. Louis.
Nutrena Feed Mills Inc., Kansas City, 6 weekly *sa*, direct.

WGY, Schenectady

Duff Norton Mfg. Co., Pittsburgh (jacks), daily *sa*, thru Walker & Downing, Pittsburgh.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Sherwin Williams Paint Co., Cleveland, daily *sa*, thru T. J. Maloney Inc., N. Y.
Greyhound Management Inc., Cleveland (bus line), 22 *sa*, thru Beaumont & Hohman Inc., Cleveland.
Florence Stove Co., Gardner, Mass. (stoves), weekly *t*, thru William B. Remington Inc., Boston.

KGMB, Honolulu

Vick Chemical Co., Greensboro, N. C. (Vaporub) 7 weekly *t*, thru Conquest Alliance Co. Inc., N. Y.

WNAX, Yankton, S. D.

Acme Feeds Inc., Forest Park, Ill., 3 weekly *sa*, thru Shepard Adv. Agency, Chicago.
Blatz Brewing Co., Milwaukee, 5 weekly *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
Binkley Coal Co., Kansas City, 3 weekly *ta*, thru Potts-Turnbull Co. Inc., Kansas City.
Hamm Brewing Co., St. Paul, 12 weekly *ta*, thru McCord Co. Inc., Minneapolis.
Interstate Transit Lines, Omaha (bus service), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.
Moffat Coal Co., Denver, 5 weekly *sa*, thru Woolley & Hunter Inc., Denver.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Oshkosh Overall Co., Oshkosh, Wis., 6 weekly *sp*, thru Ruthrauff & Ryan Inc., Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 5 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

KSFO, San Francisco

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.
Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
Pinex Co., Fort Wayne, Ind. (cold remedy), 6 weekly *ta*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
H. S. Bassford Co., San Francisco, (Kelvinator), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

KGO, San Francisco

Oxo Ltd., London, England (boullion cubes), 3 weekly *sp*, thru Doremus & Co., San Francisco.
Oakland Chemical Co., New York (face cream), 5 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Lundstrom Hat Co., San Francisco (men's hats), weekly *sp*, thru M. E. Harlan Adv. Agency, San Francisco.

KFEQ, St. Joseph, Mo.

United Drug Co., Boston (Rexall), 5 *t* (October), thru Street & Finney Inc., N. Y.
Knox Co., Los Angeles (Cystex), 26 *t* (starts Oct. 4), thru Dillon & Kirk, Kansas City.
Chamberlain Laboratories Inc., Des Moines (hand lotion), 182 *ta* (starts Oct. 1), thru Coolidge Adv. Co., Des Moines.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 39 *t*, thru Wade Adv. Agency, Chicago.
National Bellas Hess, Kansas City (mail order house), 10 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Pennsylvania Salt Mfg. Co., Philadelphia (Lewis lye), 60 *sa*, thru Fletcher & Ellis Inc., N. Y.
Montgomery Ward & Co., Chicago (retail), 312 *t*, thru Ferry-Hanly Co. Inc., N. Y.
Carter Medicine Co., New York (liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.
Barnsdall Refineries Inc., Tulsa, 26 *sp*, thru Cooperative Adv. Co., Tulsa.
Ford Motor Co., Detroit, 13 *t*, thru McCann-Erickson Inc., N. Y.

WHK, Cleveland

Histeen Corp., Chicago (hay fever remedy), 93 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Grove Laboratories Inc., St. Louis (proprietary), 3 daily *sa*, thru Stack-Goble Adv. Co. Inc., Chicago.
Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Ohio Apple Institute, Cleveland, 13 *sa*, thru Nesbitt Service Co., Cleveland.

WOR, Newark

W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 3 weekly *t*, thru Baggaley, Horton & Hoyt Inc., Chicago.
John Morrel & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John F. Trommer Inc., Brooklyn (beer), weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.

KHBC, Hilo, Hawaii

Vick Chemical Co., Greensboro, N. C. (Vaporub), 7 weekly *t*, thru Conquest Alliance Co. Inc., New York.



From London Morning Post

"When television comes—contrasts we shall see."

KFYR, Bismarck, N. D.

Procter & Gamble Co., Cincinnati (White Naphtha soap), 390 *ta*, thru Blackman Adv. Inc., N. Y.
Carter Medicine Co., New York (liver pills), 260 *ta*, thru Street & Finney Inc., N. Y.
Hamm Brewing Co., St. Paul, 2 daily *sa*, thru McCord Co., Minneapolis.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 2 weekly *t*, direct.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Pinex Co., Fort Wayne, Ind. (cough remedy), 126 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Sterling Products Corp., New York (Pine Balm), 130 *t*, thru Baggaley, Horton & Hoyt Inc., Chicago.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook stoves), 4 *t*, thru Greve Adv. Inc., Minneapolis.

WBT, Charlotte, N. C.

Webster-Eisenlohr Inc., New York (Cinco cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Beemans Laboratories, Atlanta (BGO), 6 weekly *sp*, thru Groves-Keen Inc., Atlanta.
Crane & Crane Clothes Inc., New York (Mayos Clothes), 9 weekly *sa*, 52 weeks, direct.
Globe Brewing Co., Baltimore (Arrow beer), 16 weekly *sa*, thru Joseph Katz Co., Baltimore.
Duke Power Co., Charlotte, 3 weekly *sp*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Acme White Lead & Color Works, Detroit (paint), weekly *t*, thru Henri, Hurst & McDonald Inc., Chicago.
Dodge Bros. Corp., Detroit (autos), 11 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Saint Claire Brewing Co., San Francisco (beer), weekly *t*, thru Guggenheim Adv. Agency, San Francisco.
Wheatena Co., Rahway, N. J. (cereal), 2 weekly *t*, thru McKee & Albright Inc., Philadelphia.

WGAR, Cleveland

American Oil Co., Baltimore (Amoco), 5 weekly *sa*, *ta*, thru Joseph Katz Co., Baltimore.
Crazy Water Hotel Co., Mineral Wells, Tex., 5 weekly *sp*, thru Luckey-Bowman Inc., N. Y.
French Lick Springs Hotel Co., Ind (Pluto), 136 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KYA, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem cough syrup), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Yellow Cab Co., San Francisco (transportation), 7 weekly *t*, thru Rufus Rhoades & Co., San Francisco.

WTAQ, Green Bay, Wis.

Dermalab Inc., Winnetka, Ill. (cosmetics), *sa*, direct.
Wadhams Oil Co., Milwaukee, weekly *football*, direct.

KOOS, Marshfield, Ore.

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *t*, thru Beaumont & Hohman Inc., San Francisco.

KJBS, San Francisco

Parrott & Co., San Francisco (Malvitose), 3 weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

WEAF, New York

Dexdale Hosiery Mills Inc., New York, weekly *sp*, thru Lord & Thomas Inc., N. Y.

AGENCIES AND REPRESENTATIVES

YOUNG & RUBICAM Inc., has established Hollywood offices in the Equitable Bldg., where staffs for producing the Fred Astaire and Jack Benny programs on NBC are being housed. The complete staff now includes Joe and Don Stauffer, in charge of production; Tom Everett, producer and writer; Austin Peterson, writer; Everard Meade, publicity.

JAMES L. FREE, president of Free & Sleininger Inc., left Chicago Sept. 2 for a trip to the West Coast, where he will remain for four or five weeks in connection with development of business for his organization.

JOHN W. RAFFERTY, formerly of the NBC sales department in Radio City has joined the Criterion Adv. Co., New York, as national account representative.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., San Francisco, on Oct. 13 starts a ten-week's lecture course on the business of broadcasting at the University of California extension division.

KVOA, Tucson, Ariz., has named H. K. Conover Co., Chicago, as midwestern representative. Cox & Tanz represents KVOA in the East.

WESTON SETTLEMIER, for many years advertising manager of the M. J. B. Co., San Francisco (coffee & tea), has joined the copy and plan department of Emil Brisacher & Staff, that city. Before his affiliation with the M. J. B. Co., Settlemier was with Lord & Thomas, San Francisco, as account executive.

DOLLY STEWART, for the last two years with stations in Australia, has taken over representation in New York for Vogue Broadcasting Co., operating 3AW, Melbourne, Australia. She is also New York representative for Allan & Co., music publishers, and J. C. Williamson Ltd., theatrical and concert management, all of Australia.

BETH LOVE, formerly on the staff of the Henry J. Kaufman Adv. Agency, Washington, has joined Sidney Garfinkel Adv. Agency, San Francisco, as copy writer. Mrs. Love is also conducting a twice weekly quarter-hour on KYA, San Francisco, titled *It's Love Again*. She devotes the program to the lovelorn and others with problems seeking advice.

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:

"They seem to like my way of doing things"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

KERMIT K. SCHAFER, formerly a free lance radio writer, and William Slater, former member of the publicity departments of Paramount, Universal and United Artists picture companies, have formed Schafer & Slater, a radio and movie publicity firm, with offices in the RKO Building, New York. The firm will specialize in personal publicity for movie and radio stars.

WORTMAN, BARTON & Co. Inc., New York, has been formed to succeed the former Wortman Brown & Co. Inc. Offices are at 381 Fourth Ave., New York.

MRS. H. I. McKINLEY, formerly with the W. E. Standley Co., food brokers, has joined National Brokerage Co., Inc., Pittsburgh, as office manager.

ARTHUR R. MOGGE Inc., Chicago, has established a branch office in the Arcade Bldg., St. Louis, with E. E. Kromnacker in charge.

STONE & LASKY Inc., Boston agency formed by Harry L. Stone operating Stone Adv. Agency, and Larry G. Lasky, formerly of the Joelson theatre chain and Barbara Stone Stores, has taken offices at 260 Tremont St., Boston, with Mr. Stone as president and Mr. Lasky as vice president and treasurer. Additions to the staff are Jack Orfo, for several years with WORC, Worcester, and the Yankee Network, and Joseph D. Sweeney, recently with Harry M. Frost Co., Boston agency.

JAMES HARPER, former radio editor of the *Los Angeles News*, has joined the Hollywood office of Robert S. Taplinger Inc., New York, as have Eleanor Roberts and Virginia Lindsey. Pauline Swanson continues in charge. In the New York office Jerry Mason and Epaine Canard have been added to the staff.

JACK KERN, vice-president of Philip Klein Inc., Philadelphia, is the father of a baby girl born Aug. 29.

Canadian Rep Firm

FORMATION of the All-Canada Broadcasting System to furnish exclusive or special representation to Canadian commercial stations has been announced by the Dawson Richardson publishing interests, of Winnipeg, who own CJGX, Yorkton, Sask. Mr. Richardson will head the main office in Winnipeg, with A. L. Garside as commercial manager and J. L. C MacPherson in charge of Winnipeg sales. John Tregale heads the Toronto branch and Victor George is in charge at Montreal. The new representation firm combines the old Western Broadcasting Bureau and Eastern Broadcasting Bureau and claims to represent exclusively or specially 50 of the 72 stations in Canada.

WANTED

A live wire and dependable radio representative to represent one of the finest 100-watt stations in the country, located in the fastest growing section of Texas.

KPDN

The High Fidelity Voice of the Pampa Daily News

PAMPA TEXAS

RADIO ADVERTISERS

GOLD DUST Corp., New York, has formed two divisions to handle its soap and shoe polish business. Sherman W. Coleman will head the soap unit with J. F. Forsyth directing the shoe polish branch. Batten, Barton, Durstine & Osborn Inc., New York, is agency.

MIDLAND FLOUR MILLING Co., Kansas City, has named Stack-Goble Adv. Agency, Chicago, as its agency.

AMERICAN TOBACCO Co., New York, has named Blackman Adv. Inc., that city, to service its Pall Mall cigarette account.

KAYNEE Co., Cleveland (clothing) has placed its advertising with Meldrum & Fewsmith Inc., Cleveland.

MERCIREX Co., Milford, Del. (soap, cosmetics) has named Redfield-Johnstone Inc., New York, as its agency.

OSTERMOOR & Co. Inc., Bridgeport, Conn. (mattresses) is advertising through Wilson H. Lee Adv. Agency, New Haven.

WURLITZER GRAND PIANO Co., De Kalb, Ill., is advertising through Needham, Louis & Brorby Inc., Chicago.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., has named Baggaley, Horton & Hoyt, Chicago, as its radio agency.

CONSOLIDATED CIGAR Corp., New York (Harvester, Dutch Masters, 44, and other cigars), has appointed Erwin, Wasey & Co. Inc., New York, to handle its advertising.

KAY JEWELRY Co., Oakland, Cal., (jewelry), through Sidney Garfinkel Adv. Agency, San Francisco, is planning a Northern California advertising campaign, including the possible use of spot.

West Coast AAAA Meeting

THE second annual Pacific Coast convention of the American Association of Advertising Agencies will be held Oct. 29-30 at Del Monte, Cal., with Leon Livingston, of the Leon Livingston Adv. Agency, San Francisco, as chairman of the program committee. Assisting him will be Dan B. Miner, Dan B. Miner Co., Los Angeles; Joseph R. Gerber, Gerber & Crossley Inc., Portland, Ore.; Burt Cochran, McCann-Erickson Inc., Seattle, and a San Francisco committee headed by Ed Pitts, of J. Walter Thompson Co. Dates for meetings of the Central and Eastern Seaboard AAAA branches are to be announced soon.

Agency Network Switch

DON LEE NETWORK and Lord & Thomas made an exchange of executives in Los Angeles Sept. 1 when Glenhall Taylor resigned from KHJ as program manager and production chief to join the agency as aide to Jack Runyon, head of the Los Angeles radio department. Don Bernard resigned from the agency where he was producing *California's Hour* to return to KHJ, replacing Mr. Taylor.

8:30 P. M. Transradio *NEWS* Period available for sponsorship

WJBY

Gadsden, Alabama

The Additional Business You Need—

How much more distribution do you need to put your business on a high plane of sales and your plant going profitably?

The National Brokerage Company can secure distribution for you in any section — or in all sections — of the nation. It can start your sales on the up-grade and keep them expanding profitably without over-reaching your finances.

NBC service is thorough and practical, free from waste and extravagance—a close-contact service based on sound sales methods.

Inquiries are invited from manufacturers of Food Products and Grocery Specialties.

National Brokerage Company

A National Sales Organization

Edward M. Power, Jr., *President*

OLIVER BUILDING -:- PITTSBURGH, PA.

TRANSCRIPTIONS

STANDARD RADIO Inc. announces the following subscribers to its transcription library: WJBW, New Orleans; KVOD, Denver; KMMJ, Clay Center, Neg.; WBNX, New York; WKBH, LaCrosse, Wis.; WNAX, Yankton, S. D.; KGFG, Oklahoma City; KFYO, Lubbock, Tex.; KOVC, Valley City, N. D.; KRRV, Sherman, Tex.; KANS, Wichita; WSIX, Nashville. WIBM, Jackson, and WOOD-WASH, Grand Rapids, have also resumed the Standard library.

A NEW transcription series announced by World Broadcasting System has been offered on an exclusive basis to one station in a city. Titled *Comic Page of the Air*, the series was authored by Peter Dixon. Six quarter-hour programs weekly are included and three separate serials are included in each. The series is designed for sponsorship by one client or three different local non-competitive clients.

NBC Thesaurus has signed seven more stations: WORC, Worcester; KOB, Albuquerque; KANS, Wichita; KMAC, San Antonio; KMLB, Monroe, La.; KSOO, Sioux Falls; WBAX, Wilkes-Barre. To handle its increase in business, the NBC transcription service has taken larger quarters in Radio City.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast Midget Auto Racing!

RADIO AND THE MEN'S STORE

Marshall Field & Co. Learns How Broadcasts Can Sell One of the Difficult Departments

"LAY OFF the men's department until you get established," advised Harry Trenner, sales manager of WNBF, Binghamton, N. Y., writing in the Sept. 1 issue of BROADCASTING, in offering some suggestions on landing department stores as sponsors. "It's the toughest merchandising job in most stores," he added.

At the same time, the magazine *Men's Wear* published a success story on the results Marshall Field & Co.'s Store for Men, Chicago, has obtained on its WBBM *Musical Clock*. Up to a year ago the Store for Men had used occasional announcements but in the summer of 1935 it took over a half-hour of the morning Marshall Field series, using a male voice. Two direct merchandising announcements and three sport flashes are woven into the period.

How It Was Done

HERE is the way radio has worked for Marshall Field's Store for Men:

"We have discovered certain things which should be of interest to the men's wear retailer. And here, briefly, they are:

"The radio public will respond quickly to an item which they know is an outstanding value, especially if it is presented as a 'radio special' not advertised anywhere else. Example: We marked down 25 dozen English golf balls, announced them as a radio special, and sold them out in one day, at a cost of about 8%.

"The best direct results are obtained where the item is low or medium priced, is new from a style standpoint and has a story behind it. They can't see your illustration as they do in the newspaper ad; they'll quickly forget any dry-as-dust statistics or specifications you give them; but they will remember and act upon something that has a story behind it.

"A splendid example of that is the 'Guayabera' shirt, adapted from the Cuban planter's jacket. We brought it out on a cold, blustery March day, announced it over the radio, told the story behind it, and sold enough of them at $6.50 to bring our percentage cost down to about 12% for that promotion. And, remember, it was essentially a warm weather item announced on a cold day.

"From the standpoint of direct traceable results, these items move best: Underwear, shirts, ties handkerchiefs, hosiery, jewelry and pajamas. It is more difficult to trace direct results on hats, suits shoes, overcoats, topcoats and sportswear. But before that conclusion is made final, remember this: We announced custom shirts at $8 each one day and sold over a hundred dollars' worth, including six to a New York attorney who heard the announcement in his home on Riverside Drive, and sold one custom suit for $115 on a similar announcement.

Proving Its Worth

"WE HAVE now adopted as a general policy this routine: (1 Each program contains one announcement on our regular lines of clothing, which we regard as an institutional announcement to build up our clothing department, but on which we do not expect any immediate direct response; (2) one announcement telling of something definitely new in accessories, something with romance and color to it, and priced in our medium price zone; (3) one announcement delivered on the *Musical Clock* Summary at 8:55 — always an accessory item with a price appeal designed to catch the women instead of the men.

"On special occasions, such as sales, style presentations or events taking place in the store, we throw the weight of our radio program behind our newspaper publicity to get a double-barreled shot. We use it also to tell about special service given in our store, which would not justify newspaper space at existing linage rates, but which we can afford to announce on the radio. We use it occasionally for style announcements, and recently when we announced the appearance of a spring style booklet we had mail requests for about 200, and men and women came into the store and took 300 more.

"But both from an institutional and direct selling standpoint we definitely feel that the program has proved its worth, and we plan on continuing it indefinitely. We seem to have developed a trade that is pretty steadily with us in spite of weather; and the radio, we think, must receive some share of the credit."

Medical Space Carried By Newspaper Applicant Is Noted by Examiner

THAT FCC examiners are taking into account the service and qualifications of newspaper applicants for new station facilities by appraising the newspapers themselves, was revealed in the recent report of Examiner John P. Bramhall, recommending denial of the application of the Times-Dispatch Publishing Co., Richmond, for a station on 1500 kc., with 100 watts full time.

Recommending denial primarily on the grounds of interference with other stations as well as the conclusion that adequate service now is being rendered, Mr. Bramhall, however, mentioned patent medicine advertisements in the *Times-Dispatch*. "Evidence was introduced," he said, "showing the applicant publishing company was carrying in its columns patent medicine advertisements of alleged remedies, some of which have run afoul of an Act of Congress * * * (Federal Trade Commission Act) and have been the subject of cease and desist orders."

Mr. Bramhall brought out also that the two commercial stations in Richmond, WRVA and WMBG have endeavored to and have given time to various organizations, both educational and civic, "but their facilities are controlled by contracts with chain organizations to a considerable extent, and they are therefore not in position to allow a fixed time over long periods. To this extent the present radio facilities for local programs are much restricted."

Cheerio for Sonotone

SONOTONE Corp., New York (hearing aids), has signed Charles Fields, who has broadcast for a decade as Cheerio, for a transcontinental NBC-Red program, starting Sept. 29, Tuesdays, 4-4:15 p. m. Cheerio has been a top sustaining artist for NBC, broadcasting inspirational comment. The talent contract was placed by Bruce Chapman-Jesse Butcher Inc., New York, through Topping & Lloyd Inc., that city, Sonotone agency. The program will be called *Cheerio's Musical Mosaics.*



½ Minute Transcriptions

for *BAKERS* . . . . . for *LOAN COMPANIES*

$26.00 for 26 clever dramatized skits

Each skit leads cleverly into your local baker's or Loan Company's commercial. Quality recording; large superb cast; amusing situations; no two alike; each allows ½ minute for your commercial; 26 dramas for $26.00; exclusive use guaranteed; price includes outright use; may be repeated for years to come at the same ridiculously low cost—$26.00 for 26 one-half minute dramatized playlets.

SEND FOR . . .

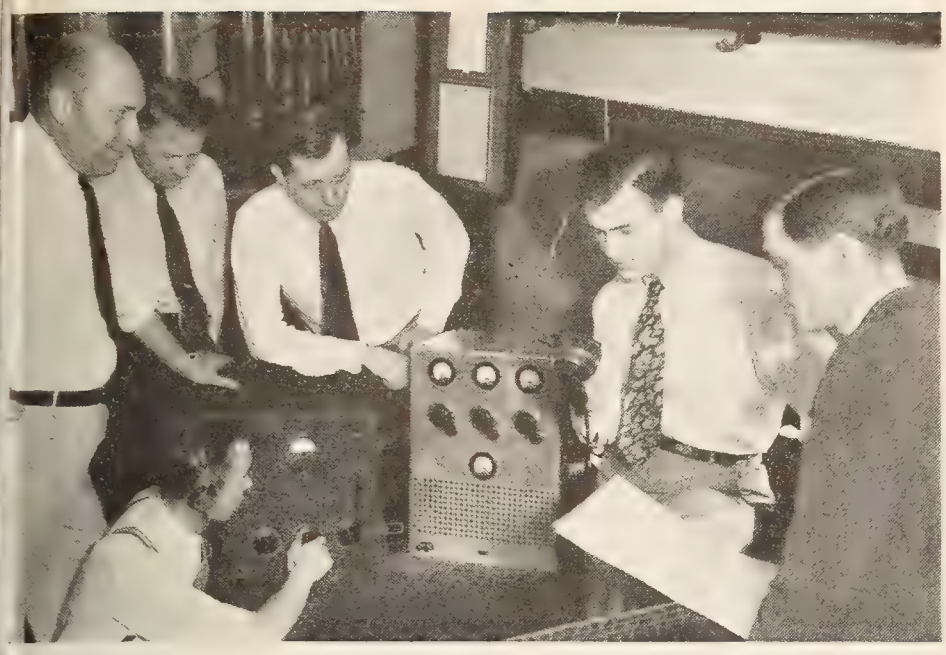
. . . special presentation records NOW. Deposit of $1.50 each required. Deposit refunded if discs are returned in thirty days. Specify whether you want bakery or loan firm record.



WALTER BIDDICK COMPANY

Radio Programs Division
568 Chamber of Commerce
Los Angeles, California

SPOT IT in
WESTERN Montana
The BEST CROPS IN YEARS.
1000 Watts 1260 Kc. **KGVO** Missoula Montana
Columbia Broadcasting System Affiliate



PAN-AMERICAN ANNIVERSARY—For three years WSM, Nashville, has been broadcasting at 5:08 p. m. the whistle of the Louisville & Nashville's crack train as it passes the WSM tower. On the third anniversary a special broadcast was shortwaved from the moving train. Here are Harry Stone, WSM manager (right); Jack Harris, announcer (at microphone); Jack DeWitt, chief engineer (leaning on elbow); Aaron Shelton, engineer (at the controls). At left are T. E. Burwell and J. S. McGinnis, of the Louisville & Nashville staff.

CALDWELL DOUBLES ITS STATION LIST

DR. W. B. CALDWELL Inc., Monticello, Ill., (Syrup of Pepsin) is greatly expanding its list of stations for *Monticello Party Line*, five-weekly quarter-hour transcription series which begins its second year Sept. 21. The list of 25 stations will be doubled in campaign designed to triple the present audience, according to Maxwell R. Hott, vice president and general manager of Caldwell. Mr. Hott predicts the augmented territory will be directly reflected in increased sales, the original station list having created mail records [BROADCASTING Aug. 15].

All but the Atlantic states are covered by the new campaign, most of the additions being in the South and Northwest. Transcriptions are recorded by Columbia Phonograph Co., Chicago, and Cramer-Krasselt Co., Milwaukee, is agency.

Among stations added to the Caldwell campaign are: WGR, WCKY, WHK, KRLD, WOC, WSOC, KMMJ, WBNS, WHIO, KLZ, WJR, WJAX, KMBC, WNOX, KHJ, WMAZ, WLAC, WWL, WOW, WCAE, WTAD, WPTF, WRVA, WDBJ, WTOC, KJR, WDAE. The Chicago outlet will be shifted to WLS.

Buying New York Time

IN ADDITION to serving as publicity counsel, J. Lewis Associates, New York, is also functioning as an advertising agency and is buying radio time for the Republican Radio Council, New York, and Russeks, New York department store. The Republican Council, directed by Lambert Fairchild, is purchasing quarter-hour programs once weekly on a different New York station each week. The department store on Sept. 7 started a series of weather announcements on W2XR, New York, three times every day. The announcements promote the store's fall line of furs and will continue on an indefinite schedule.

Fendrich Cigar Discs

H. FENDRICH, Evansville, Ind., is placing dramatic disc announcements in the Midwest for its La Fendrich cigars. Columbia Phonograph Co., Chicago, is cutting the transcriptions, which include a snatch of Javanese music, voice of a girl in dialect explaining the merits of Java tobaco, and a commercial, all within a minute. Fendrich recently had a tieup with the Walgreen drug chain sponsoring baseball on WGN, Chicago. McJunkin Adv. Agency, Chicago, has the account.

Slight Reduction Made In AT&T Line Charges

RECENT press reports of a substantial reduction in telephone program transmission rates, based on a tariff filed with the FCC Sept. 4 by the New York Telephone Co. have been branded erroneous by FCC officials. The tariff, which calls for a separate transmitting station connection charge for Schedule A broadcast channels, constituting a reduction where the broadcaster has less than four connections, is designed to establish a new connection rate for broadcasting stations which originate wire programs.

The New York Telephone Co. tariff merely conforms with a similar schedule filed by the A.T.&T. several weeks ago because of possible new broadcasting uses by stations which only transmit. Other Bell telephone companies are expected to file similar rates. The new tariff is effective Oct. 1.

During the past year, the A.T.&T. and Bell companies have been revising and clarifying the language of broadcast tariffs to conform to station needs. Another revision was the elimination of the so-called "back haul" charge which lowered the cost of wire service considerably for approximately a dozen stations in different sections of the country. This revision of the back haul rate resulted from a complaint against the A.T.&T. by WCOA, Pensacola, Fla.

WHIO, Dayton, has installed a Crystal Studio on the mezzanine floor of Rike-Kumler Co., largest Dayton department store.

It Was Mad

JAMES MARTIN, of Luling, Tex., was stopped recently while driving his truck, and was told: "They've been broadcasting for you in San Antonio. Were you bitten by a dog?" "Why, yes," said Martin. "Well," he was told, "that dog had rabies. You'd better get to a hospital." Which he did, and a few hours later drove to San Antonio to thank Ken McClure, WOAI news editor. All the way back to San Antonio he was stopped by persons warning him of his predicament.

SPOTLITES
5 MINUTE
DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE TACOMA
FREE & SLEININGER INC. National Representatives
Increase to 5,000 Watts Broadens Coverage
KVI by early fall will have a new transmitter on salt water halfway between Seattle and Tacoma with increased daytime power of 5,000 watts, night 1,000 watts. Sell Tacoma and Seattle at ONE low cost.
Pioneer CBS Station in Pacific Northwest

WDBJ announces 5000 WATTS DAY
1000 WATTS NIGHT ON 930 Kcs.
Now operating with NEW High Fidelity RCA 5-C Transmitter—NEW 312 ft. Blaw-Knox Vertical Radiator—NEW transmitter building in new improved location.
Only network station in western portion of Virginia.
WDBJ
ROANOKE, VA.
member of THE COLUMBIA BROADCASTING SYSTEM

WNOX

New headquarters boast street-level studios and an auditorium seating 800 persons.

★ ★ ★

WNOX

KNOXVILLE

TENNESSEE

STUDIO AND PROGRAM NOTES

A 16-PAGE section of the *Sioux City Journal* of Aug. 30 was devoted to news about radio in general and the newspaper's station KSCJ in particular to mark the occasion of the inauguration of its new 5,000-watt transmitter. Photos of KSCJ personnel and telegrams from agencies congratulating the station were carried in profusion.

WOPI, Bristol, Tenn., has been moving into new studios, which include a "Radiotorium" designed especially for broadcasts. Entrance doors are operated by photoelectric equipment. Modern furnishings are included in the new headquarters. A reception hall provides a view of second-floor studios.

Slips of the Lip

ANNOUNCERS on WGAR, Cleveland, are trying to "talk their way to New York" these days, with all expenses paid. It's a contest conceived by General Manager John F. Patt to keep his men on their toes, and their records errorless. Four annual prizes—trips to New York and a session of "doing the town"—will be awarded, one each to go to the announcer who, over a three-month span splits fewest infinitives. A chart is kept on mispronounciations, faulty reading and similar announcorial slips. After the first fortnight there was a dead heat with no errors, hits or runs.

KLZ, Denver, claims a news beat on the crash of Roscoe Turner, speed pilot, forced down on a cross-country flight. When he was reported lost, KLZ called Albuquerque and found he had just crashed near Gallup, N. M. KLZ gave a flash before press services had the information, it claims, and later secured a bedside interview with Turner.

WHEN WOW, Omaha, wanted first-hand information about doings in war-torn Spain, Foster May, news editor, made an appointment with a United Press correspondent in Spain for a transoceanic telephone interview, which was broadcast after some delay caused by heavy transatlantic telephone traffic.

THE *Covered Wagon Jubilee* on KHJ, Los Angeles, for six years, made its debut on CBS-Don Lee network recently and is heard Mondays through Fridays, 5:30-6 p. m. The feature is one of the most popular cowboy programs in the western area. Ultimately it may be taken by Mutual, according to KHJ.

OFFICES of the United Press in Charlotte, N. C., have been moved into one of the WBT offices in the Wilder Bldg. Cecil Carmichael is chief of the Charlotte U. P. bureau set up especially to service WBT sponsored broadcasts.

WWVA, Wheeling, set a new record for its *WWVA Jamboree* Aug. 29 when nearly 1,800 paid to watch the program, bringing the August total of paid admissions to 11,284. It was the 177th consecutive performance of the *Jamboree*, held in the Wheeling Market Auditorium, which seats only 1,600.

WBBM, Chicago, has no parallel walls in its new Studio No. 9, first of a new group in the Wrigley Bldg. It was placed in service Sept. 3 for dramatic and small orchestra programs. Embodying the latest CBS principles, it is of the live end-dead end plan of CBS New York studios. Side walls taper horizontally in elongated W fashion, with one end wall and the ceiling resembling flattened V's in cross-section. The modernistic construction permits use of sound reflecting perforated transite wall paneling, permitting maximum resilliency and brilliancy without objectionable cross echoes.

INTERVIEWS with persons in the public eye are being conducted by WINS, New York, in a series titled *I Made the Front Page.* Unusual persons who have been involved in unusual events are selected for the series, which is conducted by Louis Witten, Hanff-Metzger announcer, and Earl Harper, sports commentator. Program preparation is left to the last minute to maintain an impromptu atmosphere.

NELSON BROS., Chicago (furniture), is sponsoring a new public service feature on WJJD, Chicago, titled *Bureau of Missing Persons* every morning. The contract is for 26 weeks and was placed by Rocklin-Kohn Agency, Chicago.

CKNX, Wingham, Ont., is planning installation of new live end-dead end studios patterned after the Canadian Radio Commission's Windsor Studios.

WFIL, Philadelphia, has started *Philadelphia Speaks,* a twice-weekly series in which remote crews will broadcast "snapshot" programs from all parts of the city. Among topics will be school days, waterfront, zoo, City Hall, newspaper offices.

EARLE C. ANTHONY Inc. on Aug. 31 observed the installation of the new transmitter of KECA and an increase in power to 5000 watts by staging a 24-hour broadcast in its studios, and a barbecue at its new transmitter. The broadcast, which was carried on the NBC-Blue network, included such celebrities as Amos 'n' Andy, Bob Burns, Ben Alexander and screen stars as well as KFI-KECA staff members.

NBC, KFI and KECA staged their first annual golf tourney at the Hollywood Country Club Aug. 31, Sid Goodwin, program manager of NBC, winning the perpetual low gross trophy. Robert Brooke, engineer; Cameron Prud'homme, player; Sidney Dixon, sales manager; Tracy Moore, salesman; Harry Jackson, orchestra director and John Swallow, studio manager, won other trophies and prizes. Eddie Holden (Frank Watanabe) was the luncheon host.

THE Morris B. Sachs *Amateur Hour,* now heard on WENR, Chicago, started on its third year of consecutive broadcasting on Sept. 6. During its time on the air, it is estimated more than 50,000 aspirants for radio stardom have been auditioned for the show, out of which 1,500 have been heard during the last two years. The program is placed through Schwimmer & Scott, Chicago. Sachs is one of the largest advertisers on the air, spending a large share of its total advertising appropriations on Chicago stations.

WJAY, Cleveland, has leased Hanna Theatre for its Sunday afternoon sponsored community sing and amateur program. A special control room will be built on the stage. Amateur acts will be confined to novelty acts and instrumentalists.

WHAT— NO CHINESE EVEN YET?

Even though we *still* won't be heard in China or Mexico, we've just gone and bought a swell new RCA high-fidelity transmitter that's a honey-bunch! . . . Thus we now offer *two* bargains instead of the usual *one:* In addition to the permanent offering of a big, metropolitan, NBC audience at a very low cost, we've got our former transmitter priced for a quick sale . . . Now stay in line, boys—don't push!

National Representatives
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

FOOTBALL and other Sports open for sponsorship with WALT LOCHMAN and MANNY MARGET . . . The two best sports announcers in the Middle-West.



THE SPORTS STATION of the MIDDLE WEST

W9XBY
KANSAS CITY, MO.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

TRANSRADIO WIRE SYSTEM EXPANDED

TRANSRADIO PRESS has started a fifth leased trunk wire to carry its radio news service to new clients in the East. The circuit extends from New York to Milwaukee, carrying the full 18-hour electric printer service to stations in Pennsylvania, Ohio, Indiana, Illinois and Wisconsin. This is the second westward circuit to be established by Transradio. Another circuit runs through New York, Pennsylvania, Ohio and Michigan.

The expansion of Transradio's trunk wire system, the organization stated, reflects the vast growth in sponsorship of news programs, which are particularly in demand for autumn because of the national election campaigns and football. Transradio and its affiliate, Radio News Association, are now serving news to more than 275 clients, according to Herbert Moore, president.

Transradio's previously established leased circuits run from New York to Georgia, from New York through the New England states and from Seattle through the Pacific Northwest. New evidence of the passing of radio's usual summer slump is found in the fact that Transradio signed 51 new clients during the summer months, exclusive of contract renewals. Among them were: CKLW, Detroit; WJIM, Lansing, Mich.; WIBM, Jackson, Mich.; WSMK, Dayton; WGAL, Lancaster, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WAZL, Hazleton, Pa.; WDEL, Wilmington, Del.; WEMP, Milwaukee; WSPR, Springfield, Mass.; WLEU, Erie, Pa.; WPG, Atlantic City; WMIN, St. Paul; WTBO, Cumberland, Md.; WJEJ, Hagerstown, Md.; WNBC, New Britain, Conn.

WCKY Seeks More Power

WCKY, Cincinnati, on Sept. 3 filed with the FCC Broadcast Division a petition seeking an increase in power from 5,000 watts day and night to 10,000 watts night and 25,000 watts day. The station already has a 50,000 watt application pending, but the petition asks that the boost to 10,000 watts night and 25,000 watts day on its 1490 kc. high-power regional channel be granted upon reconsideration and in part, pending final determination of the original 50,000 watt application.

KLZ SCORNS FIRE

Programs Go On as Usual as Fire Sweeps Studios

WHILE firemen were still fighting a blaze in the studios of KLZ, Denver, Aug. 28, Manager J. I. Meyerson already had a crew of laborers cleaning up debris and the station lost only two seconds of time despite destruction of the studios. Reconstruction was started immediately on a 24-hour schedule, all studios being rebuilt and redecorated.

The fire started in a ventilating system in the observation room of Studio A and spread quickly through the ducts, filling every studio with dense smoke and gas. Firemen had to pull down all false ceilings and walls to get at the blaze, bringing it under control within three hours.

Meantime the KLZ staff stuck to its duties. Jerry Pecht, production man, suffered from effects of smoke and gas after dashing into Studio B to recover copy and microphone. Pecht, along with Mark Hansen, announcer, and Lee Weelans, production chief, hustled to the new 5 kw transmitter to make the 6 p. m. station break, and handle evening broadcasts. A temporary studio was set up in Mr. Meyerson's office.

Not a commercial was missed and few of the KLZ audience knew of the fire until Mark Hansen gave an account of it later on. By the following morning the studios were scrubbed and cleaned and business went ahead as usual. Others who suffered from smoke and gas were Roy Sorenson, maintenance man, and Elizabeth Carey, switchboard operator.

Swift Returns on CBS

SWIFT & Co., Chicago (Sunbrite cleanser) will return the *Sunbrite Junior Nurse Corps* program to the air on Oct. 12 on 21 CBS stations, Mondays, Wednesdays and Fridays, 5-5:15 p. m. with rebroadcast at 6 p. m. Program will originate from Chicago and is signed for 28 weeks. Stack-Goble Adv. Agency, Chicago, placed the account.

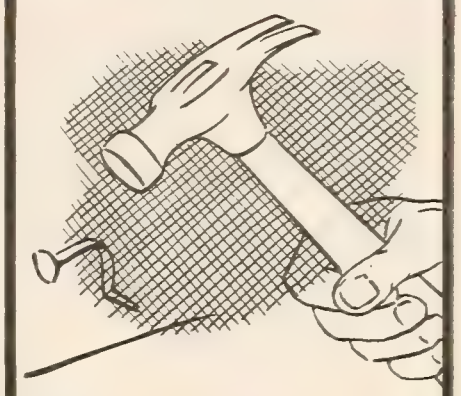
ORAL arguments on the protests of the Wichita Falls and other nearby chambers of commerce against the proposed removal of KGKO into Fort Worth, there to become the NBC-Blue outlet, have been scheduled before the FCC Broadcast Division on Sept. 17.

Robert Bolling Is Named To Head Chicago Office Of John Blair & Company

APPOINTMENT of Robert Bolling as sales manager in Chicago for John Blair & Co., station representatives, was announced Sept. 4 by John Blair, president of the organization. He replaces George F. Isaac, who recently resigned as vice-president and general sales manager, the latter post having been assumed by Murray R. Grabhorn, New York vice president and manager. Mr. Bolling is the brother of George Bolling, Blair vice-president in charge of the Detroit office.

Simultaneously Mr. Blair made known that his organization will continue to represent KNX, Los Angeles, in spite of the sale of the station to CBS. An agreement has been entered into, he declared, whereby Radio Sales Inc., CBS representation organization for its owned and operated stations, will work with the Blair organization for KNX, in order to familiarize itself with the sales task. After April 1, 1937, at which time the Blair contract for KNX representation expires. Radio Sales may take over full representation.

The Blair organization represents both KNX and KSFO, San Francisco, the latter station also to become a CBS outlet at the end of the year. In the Sept. 1 issue of BROADCASTING it was reported that Radio Sales had taken over KNX representation along with that of WEEI, Boston, which CBS recently leased. This statement was in error insofar as KNX representation is concerned.



NEITHER CAN YOU NAIL BUSINESS OR BUILD SALES IN WESTERN MONTANA *without*

KGIR

BUTTE • MONTANA

Representatives

JOSEPH McGILLVRA WALTER BIDDICK CO.

NEW YORK · CHICAGO • PACIFIC COAST

A Complete Range of Standard Continuity

Mystery—Homemaking and Fashions—Sports—Motoring

•

Live Program Scripts by writers "Who Know How!" For One-Man production • for Everyone • for Any Hour.

•

Syndicated — allowing us to give Territorial Protection yet sell these Daily Scripts at Low Prices.

"HITCH YOUR STATION TO A STAR"

STAR RADIO PROGRAMS

250 PARK AVENUE NEW YORK CITY

CLEAR CHANNEL



KEX—Oregon's most powerful Radio Station (5000 watts both day and night)—operates on 1180 K.C.—the *only* clear channel in the State.

If you want to blanket the Portland market area—with a good measure of "outside" coverage thrown in—here is the Radio Buy of Buys!

KEX

5000 WATTS—1180 KC.

NBC Blue Network

The only station in Oregon operating on a clear channel.

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

Knock!
Knock!

Who's there?

John!

John who?

John Blair & Co.

NEW YORK CHICAGO
DETROIT
SAN FRANCISCO

WWVA's newly appointed station representatives

•

We have commissioned the John Blair organization to knock at the doors of National Radio Advertisers with our remarkable story of friendly service to 308,-210 radio equipped homes in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

•

Give your sales message to the "Friendly Voice From Out of the Hills of West Virginia" and get action aplenty.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Analysis of Rural Listening Habits

(Continued from page 7)

listeners prefer to listen to clear-channel stations, of which there are 95, taking into account part-time (usually daytime) outlets. The dominant stations are those operating exclusively at night on a channel with power of not less than 5,000 watts, but most of which use 50,000 watts. This class of station was created in 1928 for the primary purpose of providing rural coverage. Originally 40 night-time clear channels were set aside, but the number since has been reduced to 29 by "breakdowns" due to authorized duplicate night operation. The results of the survey tell why such stations are necessary if the bulk of the non-urban population is to receive radio service.

Regional Preferences

IN THE next category were regional-channel stations, of which there are 277. The analysis showed that 20.6% of the listeners preferred such stations, which during the daytime as a rule have far greater coverage than at night. This is true because they are hemmed in by signals of other stations on the same channels at night and because of their normally higher daytime power.

Significant in the post-card returns, however, was the marked tendency of farm listeners to show loyalty for their closest station, whether or not it happened to be the one laying down the best signal. In other words, the theory that listeners tune their home stations first was borne out. Farmers reporting from the outer fringes of cities having regional or local stations almost invariably named their "home stations" as first or second preference.

But the reason for the 75% showing in favor of clear-channel stations, it is deduced, grows out of the fact that broad stretches of the country are penetrated chiefly by the stations with power wallops on clear waves, especially at night. On the regional channels, stations are authorized generally to use a maximum of 1,000 watts night power and 5,000 watts day where possible, and there are from four to 10 stations per channel.

Except for local stations situated in the heart of rural communities, they do not cut any appreciable figure in farm preference, according to the FCC analysis. There were 256 of these stations on the six channels allotted them at the time of the survey, and they drew only a 2.1% first preference nationally. Such stations are limited in power to 250 watts daytime and 100 watts night, and by virtue of their limited power can cover only localized areas, except in cases of freak propagation.

Yet, the same tendency to classify such "home stations" first because of loyalty, civic interest and local appeal was strongly manifested in the post-card replies.

The post-card questionnaire results checked almost to the fractional percentage point with the listener preferences received by radio inspectors in their tours of the countryside and in their interviews with typical farm listeners. There were 3,000 inquiries made by the inspectors, who toured particular areas in FCC test cars containing apparatus for field intensity measurements and for checking station operations.

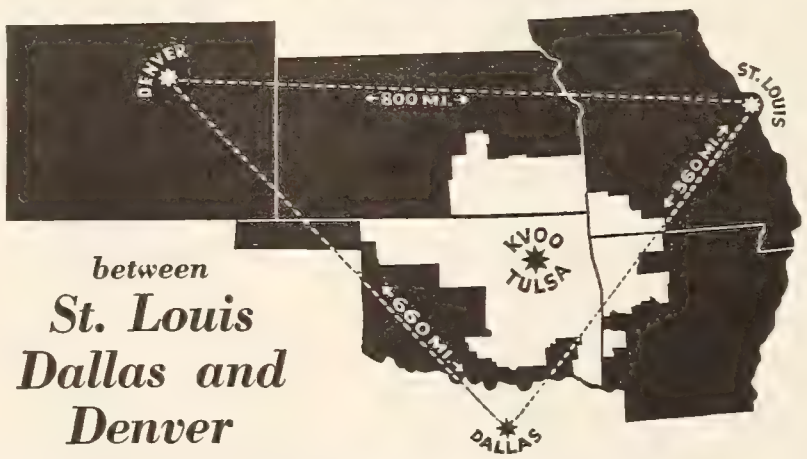
What Inspectors Learned

FOR EXAMPLE, they found that in 945 cases, or 75.1%, the rural listeners preferred clear-channel stations; in 278 cases, or 22.6%, they preferred regionals; in 28 cases, or 2.3%, they preferred locals. As second choice 826, or 71.3%, named clear; 312, or 27%, named regionals; 20, or 1.7%, named locals. As third choice 598, or 72.4%, named clears; 203, or 24.6%, named regionals; 25, or 3%, named locals. Thus, the total for the three positions was 2,369 rural residents, among whom 73.3% preferred clear-channel stations; 793 or 24.5%, preferred regionals; 63, or 2.2%, preferred locals.

That farmers spend money for radio receivers, and generally keep them in good condition was indicated in the post-card responses. For example, it was found that perhaps 50% of the sets in use on the farms in question were "good sets" comparable to those in urban areas. About one-fourth of the sets at the time of the survey were of 1929 vintage or earlier, but in 1934 there were new set purchases amounting to 21.6% of the total. When it is considered that the survey was made in the spring and winter of 1935—during which year there were unquestionably large farm set purchases—it is concluded that the average of "modern" sets on farms probably now exceeds 50%. Here is what the FCC said about sets in use:

"The tabulation of the year of manufacture of the radio receivers indicates that approximately 75% of the receivers in use at the time of the survey were purchased between the years 1930 and 1935 inclusive, and approximately 50% between the years of 1932 and 1935. The low percentage of 1935 receivers is due to the fact that the survey was concluded by March 1, 1935, and consequently a very small percentage of 1935 receiver sales were included. The analysis according to the number of tubes used by each receiver which indicates 69.9% had from five to seven tubes, may be taken as showing the average receiver to be a superheterodyne of fair qual

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

New Programs
Serving
New Sponsors
Prove
WROK Serves
Rockford and the
Rock River Valley
Profitably and Economically
■
WROK-Rockford, Ill.

ty. This belief is further strengthened by the fact that 75% of the receivers were manufactured subsequent to 1930."

Listening Trends

IN ANALYSING the table of listener preference according to states, based on the post-card questionnaire, the FCC made several illuminating observations. These paragraphs are as follows:

"The table of listener preference according to states gives an indication of the relative effectiveness of stations of the various classifications in rendering rural coverage in different states, and when compared with the station and frequency assignments within or adjacent to each state much interesting information results. In the thickly settled eastern and southern states, even though there are many broadcast stations of the regional and local classification operating, a high percentage of the rural listeners preferred service from clear-channel stations.

A notable exception is the State of Rhode Island, which shows a preference of 57.1% for regional stations. (This is easily explained by the size of this state which is effectively covered by regional stations located in Providence). Another exception is the State of Florida, which shows a preference for clear-channel stations considerably below the average, due to the effective service rendered by a low-frequency regional station located in the west-central section of the state. Tennessee and Mississippi are also somewhat below the average for the eastern and southern states because of service rendered by regional stations located at Memphis, Nashville, Chattanooga and Knoxville.

The north-central and northwestern states show a preference for clear-channel stations consistently below the national average because in these areas there are fewer clear-channel stations, interference conditions on the regional assignments are not as severe as in the eastern section of the United States and service is received even at nighttime from regional stations located at considerable distance from the listener. The outstanding example of this situation is North Dakota, which shows a preference of 43.5% for regional stations, this being due to the effective coverage of this area by the station in Bismarck [KFYR]. It should be pointed out that in every state in which the preference for clear-channel stations is considerably below the national average it is traceable to the effective service rendered by one or more low frequency regional stations within the area. It should be remarked on the other hand that frequently the first, second, third and fourth choices of the listener were clear-channel stations.

"A tabulation of listener preference by stations and states indicated that the four stations most frequently named as the first choice of the listener were all clear-channel stations in 31 states and that when a regional station appeared among the first four it was almost invariably a low frequency station as discussed in the previous paragraph.

"With only three exceptions, the first choice of the listeners in each state was a clear-channel station.

"A clear-channel station of 500 kw. power [WLW] was the first choice of listeners in 13 states. The states showing this preference ranged from Michigan to Florida and from Virginia to Arkansas. In six additional states, among them Texas, this same station appeared as second choice.

"The first choices of listeners in the Territory of Alaska and the Territory of Hawaii were clear-channel stations located in the Southern California area."

Technical Aspects

THE ENTIRE survey was conducted under the immediate supervision of Andrew D. Ring, Assistant Chief Engineer in charge of broadcasting activities. Technical phases of the clear-channel analysis were accomplished in collaboration with the NAB, with James C. McNary, former technical director, as the coordinator.

In the purely technical phases of the survey, the FCC draws no conclusions, but simply supplies the information to the industry for whatever deductions it may care to make at the time of the Oct. 5 reallocation hearings. At those hearings, too, the FCC will set forth its views as to what the survey shows and also advance suggestions as to how allocations may be improved in the light of this information.

The radio inspectors in their test card, recorded signal strengths and contours of four clear-channel stations, 123 regional stations and 44 local stations. They found that the present empirical standards of the FCC as they relate to the service and protection of station signals on duplicated channels are in substantial agreement.

The most important part of the survey from the technical standpoint was that pertaining to recording of the signal strength of clear-channel stations, automatic recorders having been tuned to these channels to make continuous records of the field intensities or received signals. A total of 58 field intensity recorders at 11 locations was employed in checking signal strength on these recorders, showing the phenomena encountered in connection with the reception of radio waves from distant broadcast stations. The records included various conditions of remote reception, showing fading, interference, seasonal variations and other technical observations.

These recorders were operated 24 hours a day and tuned at different times to all 40 of the originally allocated clear channels. From these continuous field intensity recordings and from the analysis of them, the FCC reached certain definite conclusions respecting wave propagation based on information never before available. Information on both primary and secondary coverage of clear-channel stations was procured.

The advantages of low frequencies over higher frequencies was distinctly shown in the signal strength measurements, and, according to engineering opinion, the technical study as a whole substantiated previous theory that frequency is as important a factor as power in primary station coverage.

FCC Preference Survey OF RURAL AUDIENCE

FOLLOWING is the FCC's computation of rural listener preferences based on a post-card survey to which there were 32,671 usable answers. The survey is currently under attack because it was confined to deep rural areas in which there is a minimum of regional or local station coverage. Non-clear-channel stations believe that an impartial result can be procured only if another survey designed to elicit responses on regional and local station coverage is made, and particularly one which will include farm areas adjacent to cities.

National rural listener preference by channels:

	%	No. Stations Licensed
Clear Channel	76.3	95
Regional Channel	20.6	277
Local Channel	2.1	256
Foreign	1.0	

National listener preference by states:

	Clear %	Regional %	Local %	Foreign %
Ala.	89.7	7.9	1.6	.7
Ariz.	82.0	15.5	1.3	1.3
Ark.	82.2	15.9	1.1	.9
Cal.	73.6	24.1	2.3	.5
Col.	78.4	15.6	3.9	2.0
Conn.	83.8	14.9	1.1	.2
Del.	88.3	11.2	.5	0
Fla.	70.0	29.6	.4	.3
Ida.	75.4	21.5	1.2	1.9
Ga.	92.0	6.9	.8	.3
Ill.	87.4	6.8	5.6	.2
Ind.	89.0	8.9	2.0	.1
Ia.	64.3	34.1	1.6	0
Kan.	61.0	38.1	.5	.4
Ken.	90.8	7.1	1.7	.4
La.	80.6	15.5	2.7	1.2
Me.	61.0	36.9	.9	1.2
Md.	63.5	34.1	2.3	.1
Mass.	61.2	36.2	1.8	.8
Mich.	78.5	14.9	2.3	4.3
Minn.	66.5	31.0	1.8	.8
Miss.	68.7	29.4	.9	.9
Mo.	56.4	41.1	2.1	.5
Mont.	73.0	23.4	1.9	1.8
Neb.	65.4	32.7	1.6	.3
Nev.	87.5	10.2	0	2.1
N. H.	71.6	26.6	.6	1.2
N. J.	89.6	10.1	.2	.1
N. M.	92.2	2.9	.3	4.6
N. Y.	79.5	16.2	1.5	2.8
N. C.	94.5	3.1	2.0	.4
N. D.	50.4	43.5	4.6	1.5
Ohio	83.0	15.9	1.1	.1
Okla.	80.0	14.5	4.0	1.5
Ore.	76.6	19.2	2.8	1.4
Pa.	82.5	14.8	2.7	.1
R. I.	31.0	57.1	11.9	0
S. C.	89.4	8 8	1.8	0
S. D.	71.5	27.5	.3	.7
Tenn.	78 8	19.5	1.1	.6
Tex.	80.8	14.7	2.3	2.2
Utah	82.8	15.2	.4	1.6
Ver.	80.5	12.5	1.2	5.8
Va.	82.4	14.8	2.7	.1
Wash.	56.8	40.4	2.0	.8
W. Va.	88.5	10.7	.6	.2
Wis.	70.4	26.1	3.9	.3
Wyo.	83.8	13.4	1.4	1.4
Alaska	74.0	24.2	.9	.9
Hawaii	95.2	3.7	1.1	0
P. R.	29.0	71.0	0	0

No Drought

in the $400,000,000 trading area surrounding

Spokane

Washington

—and the pioneer broadcasting station

KFPY

COMMANDS

in this region . . . with

13% MORE listeners

than the first competing outlet . . . and with

2% MORE listeners

than all other Spokane radio stations combined.

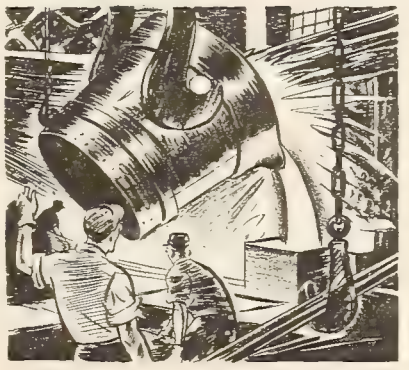
FACTS that you can verify through KFPY

•

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO



WBNX programs are based on the nationality characteristics of the MELTING POT of the World!

DATA FROM FIFTEENTH CENSUS OF THE UNITED STATES FOR THE NEW YORK METROPOLITAN DISTRICT — 1930

AREA	Total Population	Native Population	FOREIGN POPULATION: Foreign and Mixed Parentage	FOREIGN POPULATION: Foreign Born	% of Foreign
Metropolitan District	10,901,424	3,368,554	4,291,169	3,222,426	69%
New York Division	7,986,368	2,284,715	3,157,644	2,527,286	71%
New York City	6,930,446	1,832,906	2,788,625	2,593,200	77%
Outside City	1,055,922	451,809	369,019	233,866	57%

☞ *Write for details on English and Foreign Language Programs with Established Listening Audiences*

1,000 Watts Day and Night Effective Sept. 1

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET

WJAY

Cleveland · 610 Kilocycles

We Welcome TEST CAMPAIGNS!

Most of our national accounts come to us on a "test" basis—and we're *glad* to show advertisers and agencies alike just what we can do for their sales in this rich market.

And perhaps that's why we're known as "the Station that Gets RESULTS."

Ask for WJAY's "FACTS"

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

The Other Fellow's Viewpoint . . .

An Agency Corrects

To the Editor of BROADCASTING:

Would you be good enough to make a correction in the next issue of BROADCASTING? On page 58 of the September 1 number, you report Pacific Coast Borax Company's program switching to Friday time on October 2. This change is actually occurring tomorrow, September 4. Please note.

MARGARET E. JESSUP,
McCann-Erickson Inc.,
New York City.

Sept. 3, 1936.

Rate Gullibility

To the Editor of BROADCASTING:

So strongly has the fact been brought to my attention that 100-watt radio stations are having their rate structures broken down, that I am writing you in the hope that some executives of 100-watters will seriously consider the subject.

Having been employed in the advertising department of a newspaper for several years prior to coming to radio work, I am familiar with the problem that the average newspaper of today faces with relation to their local and national rate difference as well as their milline rate. Faster than the average station owner realizes, that same problem is settling over this new medium. The situation is such that many advertisers have no respect whatever for the rate cards of the smaller stations.

During July a small truck circus played a number of towns within the radius of WMFG, during which time we solicited the manager of the show for radio time. Upon learning that our open daytime rate per announcement was $3.33 he practically went up in arms. He claimed the average rate he had been paying on 100 watters throughout the Midwest was $1.50 per announcement with the highest price $2 and the lowest $1. Of course our salesman was not successful in selling the time, but the main point is this: When a circus, carnival or any sort of traveling show places linage in a daily or weekly newspaper, they pay the amusement rate, the highest rate on the books of that paper, in most cases almost 50% greater than the regular local rate. And when you consider that most 100-watt owners are so afraid to pass up a few dollars that they let these shows use the lowest or almost lowest bracket of their rate card, then it is time to stop such abuse.

With business showing a spurt no doubt some stations are on the right side of the ledger for the first time and should be able to resort to sounder tactics in solicitation. Such people as traveling old gold buyers, fur peddlers and the like are playing one station against the other to get ridiculously low rates. One representative of a fur house selling door-to-door told the writer he paid as low as 65 cents for a 100-word announcement on a small station.

In fact a $1 rate for 150 words is common. If station operators are not thinking of their own business why jeopardize the entire industry for years to come. We have a good medium that will stand up with any of them; then why not get our just dues for producing just as good if not better results than other media. Let's respect our rate cards in the future and we'll get far more respect from advertisers in years to come.

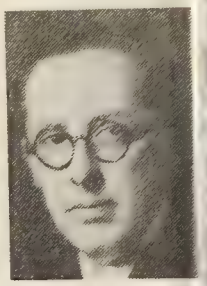
H. S. HYETT, *Manager*,
WMFG, Hibbing, Minn.

New Promotion Firm

BUSINESS DEVELOPMENT Corp., RCA Building, New York, has been formed to function in three fields—public relations, sales expansion and product design and development. The new firm will produce radio programs. Officers are: Carl W. Drepperd, president; Allen Zoll, executive vice president; Leonard E. Drew and Clifford T. Rogers, vice presidents. Consultants for radio include Roger Whitman, who has *House Detective* on the NBC-Red network for the Federal Housing Administration; Mrs. Adelaide Finch, who at one time played the *Betty Crocker* role for General Mills; Harold Sherman, dramatist and writer, who handled Bromo-Seltzer's *All About You* program, and Alfred C. Johnston, former photographer for Florenz Ziegfeld.

Election Exploited By Cities Service

Million Presidential Guides Distributed to Listeners



Mr. McEldowney

THROUGH its 15,000 service stations, Cities Service Co., New York (petroleum products) is distributing 1,000,000 three-color Presidential Election Guide booklets. The 32-page guide includes biographies of presidential and vice-presidential candidates of the Democratic, Republican, and Union parties; summaries of platforms of the three parties; resume of the residence requirements of each voter in the 48 states; how each state ranks in population, area, number of electoral college votes, and the electoral vote as cast by each state in the 1932 presidential campaign. In addition the booklet supplies a breakdown of the electoral and popular vote for every presidential campaign since 1896. The remainder of the guide is devoted to a tabulation of the 1928 and 1932 presidential campaign vote broken down by counties and a double-page spread depicting the Federal government setup.

Elliott McEldowney, advertising manager of Cities Service, stated that if the 1,000,000 booklets were not enough another printing would be ordered.

Before the presidential conventions in June, Cities Service issued a similar booklet with biographies of the "possible" presidential and vice-presidential candidates along with the text of the Constitution.

Some 500,000 of these booklets were distributed. The public is being informed of the new booklets only through the Cities Service Friday night program on the NBC-Red network and by posters at its stations.

NBC will hold a one-day Tenth Anniversary Golf Tournament & Dinner at the Westchester Country Club, Rye, N. Y., Sept. 16.

WFBR
Success Stories



The Story of the Enterprising Furniture Dealer

Hecht's Furniture House knew June Brides would be good customers for furniture; wanted a radio program that would bring in lots of live "leads".

So WFBR made a program to order--"Happily Ever After"--on which engaged couples were interviewed.

Originally scheduled to run from April through June, the program was so successful that it was continued through the Summer; is currently scheduled for Fall.

In BALTIMORE they listen to
MARYLAND'S PIONEER BROADCAST STATION
WFBR
BASIC N.B.C. RED NETWORK

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

CONSISTENT
in results
obtained for
advertisers

you get ACTION
when you use
WSOC
Charlotte, N. C.
An NBC Affiliate

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

More Sponsors Bid For Football

(*Continued from page 9*)

Refining is understood to have paid $10,000 for New York rights to six Yale games, to be broadcast on WOR, and Yankee Network is understood to have paid a similar sum for New England rights, for which a sponsor has not yet been announced.

Aiding Gate Receipts

THE YALE announcement attracted wide attention in the press, with numerous papers viewing the matter with some bitterness since they are not in position to obtain revenue from coverage of the games.

William J. Bingham, Harvard graduate manager of athletics, was quoted as seeing no objection to sale of sponsorship rights, but he did not disclose whether a bid had been received by that university. Princeton authorities did not comment.

N. W. Ayer & Son, in announcing a schedule of Atlantic Refining games, quoted Joseph R. Rollins, Atlantic advertising manager, as taking issue with critics who claim that broadcasts will deplete gate receipts.

"The contention that broadcasting of the games will cut into gate receipts is erroneous," Mr. Rollins said. "Most everyone recognizes that football is the most colorful sport known. Those who possibly can continue to, will attend the games in order not to miss the visual color always associated with football. As we did in our baseball broadcasts, we will urge our listeners to attend football games as well. Statistics prove that gate receipts of baseball games have increased since the introduction of commercially sponsored radio broadcasting, which should completely dispel any fears of any decrease in attendance."

In referring to the Atlantic hookups, Mr. Rollins explained that because of mechanical and other reasons it was impossible for the two major chains to agree concerning coverage of local contests. Deciding the only course left was to arrange its own hookups, Atlantic and Ayer produced what they describe as the most elaborate radio setup of its kind ever attempted for commercial broadcasting.

Atlantic commercials will be short and to the point, Mr. Rollins said. "It is not our intention to destroy the interest of a verbal picture of an exciting moment in a game by plugging our products. A tactful reminder concerning the company will be used here and there but not during actual play."

Ohio State Position

CLARIFYING the position of Ohio State University, as explained in the Sept. 1 issue of BROADCASTING, R. C. Higgy, director of the university's WOSU, explained that all broadcasts must be on a sustaining basis because it is felt that advertising in connection with games is not desirable nor is it consistent with the university's policy.

Instead of attempting to pass on programs booked before and after game broadcasts, Mr. Higgy said, OSU will merely require stations broadcasting games "to refrain from making any advertising statements immediately before, during or after the game broadcast, associated with the game broadcast." He added:

"Commercial programs before and after the game broadcast are not prohibited in any manner so long as a station announcement or some break is made between these broadcasts and the game broadcast. The university recognizes the right of the visiting team and institution and has made provision for each institution to designate one broadcasting station that covers its home territory to broadcast without paying a fee. No restriction is placed upon sponsored broadcasts in this case, the matter being entirely up to the visiting institution."

James F. Hopkins, manager of WJBK, Detroit, informed BROADCASTING that he had notified Standard Oil Co. of Indiana, planning to sponsor games of the professional Detroit Lions, owned by George A. Richards, operator of WJR, Detroit, that he would go to court if necessary in an effort to prevent CKLW, Detroit-Windsor, from carrying the sponsored accounts of the Lions' games.

Mr. Hopkins takes the position that "no foreign station can broadcast an event originating on this side without permission. We have entered our objection to the granting of the permission in this case. Simply in fairness to the commercial sponsors, who may have been unaware of the situation, we have advised them of our intention of going as high as necessary to defend our rights."

Additional Sponsorship

ADDITIONS to the list of sponsored games as published in the Sept. 1 issue of BROADCASTING follow:

Atlantic Refining Co.—10 Holy Cross, Springfield and Amherst games on WSPR, Springfield, Mass.; 10 Cornell, Columbia and Syracuse games on WMBO, Auburn; 10 Dartmouth, Holy Cross, Boston U, Boston College and Amherst games on WTIC, Hartford; 10 Western Maryland, Pitt, Pennsylvania, Maryland and Catholic U games on WBAL, Baltimore; 10 Franklin & Marshall games on WORK, York, Pa. and WGAL, Lancaster, Pa.; six Yale games on WOR, Newark; negotiations for University of Virginia games on WRVA, Richmond, WDBJ, Roanoke, and Virginia Network still going on although public announcement had been made of their completion. Temple U. games on WIP, Philadelphia. Broadcast of Temple-St. Marys game in San Francisco on WIP depends on availability of wire facilities.

Kellogg Co.—All games of Michigan will be broadcast on WWJ, Detroit; eight games, mostly those of Catholic U, on WJSV, Washington; has rights to some other games in the WJSV area; Jock Sutherland, Pitt coach, to be heard in weekly pre-game quarter-hour on WCAE, Pittsburgh; Bill Cunningham to be sponsored on Yankee Network; Lynn Reilly to be sponsored on WBAL, Baltimore, for Friday quarter-hour; Bob Newhall to be sponsored thrice weekly in quarter-hour series on WLW, Cincinnati.

General Foods Corp.—Seven games of Iowa U on KRNT, Des Moines, and WMT, Waterloo, with no commercials permitted during Iowa-Minnesota game because of latter school's rules, the series to promote a new cereal, Huskies; five Kansas U and two Missouri U games on WHB, Kansas City, for Post Toasties; weekly quarter-hour on WCCO, Minneapolis, Saturdays, for Huskies. Benton & Bowles is agency.

General Mills Inc.—Series of 26 quarter-hour football talks by Ty Tyson on WWJ, Detroit, Fridays, Saturdays and Mondays. Knox Reeves Adv. Inc., Minneapolis, is agency.

Texas Co. — Northwestern U games on WCFL, Chicago, through Hanff-Metzger Inc., Chicago.

Socony Vacuum Oil Co.—Northwestern U games on WBBM, Chicago, through J. Sterling Getchell Inc., N. Y.

Yankee Petroleum Co., Chicago—(Linco oil) Notre Dame schedule on WIND, Gary, Ind., placed direct.

Marvel Cigarette Co., Chicago—Three weekly Pat Flanagan commentary programs on WBBM, Chicago, thru Aitken-Kynett Co., Philadelphia.

Chicago & Northwestern Railway — Northwestern U games on WJJD, Chicago.

Humble Oil & Refining Co.—Southwest Conference games on Texas Quality Network. Humble will spend about $10,000 for broadcast facilities, using Cy Leland and Kern Tips as commentators. Franke - Wilkinson - Schiwetz Inc., Houston.

Twin Cities Dodge Dealers—Minnesota U games on ESTP, St. Paul, with Halsey Hall as commentator.

WBLK instead of WEXP are the call letters assigned by the FCC for the new 250-watt daytime station in Clarksburg, W. Va., which it recently authorized the *Clarksburg Exponent* to erect.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU . HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST



H. N. Oakley, Gen. Mgr. of the 75 Oakley Grocery Stores in the Wabash Valley.

OAKLEY
Found the Way
to the
Wabash Valley kitchens

—"we find advertising on WBOW a direct medium to the housewives of our territory, WBOW gives us a thorough job because its coverage is a complete sweep of the Wabash Valley . . .

signed
H. N. Oakley.

W. W. Behrman, Director
. . National Representatives
FURASON and ASTON, Inc.
Chicago—Detroit—New York

We can do a similar job for your food products!

250 WATTS
WBOW
1310 KC.
on the banks of the Wabash
TERRE HAUTE INDIANA

Over 90% of Pittsburgh Families Own Radio Sets and More of Them Listen to WCAE, Week In and Week Out, Than to Any Other Radio Station.

NOMINATE



WHAS

LOUISVILLE, KY.
CBS BASIC OUTLET

REPRESENTED BY
EDWARD PETRY & CO.

● to carry the bulk of your Radio Program Appropriation for 1936-7 on a nation-wide, big-audience spot. You'll cash in with increased sales on the A.M. or P.M. spot which suits your product.

OWNED and OPERATED by THE COURIER-JOURNAL and LOUISVILLE TIMES

They Want to Listen

BY STATION BREAK

IN A RECENT column we began the discussion of what we ambitiously called the *"philosophy"* of radio advertising. After a brief interruption, due to NAB Convention subjects, we're resuming it.

* * *

IN OUR first opus we noted one important fact . . . that every listener within the effective service range of a station is part of its potential circulation . . . and that this enables radio to afford the skillful advertiser a greater "bonus" circulation than provided by any other medium.

* * *

WHY can radio do this? For a number of reasons. . . . In radio, the advertiser provides both the entertainment . . . corresponding to the editorial material of a magazine or newspaper . . . and the advertising matter. This enables him . . . potentially to place his ad next to the feature story of the issue . . . pardon us if we mix figures of speech . . . we mean, next to the *outstanding program* of the hour and the day.

* * *

NOW since listeners can shift from station to station with the greatest of ease . . . one little turn of the knob and it's done . . . the advertiser with the feature program can take this great potential audience and make it his own.

* * *

WHILE we're on this subject, note what really is *radio circulation* . . . the number of listeners which the station *can reach* . . . *not* the number the advertiser's program *pulls*.

* * *

IT'S THE advertiser's funeral if he is not skillful enough to grasp and hold the listeners with whom the station can provide him a contact. When we're talking of station circulation and fixing station rates, let's remember this.

* * *

BUT GOING back to our advertiser . . . because he furnishes the program as well as the advertising, all of the benefits of providing listeners with entertainment and information are his for the asking . . . if he knows how to capitalize them.

* * *

* * *

WHEN YOU'RE hoping and expecting to be pleased, you will make every effort to be pleased. You will be on the look-out for the pleasant and entertaining. . . . You will be in a particularly receptive mood to be entertained.

* * *

WHAT AN opportunity that gives the advertiser to build up program, product and company enthusiasm by stepping in and fulfilling that listener expectation and desire to the greatest degree within his power! That's what *can* make a radio audience the most responsive and appreciative audience in the world.

* * *

WE HOPE you get the picture of what this means to either an advertiser or station manager who is not content with just getting by but who is constantly striving for new, better and novel means of entertaining and rendering other service to his listener.

* * *

WE LISTEN because we want to . . . and we listen to *what* we want to. There is nothing more final than twisting the dial or turning off the set. . . . You're out, with practically no chance to return. The penalty to the poor and mediocre in radio is as great as are the rewards to the skillful and enterprising.

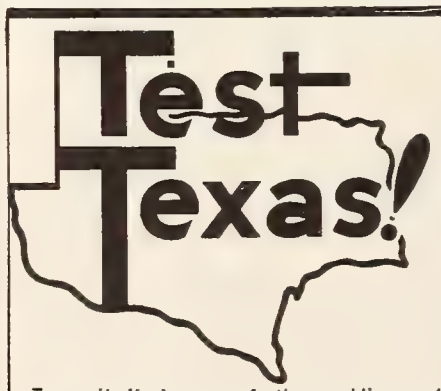
* * *

WE LISTEN because we want to . . . and to what we want to. The listener picks the program. Conversely . . . by building the kind of program which his particular kind of listener and potential customer is most likely to desire . . . the advertiser picks his audience. There is a great deal of hand-picking possible in the radio audience . . . thus increasing the effectiveness of the program circulation finally secured.

* * *

PROPER merchandising helps the program from the time prior to listening until the final purchase . . . but with regard to listening because we want to . . . the word-of-mouth publicity given to an entertaining program is the greatest asset of all.

Test Texas!



Texas itself is one of the world's great markets, and this Centennial year its wealth will be increased by millions of visitors. To test Texas, and get a share of that additional wealth, select KFRO as your first test station, covering East Texas. Investigate.

KFRO

VOICE OF LONGVIEW, TEX.

Just in case - - -

In our August 15th ad, our address was inadvertently omitted. If you were impressed by "How YOU can Make MONEY out of Oil" but did not know where to get such information, write—

KFRO

"Voice of Longview" — Longview, Texas

Does Advertising coupled with good Programs and Modern Equipment Pay?

"it does" say KGMB auditors

Cable "HONBROCAST"

KGMB

Honolulu, Hawaii

"Covers the Islands"

KAUAI NIIHAU OAHU MOLOKAI MAUI LANAI HAWAII

San Francisco, Calif.
Sept. 5th, 1936

Sol Taishoff
Broadcasting
Nat. Press Bldg.
Washington, D. C.

Dear Friend:-

I just can't get off for the Islands without dropping you a line to let you know that we are getting wonderful results from the advertising we carried in your magazine this past year.

Everywhere I go among the agencies I hear comments that convince me those making the comments have read the advertising we carried in your magazine.

I find your Year Book as much in evidence as Standard Rate and Data, and your regular issues twice each month well read.

You are to be congratulated at Broadcasting Headquarters for the knack you have of keeping the contents live. I do not feel that the word "Live" says what I mean. Speaking of a person you would call it "IT". But whatever it is the content of your magazine has it.

As a broadcaster I appreciate the fearless way your magazine fights our battles and sets forth our cause.

While in the Islands I am to work out our mainland advertising budget for the coming year and you may rest assured that you will get a goodly portion of that budget.

Does advertising, coupled with good programs and modern equipment pay? K.G.M.B. auditors say it does. Their figures show that the station has tripled its monthly income during the past 18 months.

When you go to Honolulu with us in 1938 to attend the NAB convention, I'll show you what advertising in your magazine has done for us.

Yours truly,

Fred L. Hart

General Manager
K.G.M.B. Honolulu
K.H.B.C. Hilo

Honolulu Broadcasting Company, Ltd., Dillingham Bldg., Honolulu, Hawaii, U. S. A.

Radio Advertising Pays-it pays to advertise Radio Advertising

KTEM Being Built

KTEM, Temple, Tex., new local station authorized recently by the FCC, will go under construction Sept. 15, and will be headed by Robert MacKenzie, of KPDN, Pampa, Tex., as general manager, it was announced Sept. 5. The station is licensed to the *Temple Daily Telegram*.

RADIO EVENTS, New York script service, announced Sept. 9 negotiation of a contract with J. B. Chandler & Co., of Brisbane, Australia, operators of a string of stations, whereby radio script material will be supplied the organization. The Chandler company will represent Radio Events in Australasia.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CAN-NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO !

201 N. WELLS ST, CHICAGO, ILL.

NATIONAL REPRESENTATIVES WEED & CO. 350 MADISON AVE, N.Y.C.

"Radio Captains"

A REMNANT of the ambitious "merchandising" plans originally undertaken by the Republican radio division being revived is the plan to appoint G.O.P. "radio captains" throughout the country whose duties will be to phone five friends and notify them of forthcoming broadcasts they should tune in and tell their friends to tune in. Feelers sent out to state and local party chairmen indicated the idea has clicked so well that Chicago headquarters has assigned three girls to handle mail about it. It is planned to award each "captain" with an appropriate button.

Apple Spots in West

WASHINGTON STATE APPLES Inc., Seattle, has appointed the J. Walter Thompson Co., Seattle branch, to direct its national advertising and has allotted a tentative budget of approximately $175,000 for this year's schedule. Starting Sept. 28, time signal announcements will be used on KNX, Los Angeles, three times daily for three weeks, augmenting the newspaper campaign which opens in October. Future radio plans are indefinite. Washington State Apples Inc. is a cooperative advertising fund.



CHALLENGER—At the right of this tintype is Glenn Snyder, manager of WLS, Chicago, who managed D. E. (Plug) Kendrick's more or less successful contest for the NAB cow-milking championship during the recent convention. At the age of 7 young Snyder, here shown with a couple of cousins, displayed his bents as a violin virtuoso down in Leon, Ia., where this trio often entertained the home folks. Mr. Snyder claims that he is an even better mouth-organ player and he now challenges all comers to a contest for the mouth-organ-playing championship of the broadcasting industry.

Affiliated Cosmetics

AFFILIATED PRODUCTS Inc., New York (cosmetics), will promote various products on a 36-station CBS network starting Sept. 28, using the 12:30-1 p. m. period, Mondays through Fridays. First half of the programs will present *Romance of Helen Trent* to promote Edna Wallace Hopper cosmetics. The second half will feature *Rich Man's Darling* to promote Jocur, Kissproof lipstick, Outdoor Girl and Delica-Brow cosmetics. The first half of the 30-minute program will originate in Chicago, the second in New York. Blackett-Sample-Hummert Inc., New York, is agency.

CBS Series for Rinso

LEVER BROS. Co., Cambridge, Mass., on Sept. 14 started sponsorship of *The Big Sister*, dramatic quarter-hour serial, to promote Rinso on 70 CBS stations, Mondays through Thursdays, 11-11:45 a. m., with repeat at 2 p. m. Ruthrauff & Ryan Inc., New York, is agency.

WPA Funds Given Federal Workshop

Educational Project Continued On an Expanded Basis

WITH a new budget of over $100,000 allocated by President Roosevelt from relief funds, the WPA Federal Educational Radio Workshop Project, undertaken six months ago as a means of aiding educators in the proper use of radio, will be continued for nine more months with an augmented staff. The budget awaits final approval to cover activities planned from Oct. 1 to July 1, 1937.

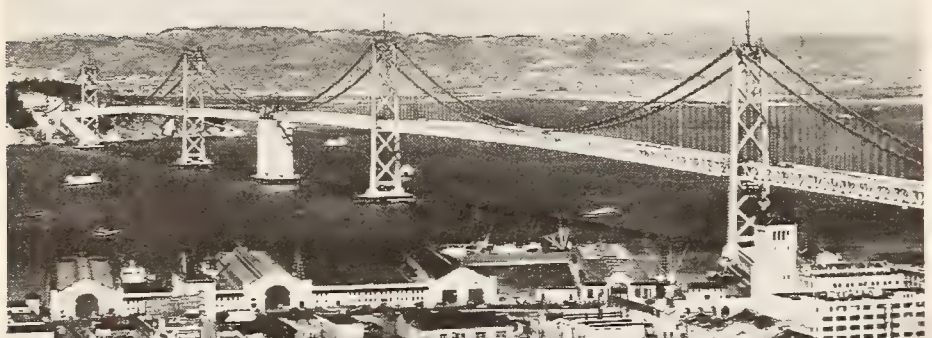
The present staff of 75, of whom 38 make their headquarters in New York, may be increased by 25 or more, all drawn from CCC camps or from WPA professional rolls, according to William Dow Boutwell, editor of the U. S. Office of Education, who heads the project under Dr. John W. Studebaker, U. S. Commissioner of Education.

Mr. Boutwell stated that all the additions to the staff will join the Washington headquarters, and that the New York staff on Sept. 1 will move to quarters furnished by New York University in Washington Square. New York University, it was revealed, is considering a resumption of its courses in radio technique, using the Radio Workshop staff as faculty and advisors [BROADCASTING, Sept. 1]. The six-week courses, it is planned, will take in not more than 40 students and will be designed to train teachers and directors of educational broadcasting in professional radio technique.

The WPA project itself trains its staff, all but the supervisors drawn from CCC camps and relief rolls, in radio writing, production, acting, music and speaking, and is also building up a library of script collection from which educators and radio station operators can secure ideas and material. With its own staff it is now staging five programs weekly on the various networks, and has one script series which it is distributing to schools and radio stations. More script series are planned.

Labor Places Discs

ENTERING into the campaign with transcription broadcasts, the Labor Non-Partisan League, an organization of trade unions supporting President Roosevelt and maintaining headquarters in the Willard Hotel, Washington, on Sept. 2 began using sponsored spots on WIP, Philadelphia; KQV, Pittsburgh, and WOL, Washington. The same programs, also placed once weekly, are carried as sustainings on WEVD, New York, and WCFL, Chicago. The series features Senator Robert Wagner (D-N. Y.) and other speakers. The programs were placed through New York offices in the Hotel Claridge where Morris Novik, a director of WEVD, is in charge. Chester Wright heads the radio campaign out of Washington offices.



SAN FRANCISCO

SELECTED SITE FOR A GREAT WORLD'S FAIR

SAN FRANCISCO offers the world an opportunity to see its three monumental projects, the San Francisco-Oakland Bay Bridge, the Golden Gate Bridge and the Hetch Hetchy Water System, built at a cost of $200,000,000.00.

The Golden Gate International Exposition in 1939 opens the gateway to a California paradise... to San Francisco's unparalleled climate... to its vast, natural resources. This Fair will be a fitting tribute to the ingenuity and the enterprise of an industrious people.

San Francisco and the great cities about the Bay offer a great market for a good product. Station KYA has an open door into every radio home in San Francisco.

Full particulars will be sent on request.

KYA

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

"doing a Peach of a Job in Georgia"

1000 WATTS

WMAZ

MACON, GA.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.

National Representatives.

ETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

ENERAL FOODS Corp., New York (alumet baking powder) on Oct. 4 rts *The Great American Program* 50 NBC-Blue stations, Sun., 5-30 p. m. Agency: Young & Rubi-m Inc., N. Y.

NOTONE Corp., New York (aid the deaf) on Sept. 29 starts *eerio* on 37 NBC-Red stations, es., 4-4:15 p. m. Agency: Top-g & Lloyd Inc., N. Y.

FFILIATED PRODUCTS Inc., ew York (cosmetics) on Sept. 28 rts *The Romance of Helen Trent* d *Rich Man's Darling* on 36 CBS tions, Mon. thru Fri., 12:30-1 p. Agency: Blackett-Sample-Hum-ert Inc., N. Y.

AMONT, CORLISS & Co., New ork (Pond's creams) on Oct. 6 starts *usbands & Wives* on 25 NBC-Blue ations, Tues., 9:30-10 p. m. Agency: Walter Thompson Co., N. Y.

WIFT & Co., Chicago (Sunbrite eanser) on Oct. 12 starts *Sunbrite nior Nurse Corps* on 21 CBS sta-ons, Mon., Wed., Fri., 5-5:15 p. m., peat 6 p. m. Agency: Stack-Goble dv. Agency, Chicago.

OOSE-WILES BISCUIT Co., Long land City, L. I. (biscuits) on Oct. starts *Snow Village Sketches* on NBC-Red stations, Sat., 9-9:30 m. Agency: Newell-Emmett Co. c., N. Y.

PERRY FLOUR Co., San Francis-(flour & cereal), on Aug. 26 arted for ten weeks' participation in *oman's Magazine of the Air* on 7 BC-KPO Pacific Red stations (stag-red schedule), Aug. 26-Sept. 11, :15-2:30 p. m. (PST); Oct. 6-29, :15-3:30 p. m. (PST). Agency: estco Adv. Agency, San Francisco.

ILLAMOOK COUNTY CREAM-RY ASSN., Tillamook, Ore. (dairy roducts), on Sept. 25 starts for 13 eeks *Bennie Walker's Tillamook itchen* on 5 NBC-KPO Pacific Red ations, Fri., 10-10:15 a. m. (PST). gency: Botsford, Constantine & ardner Inc., Portland, Ore.

ALIFORNIA CONSUMERS CON-ERENCE, San Francisco (politi-al), on Sept. 7 started 9 political alks on NBC-KPO (staggered sched-le). Agency: Lord & Thomas, Los ngeles.

OUTHERN CAL. Republican Cam-aign Committee, Los Angeles (politi-al), on Sept. 9 started 15 political alks on 2 NBC-KPO Pacific Red tations (staggered schedule). Agen-y: Walter Biddick Co., Los Angeles.

OMMUNIST PARTY OF CAL., an Francisco (political), on Sept. 5 only, political talk on 2 NBC-PO Pacific Red stations, 6:45-7:00 . m. (PST). Placed direct.

OLGATE-PALMOLIVE-PEET Co., ersey City on Aug. 31, started 12 articipations in *Yankee Network ews Service* on 11 Yankee sta-ions. Agency: Benton & Bowles nc., N. Y.

. C. GILBERT Co., New Haven (Gilbert Kitchen Kit), on Oct. 21, tarts 8 participations in the *Gretch-n McMullen Household Broadcast*, nce weekly, on 9 Yankee stations. Agency: C. W. Hoyt, N. Y.

EVER BROTHERS Co., Cambridge (Rinso) on Sept. 14 started *The Big ister* on 70 CBS stations, Mon. thru hurs., 11:30-11:45 a. m. with re-eat at 2 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

TUNE IN TONIGHT

NEW 1937 EDITION

MAXWELL HOUSE

SHOW BOAT

Lanny Ross presents



NEW STARS • NEW MUSIC
NEW COMEDY • NEW ROMANCE
BRILLIANT CAST OF 100

WRC 8 P.M. Every Thursday Night

OLD FAVORITE—In a new light is Maxwell House, which used spotlights in its promotion of the 1937 edition of General Foods popular coffee series.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Sept. 9 started 20 participations in *Yankee Network News Service*, on 10 Yankee Network stations twice daily, Mon. thru Fri. Agency: Benton & Bowles Inc., N. Y.

FIRST NATIONAL STORES Inc., Somerville, Mass., on Sept. 30 starts 120 15-minute programs, *Imogene Wolcott*, three times weekly, on 6 Yankee stations. Agency: Richardson, Alley & Richards, Boston.

REPUBLICAN NATIONAL COMMITTEE, Chicago (political) on Sept. 7 began political talks by William Hard on 69 CBS stations, Mon. thru Fri., 7-7:15 p. m. with repeat at 11 p. m. Agency: Lord & Thomas, Chicago.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Sept. 9 renewed *Lucky Strike Hit Parade & Sweepstakes* on 86 NBC-Red and Blue stations, Wed. 10-11 p. m.; drops Blue stations after Sept. 23. Agency: Lord & Thomas, N. Y.

HECKER H-O Co., Buffalo, (Force and H-O oatmeal) on Sept. 14 renewed *Bobby Benson & Sunny Jim* on 9 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

Network Changes

PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on Sept. 4 shifted *Death Valley Days* to Fri., 8:30-9 p. m. on NBC-Blue network.

VICK CHEMICAL Co. shifts debut of *Nelson Eddy* series on CBS, Sundays, 8-8:30 p. m., to Sept. 27.

STALEY MFG. Co., Decatur, Ill. on Sept. 14 shifted to NBC-Blue Mon. thru Fri., 3:45-4 p. m.

August Billings Up

FROM unofficial advance sources, BROADCASTING has learned that NBC will report an increase of 20% in their August billings as compared with the same month a year ago. CBS will reveal an increase of 40% in August receipts against August, 1935.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER

WREN

CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

Station-Produced

GREAT interest in station-produced dramatic shows is being exhibited by advertising agencies and clients in the Chicago area, according to the Chicago office of Free & Sleininger. During the last few months this increased activity has resulted in the auditioning of some 30 to 40 station-produced shows for various prospective clients. A number of Free & Sleininger represented stations are now producing audition samples in their own studios and these samples are available to prospects through any of its offices.

Oxo on West Coast

OXO Ltd., Montreal, Quebec (bouillon cubes), which has never before used radio on the Pacific Coast, thru Doremus & Co., San Francisco, started Sept. 14 for 26 weeks, five-minutes participation three days weekly in *Confidentially Speaking With Helen Webster* on NBC-KGO, San Francisco. A cook-book is offered listeners who write in sending along one Oxo red wrapper. Frank Kihm is the agency executive servicing the account.

A NEW picture book, showing executive personalities as well as entertaining and technical people on its staff, has been issued by WHO, Des Moines. The booklet contains 100 or more pictures of talent and others connected with the station.



Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO
NBC-Red

KJR
NBC-Blue

National Representatives — EDWARD PETRY & CO.

WXYZ and the Michigan Radio Network

TODAY'S GREAT "PLUS VALUE" RADIO BUY!



+1 SHOWMANSHIP — WXYZ is known nationally for Showmanship gained by 25 years of successful experience in entertainment enterprises. That's plus value No. 1.

+2 AUDIENCE APPRECIATION — makes for greater sales response and is WXYZ's reward for refusing to broadcast spurious claims of questionable products. That's plus value No. 2.

+3 MERCHANDISING SERVICE — without additional cost to sponsors seeking coverage of the Greater Detroit Market and in the big Michigan Market. A complete merchandising service . . . gets dealers . . . distributors . . . jobbers . . . in effect a front line sales division, working in conjunction with the sponsors' sales representatives. That's plus value No. 3.

+4 8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES — the Michigan Radio Network covers 8 big, rich market zones with greater penetration and sales influence than is possible by any single station with wattage strength sufficient to reach these zones. That's plus value No. 4.

N. B. C. Blue Network

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING, DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

Big shows mean Big Audiences.
Big audiences mean Big Sales.
The Keen buyer is buying . . .

WBAL

The only clear channel,
high power station in
Baltimore and Maryland

•

WBAL

BALTIMORE • MARYLAND

National Representatives:
HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

KWTO-KGBX SPRINGFIELD MO.
KCMO KANSAS CITY MO.
WTMV E. ST. LOUIS

HITCH YOUR WAGON TO THREE STARS

THREE STATIONS
THREE MARKETS
AT
ONE LOW RATE

Our ONE LOW RATE is based on circulation. THREE STATIONS in THREE markets guarantee coverage in these rich, responsive and thickly populated areas. Advertisers who have compared results say our rate is really low when checked against sales figures and inquiry returns.

Developments Impending In Proposal to Provide WLWL With Full Time

WITH the convening of the FCC Broadcast Division Sept. 7 after a summer quasi-recess, it was considered likely in official circles that developments may take place in the so-called "Paulist situation" involving plans whereby WLWL, part-time Paulist station in New York, may acquire full time.

Under an agreement worked out by the Paulists with CBS and other interested parties, WLWL was to have procured full time on the 1100 kc. channel on which it now operates a few hours weekly, through purchase of WOV, New York, from John Iraci. There were several other station switches and consents involved in this deal, however. CBS then was to have leased or purchased WLWL, procuring the station as a full-time New York outlet, with a guarantee to the Paulists of daily time for Catholic broadcasts.

CBS was to have advanced the initial $300,000 for the purchase of WOV from John Iraci as well as another $25,000 to be made available to WPG, municipally-owned station in Atlantic City, which would have relinquished its time on the 1100 kc. clear channel to make way for WLWL. In lieu of this assignment WPG planned to take over the WOV assignment on 1100 kc. with 1,000 watts full time by virtue of a consent from KSL, Salt Lake City, to permit it to operate full time on that clear channel.

This entire plan, however, was disrupted when Mr. Iraci sold WOV to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. At that time Mr. Bulova offered to take over the CBS end of the entire transaction and procure WLW for himself as a full time outlet. Mr. Iraci then would have become 80% owner of WNEW, Newark, Bulova controlled station.

The Paulists, however, have protested vigorously to the FCC against Bulova's purported intrusion and desire to have the original plan worked out with CBS procuring WLWL either under lease or by purchase.

It is expected that the individual members of the FCC will interest themselves in this highly controversial matter and that some solution will be forthcoming shortly.

WNEW Files Answer

DENYING illegal performance WNEW, New York, the second week in September filed with the New York Supreme Court its answer to the injunction suit of the National Association of Performing Artists alleging unauthorized performance of phonograph records. WHN, New York, which was sued at the same time, had had its injunction hearing deferred until Sept. 16. The suits are in the nature of test cases filed by the newly created organization and are designed to restrict phonograph record performances as well as to procure performing rights royalties from stations.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting _____$50.00
Hollister Crystal Co.
WICHITA, KANSAS

In Washington

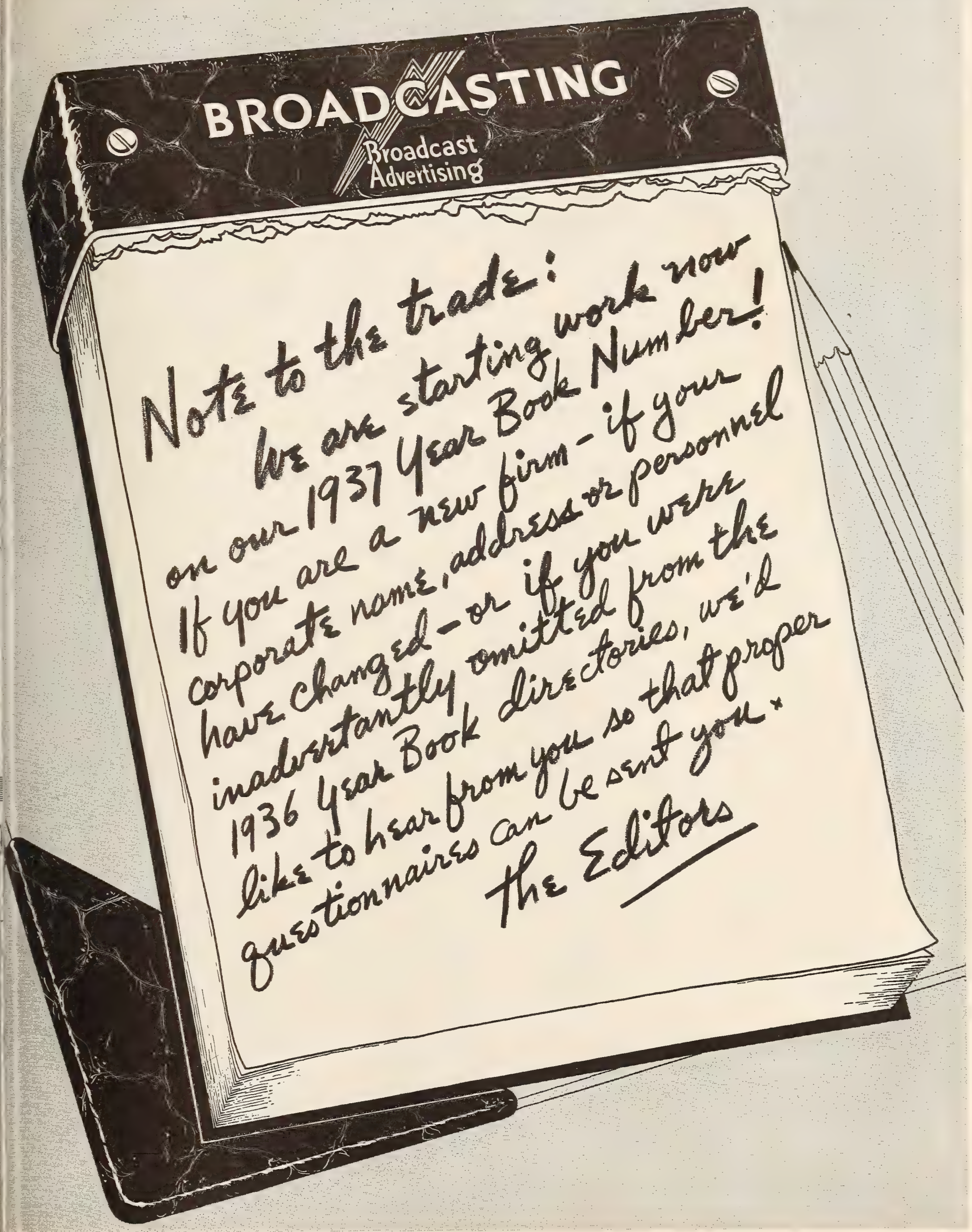
The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

FURNITURE RADIOAIDS
are
"REASON WHY" ADVERTISING
Wire or Write
"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.
1357 N. Gordon St. Hollywood, Calif.


BROADCASTING
Broadcast Advertising
Note to the trade:
We are starting work now on our 1937 Year Book Number!
If you are a new firm - if your corporate name, address or personnel have changed - or if you were inadvertantly omitted from the 1936 Year Book directories, we'd like to hear from you so that proper questionnaires can be sent you.
the Editors

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • P. O. Box 189
New York City • Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

COMMANDMENTS
WQAM Gives Speakers Rules With List of Don'ts

TO ALL speakers invited to broadcast over WQAM, Miami, that station hands a card bearing what it titles *Ten Commandments for Radio Speakers*, which is particularly handy in these days of extensive use of radio by political broadcasters. Commandment Seven bars "advertising matter," on the theory that commercials should be done by staff announcers. The commandments:

1. Use no subject material which could be considered improper for delivery to a mixed Sunday School class.
2. No subject material relative to "drawings" or "lotteries."
3. No subject material containing slander—libel—or language that could be considered either by theme or treatment as obscene or profane.
4. No subject material not in good taste for mixed audiences such as certain medical subjects—social diseases, etc.
5. No appeal for funds.
6. No ambiguous statements that could be misleading to the listening public.
7. No advertising matter.
8. No stories which by *anyone's* imagination could be considered improper for mixed audience.
9. Do not change position relative microphone. Do not indulge in excessive loud or soft modulations of voice.
10. Start promptly—end promptly.

FCC Appoints Wheat

CARL I. WHEAT, of Los Angeles, has been appointed associate counsel of the FCC telephone investigation, in charge of long line toll rates and other rate matters, effective Sept. 15. The current inquiry into broadcast line charges, which probably will be the basis of hearings this fall, may fall within the purview of the new counsel, who will function with Acting Special Counsel Samuel Becker, who has been in legal charge of the inquiry. Mr. Wheat is now public utilities counsel for Los Angeles.

ACCURACY
INFORMATION • • •
EQUIPMENT • • •
SERVICE
Radio Engineering Consultants
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: Experienced station representative. Opportunity for $10,000 yearly; many feature programs to sell; leading station; 25% commission. Box 549, BROADCASTING.

Regional Station in Middle Atlantic State is enlarging and reorganizing its staff and will consider applications for positions in studio, program, office and sales departments. Only experienced persons need apply and please furnish complete information in first letter. Box 545, BROADCASTING.

For Sale—Equipment

Western Electric 1 Kw 106-B Transmitter

This equipment is in excellent operating condition, having been taken out of serice only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

One Western Electric 6-B Transmitter for sale, complete with motor generators and spare armatures, two sets of tubes and special insulating base for generators made by Johns Manville. Excellent condition. Price $2500. Also one Hammarlund Comet Pro Receiver with crystal filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Situations Wanted

STATION ENGINEER: Impressive history, excellent service supervisory capacity major stations, since 1926. Wide experience design, construction, maintenance operation. Radiotelegraph and Radiotelephone First Class Licenses. Now employed by broadcasting Network. You will be greatly impressed with complete story of accomplishments. Reply Box 551, BROADCASTING.

Operator, with phone first license desires connection. Thomas Suggs, 3918 Westminster, St. Louis, Mo.

Radio executive of seventeen years' experience desires connection as Station Manager or Chief Engineer. Can take complete charge of studio and technical personnel. Box 548, BROADCASTING.

ATTENTION NEW CONSTRUCTION PERMIT HOLDERS!

Here is the happy solution to your personnel problem. Unusually qualified Executive-Engineer, at present employed by Network, desires managerial connection with independent station presenting opportunity utilize outstandingly diversified radio background.

High class business and technical education. Pioneer Broadcaster; Westinghouse trained. Vast experience station design, construction and supervision. Possesses first grade Government radio licenses. Substantial history Divisional Managership principal radio concern. Thoroughly versed office management, sales promotion, collections, correspondence.

Your rare opportunity secure service several first class station specialists in one individual. Reply Box 550, BROADCASTING.

Wanted to Buy

Have clients for broadcasting stations now operating. All matters confidential.
Radio Investment Company
Broadcasting Properties
Times Bldg. New York

Want turntable and cutting assembly for coated discs. State make, particulars Box 527, BROADCASTING.





YMPIC AIRING—Bill Henry (at left in first photo), Los Angeles hes sports writer, broadcasting the Berlin sports classic. He was cially engaged by CBS for the Olympics. With him is Cesar Saerch-er, CBS European representative. Bill Slater, NBC sports an-ncer, shown telling the world of the games, while Dr. Max Jordan, C European representative, listens to his story of the events.

Joseph M. Kirby

SEPH M. KIRBY, 48, president the Massachusetts Broadcasting rp., operating WCOP, Boston, d Sept. 6 at Hull, Mass., of a rt attack. Mr. Kirby procured WCOP license last year, and s backed financially by Arde lova, New York watch manu-turer and broadcaster. His ncipal business was jewelers' ply. He also was president of ntasket Amusement Co. and of Lincoln National Bank of elsea. He is survived by his e and five children, one of om, Sandra Bruce, is announcer l hostess at WCOP.

Waiver Plan Provides Model Libel Safeguard For Political Speakers

TO SAFEGUARD itself against libel suits from political broadcasts, the *Buffalo Evening News* stations, WBEN and WEBR, are requiring all political candidates to whom they sell time to sign a waiver of liability drawn up by their attorneys. Copies of the waiver, regarded as a model usable by other stations, have been made available to other upstate New York stations. It reads as follows:

WHEREAS, in the case of Sorensen v. Wood, et al, 243 N. W. 82, relative to political broadcasts, the Supreme Court of Nebraska recently decided that the broadcasting station was jointly liable with the speaker for libelous and slanderous statements,

NOW, THEREFORE, in consideration of the execution of a Contract of even date between WBEN, Inc., and_____ the undersigned, individually and on behalf of_____, and by his authority, hereby agrees to indemnify and save and hold forever harmless WBEN, and/or the officers, agents, employes and servants of said parties (hereinafter collectively called "parties"), against any and all liability claims, damages or expenses (including attorney and counsel fees) that any or all of said parties may sustain, become liable or answerable for, or shall pay upon, or in consequence of the publication or broadcast of any matter furnished by the undersigned, his said principal, speakers or other persons participating or appearing in connection with programs, or any part thereof, included in or covered by said Broadcasting Contract.

Attached to and forming a part of said Contract.

Dated: _____, 1936.

(Signature)

DOING A BIG JOB WHERE A BIG JOB IS TO BE DONE...

The new 5,000 watt Western Electric Transmitter recently installed by Radio Station KFH, in Wichita, Kansas, intensively covers extensive territory with a strong clear signal —free from interference both day and night.

KFH is doing a big job for numerous local and national advertisers and can do the same for you and your products.

KFH WICHITA KANSAS

Affiliated with CBS

National Representatives:

EDWARD PETRY & CO.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1000 Watts*

Big Fall Business!

TOURISTS have spent millions with us this summer. Industry is humming. Crops are good — so are prices. Yes, WWNC's listening area is about to enter a highly prosperous fall season. Use our sole radio coverage to boost your sales!

New! IMPERITE BOOM (MODEL FSB)



ADJUSTABLE in any DIRECTION

Noiseless action permits noiseless adjustment while operating. Adjustable counterweight and friction clutch provide SMOOTH AND EASY OPERATION. Boom can be lowered or raised by mere pressure of the hand, without requiring any locking devices. Microphone height can be varied from 36" to 96". Length of Boom arm, 28", or more.

List Price, gunmetal, $50.00. Chrome, $55.00

Write for Bulletin ST. Also new Microphone Proposition

AMPERITE Company 561 BROADWAY, NEW YORK

TO OUR FIELD MANAGERS:

You have with you this year, what we believe to be, the finest electrically transcribed programs ever offered to the radio stations and sponsors, in America.

We want you to visit every station in your territory and you must not fail to give an audition to the management and salesmen of every one of them.

We feel that you have just the programs, promotional helps, publicity, and selling arguments that every station or advertising agency is looking for, therefore, if you miss giving them an audition, you have deprived them of the opportunity to secure the use of these most important sales requisites, and will have caused them to miss the selling of some important account and time on the air.

It is your duty to see that everyone in your territory has a complete audition.

C. C. PYLE, PRESIDENT

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street

CHICAGO OFFICE 666 Lake Shore Drive

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

AUGUST 31 TO SEPTEMBER 12, INCLUSIVE

Decisions . . .

SEPTEMBER 1

APPLICATIONS GRANTED:

WFIL, Philadelphia — Ext. temp. auth. 1 kw N Sept.

WJEJ, Hagerstown, Md. — Ext. temp. auth. 50 w LS-11 p. m. 4 days weekly.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N; 1 kw D.

KGKB, Tyler, Tex. — Ext. temp. auth. spec. hours.

KELW, Burbank, Cal.—Ext. temp. auth. use KEHE trans. 500 w.

WHBF, Rock Island, Ill. — Ext. temp. auth. studio at Moline.

WILL, Urbana, Ill., KFNF, Shenandoah, Ia.—Temp. auth. simul. operation spec. hours.

WKRC, Cincinnati—Ext. exp. auth. 1 kw.

KSCJ, Sioux City, Ia.—License for CP as modif. 1330 kc 1 kw N 2½ kw D unltd.

KFEL, Denver—License for CP 920 kc 500 w Sh.-KVOD.

WEED, Rocky Mount, N. C.—License for CP 1420 kc 100 w N 250 w D unltd., Sh.-WCHV N.

WIP, Philadelphia—Ext. spec. auth. 1 kw.

WKZO, Kalamazoo—CP new equip.

WHP, Harrisburg—CP move locally.

KTSA, San Antonio—CP new equip.

WAWZ, Zarephath, N. J. — CP new equip.

KID, Idaho Falls, Id. — Mod. CP new trans. site, antenna.

KLZ, Denver—License for CP 560 kc 1 kw N 5 kw D.

KGW, Portland, Ore.—License for CP 620 kc 1 kw N 5 kw D unltd.

WGBF, WMCA, KARK, KFDM, WSVA —Renewal license reg. period.

KFQD, Anchorage, Alaska—License extended month.

KSD, St. Louis — Temp. ext. license 3 mo.

WOCL, Jamestown, N. Y.—Renewal to Dec. 1.

WWL, New Orleans, KWKH, Shreveport, La.—Temp. exp. auth. extended to Oct. 1.

MISCELLANEOUS—Black River Valley Brdcstrs. Inc. granted oral argument Ex. Rep. I-271, to be heard Sept. 10 with Watertown Brdcstg. Corp., Ex. Rep. I-212; Chattanooga Brdcstg. Co. denied reopening hearing applic. CP station at Chattanooga but granted request for oral argument and extended time for filing exceptions.

SEPTEMBER 9

APPLICATIONS GRANTED:

WADC, Tallmadge, O.—License for CP 1320 kc 1 kw N 5 kw D unltd.

KPPC, Pasadena, Cal.—CP change equip.

KGU, Honolulu—CP new equip.

WABY, Albany, N. Y.—CP vert. antenna, trans., studio sites, new equip.

WBLY, Lima, O.—Modif. CP trans., studio sites, new equip.

WAAB, Boston—Modif. CP new trans.

KFJB, Marshalltown, Ia. — Modif. CP trans. site, vert. radiator.

KWK, St. Louis—License for CP 1350 kc 1 kw N 5 kw D unltd.

KDON, Del Monte, Cal. — CP change 1210 to 1280 kc, new trans., increase 100 w to 250 w N 1 kw D.

SEPT. 4

NEW, Juan Piza, San Juan, P. R.—CP 1500 kc 100 w 250 w D unltd.

NEW, Berks Brdcstg. Co., Pottsville, Pa. — CP 640 kc 250 w D, amended to 580 kc.

NEW, W. A. Wynne, Wilson, N. C.—CP amended re antenna.

WRJN, Racine, Wis.—License for CP as modif. new equip., increase power, move trans.

KLPM, Minot, N. D.—CP change equip., vert. antenna, change 1240 to 1360 kc, increase from 250 w to 1 kw N & D, change hours spec. to unltd., move trans. locally.

KYOS, Merced, Cal. — Modif. CP as modif. new station for auth. new trans.

SEPTEMBER 8

WCAP, Asbury, N. J.—License for CP antenna changes.

WMMN, Fairmont, W. Va.—License for CP as modif. change equip., increase power, move trans.; CP new trans., increase 500 w N 1 kw D to 1 kw N 5 kw D.

WSPD, Toledo—Vol. assign. license to Fort Industry Co.

NEW, Texhoma Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd., amended to directional N.

KELD, El Dorado, Ark.—CP new trans., change antenna.

KMAC, San Antonio—CP vert. antenna, new trans., increase 100 w to 100 w 250 w D, move trans. locally.

KFRU, Columbia, Mo.—CP new trans.

KFUO, Clayton, Mo.—CP new trans., directional antenna for N, increase 500 w 1 kw D to 1 kw N 5 kw D, change Sh.-KSD to ½ time.

KOVC, Valley City, N. D.—Modif. CP new trans., antenna, to change antenna and trans., address to 312 Fifth Ave.

WMT, Cedar Rapids, Ia.—License for CP as modif. re equip., increase power.

KOMO-KJR, Seattle—CP move aux. trans.

KGCX—Wolf Point, Mont.—Modif. CP re equip., amended re trans.

SEPTEMBER 9

WMAL, Washington — Modif. license aux. trans.

WILM, Chester, Pa.—CP vertical antenna, move trans from Carrcroft, Del., to Chester, studio from Wilmington to Chester.

WEXL, Royal Oak, Mich. — CP new trans., change antenna.

WGAR, Cleveland—CP new trans., increase 500 w 1 kw D to 5 kw.

WBTM, Danville, Va. — CP change equip.

KGFF, Shawnee, Okla.—License for CP as modif. new equip., increase power, move trans.

KBST, Big Spring, Tex.—Modif. CP change equip., vertical antenna, trans. site.

NEW, Paul B. McEvoy, Hobart, Okla.—CP 1420 kc 100 w unltd., amended to D.

NEW, Dr. Wm. S. Jacobs Brdcstg. Co., Houston—CP 1220 kc 1 kw unltd.

NEW, Red Lands Brdcstg. Assn., Ben T. Wilson, pres., Lufkin, Tex.—CP 1310 kc 100 w D.

WGL, Fort Wayne, Ind.—Vol. assign. license to Westinghouse Radio Stations Inc.

KMED, Medford, Ore. — CP change trans., new antenna, amended from spec. to unltd.

KVOD, Denver—CP new trans., antenna, increase 500 w to 1 kw N 5 kw D, move trans. locally.

NEW, W. C. Greve, S. H. Patterson, Cheyenne—CP 1420 kc 100 w 250 w D unltd.

KECA, Los Angeles—License for CP as modif. new equip., increase power etc.

KSFO, San Francisco—Vol. assign. license to Western Brdcstg Co.

KMPC, Beverly Hills, Cal.—Auth. transfer control to George A. Richards.

KVOE, Santa Ana, Cal.—Modif. CP re equip.

SEPTEMBER 11

WMBQ, Brooklyn—Invol. assign. license to Joseph Husid, Receiver, Metropolitan Brdcstg. Corp.

WOCL, Jamestown, N. Y.—Vol. assign. license to James Brdcstg. Co. Inc.

WTBO, Cumberland — Modif. license D LS Dallas to unltd. 250 w.

WBNS, Columbus—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D.

WHKC, Columbus—CP new trans., increase 500 w to 1 kw 5 kw D unltd.

NEW, Observer Co. & News Pub. Co., Charlotte, N. C.—CP 880 kc 500 w N 1 kw D unltd.

WTAD, Quincy, Ill.—CP new trans., antenna, increase 500 w to 1 kw, amended to omit increase in power.

WMBD, Peoria, Ill.—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D.

NEW, Peninsula Newspapers Inc., Palo Alto, Cal.—CP 1160 kc 500 w D, amended re equip., and power to 250 w.

KOL, Seattle—CP change equip.

KHQ, Spokane — Modif. CP as modif. change equip., increase power, move trans., to further move trans.

KVI, Tacoma—Modif. CP re equip.

KIDO, Boise, Id.—License for CP new trans., antenna, move trans.

Examiners' Reports . . .

NEW, Times-Dispatch Pub. Co. Inc., Richmond, Va.—Examiner Bramhall recommended (I-285) that applic. CP 1500 kc 100 w unltd. be denied.

NEW, Valley Brdcstg. Co., Pomona, Cal.—Examiner Hyde recommended (I-286) that applic. CP 1160 kc 250 w D be denied.

NEW, C. A. Rowley, Ashtabula, O.—Examiner Bramhall recommended (I-287) that applic. 940 kc. 250 w D be granted.

Applications . . .

SEPTEMBER 2

NEW, Troy Brdcstg. Co. Inc., Troy, N. Y.—CP 1240 kc 500 w D.

WGAL, Lancaster, Pa.—CP vert. antenna, move trans.

WAVE, Louisville—License for CP new trans.

KPRC, Houston—Modif. license to Houston Printing Corp.

NEW, Birmingham News Co., Birmingham, Ala.—CP 590 kc 500 w N 1 kw D unltd. amended to directional N.

WWNC, Asheville, N. C.—Vol. assign. license to Asheville Citizens-Times Co. Inc.

KDB, Santa Barbara, Cal.—CP increase D to 250 w.

KGVO, Missoula, Mont. — CP change equip.

KYW Asks 50 kw.

KYW, Westinghouse station in Philadelphia, on Sept. 10 filed with the FCC an application for an increase in power from 10,000 to 50,000 watts. Walter C. Evans, manager of the Westinghouse radio division, announced the increased power is being sought to provide better reception throughout the Philadelphia area and contiguous territory. KYW already has a 50,000-watt transmitter installation but it has been operated at the same power it had when located in Chicago.



FOR SPORTS REMOTES—WLS, Chicago, uses this mobile unit to cover sports events. Recently it was taken to the Illinois Farm Sports Festival, held at Urbana, Ill. Chief Engineer Tommy Rowe is seated in the cab, with Charles Nehlsen carrying the transceiver, James Daugherty peering over the top, and Charles W. Anderson is on the running board.

Radio Is Describe As Peace Weapo

Could Have Kept Us Out of th World War, Asserts Holman

RADIO's power to prevent Unit States participation in anoth foreign war was discussed befo the Boston Rotary Club in a address Sept. 2 by John A. Ho man, NBC general manager f New England. Speaking on " Decade of Progress in Radio Broa casting," Mr. Holman pictured, imagination, a nationwide ma date to Congress from the peop after they had listened to a Pres dent's broadcast, calling upon t lawmakers to declare a state war.

Holman said in part: "It is t autumn of 1941. Europe has be at war several years. And n America faces another Armage den, as she did in 1917.

"Microphones are open on t dais and floor of the nation House where both legislati branches, the Supreme Court a all official Washington tens await the war message of t President. Will it be War Peace? The temper of Congre will decide. But the people acr the length and breadth of t great nation are also waiting—a listening in! For, if war comes, is they who must make the gre sacrifice — the sacrifices of th lives and their substance.

Nation Aroused

"THE HOUSE chamber is hush as the President slowly and gra ly reads on. Far into the morni of the next day Congress deba the message and the joint reso tion calling for our entry into a other foreign conflict.

"But in that solemn interlu when War and Peace are poi in the balance, American pub opinion has crystallized. The n tion is aroused. The spectre of a other foreign quarrel threatens c security. Then, the voice of t people rings imperiously in t halls of Congress: 'We want war!'

"That is the moral greatness have a right to expect of rad To you men of Rotary, who ha contributed so much to the ca of international harmony, I s 'Radio has the power to keep th United States out of the next wa

"The people of this nation r ognize in radio an all-power friend and protector. I know of other great public service wh enjoys such a wide measure public confidence. This confide radio broadcasting will continue deserve.

"Television, facsimile, the v potentialities of shortwave tra mission and ultra-high frequen —in brief, the whole fascinat future of radio—ultimately will yours to use. They will repres a new challenge and a new resp sibility."

Don Lee Emissary East To Prepare Mutual Tieup

PREPARING for its affiliation with Mutual Network Dec. 29, Don Lee Broadcasting System has sent William E. Forbes to New York where he will remain for the next three months coordinating activities between Don Lee, Mutual and the William G. Rambeau Co., appointed Don Lee representatives. In addition to his work in sales, Mr. Forbes also will go into production matters inasmuch as Mutual is planning to originate programs from the West Coast. Later this month, Mr. Forbes will go to Chicago for a week's visit and then return to New York.

Rexall Autumn Sales

UNITED DRUG Co., Boston (Rexall stores) will use some 200 stations in its semi-annual Rexall one-cent sales campaign this fall. The transcriptions, cut by RCA-Victor and produced by Walter Craig, are being placed for Rexall's agents, Street & Finney Inc., New York, by Spot Broadcasting Inc., New York. They will be put on the air in three groups during the weeks of Oct. 13, Nov. 3 and Nov. 10 in support of the sales in each Rexall territory. Five quarter-hour programs will be broadcast in each city.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH
WMFG
HIBBING, MINN.

Broadcast and Relay

WHEN President Roosevelt held his drought conference in Des Moines early this month, KOIL, Omaha, carried a unique double-rebroadcast of a description of the parade. The KFAB-KOIL-KFOR mobile broadcasting unit was sent to Des Moines from Omaha, where the WHO staff used it to broadcast the parade of governors via shortwave. The 50,000-watt WHO picked up the shortwave and rebroadcast it on its regular clear channel of 1,000 kc. This standard broadcast was then picked up in Council Bluffs by KOIL and rebroadcast a second time over the KOIL frequency. KOIL also fed the program to KFOR, Lincoln, via telephone lines. Two other Iowa stations also received the broadcast over lines from WHO—KMA, Shenandoah, and WOC, Davenport.

Baseball Under Odds

ITS ANNOUNCER perched atop the transmitter building, WMFF, Plattsburg, N. Y., on Sept. 9 scooped the Northern New York Baseball League by broadcasting a full account of the championship playoff game after the League had refused permission to broadcast. The station transmitter building is about 1,000 feet away from the park. Announcer Malcolm Weaver aided by a pair of powerful field glasses, was able to give an accurate account of the contest. The sponsor, Todd Motor Co., Packard dealers, was more than satisfied with the notoriety created by the novel broadcast.

Iowa Net Appoints

FRANK PHELAN has joined the sales force of the Iowa Network, replacing Carter Ringlep, who goes to KMBC, Kansas City. Mr. Phelan was formerly with WOW, Omaha. Aleyn Burtis, former advertising promotion manager of the Iowa Network has joined the publishing staff of the *Register & Tribune*, succeeded in the radio post by Gladys Greenberg, formerly his assistant.



MY DICTION IS *Improving*

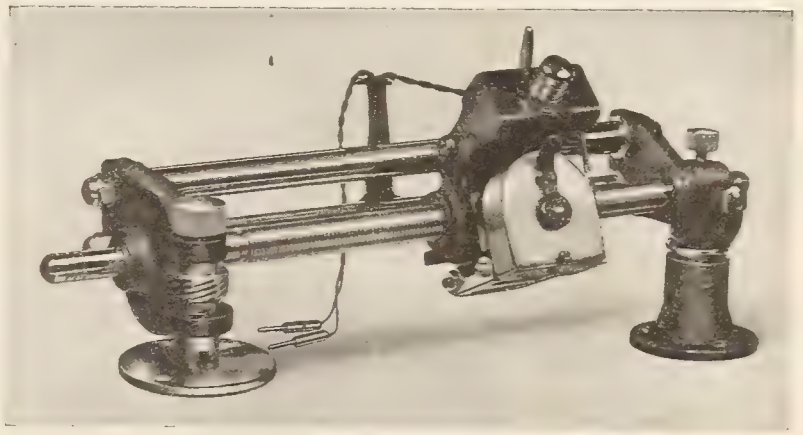
HUNDREDS OF ARTISTS, ANNOUNCERS, AND PUBLIC SPEAKERS

Use PRESTO RECORDINGS to check on their diction. Here is a lucrative source of revenue for the modern broadcast station and transcription laboratory.

Band leaders want recordings of their broadcasts . . . to assist in the betterment of their entertainment. Public speakers, bent on improving "mike" technique, buy recordings to assist in correcting defective diction.

PRESTO INSTANTANEOUS RECORDING EQUIPMENT, because it makes possible immediate playback . . . because of its fidelity of reproduction . . . because of its simplicity and economy of operation . . . its constancy of speed . . . its rugged construction . . . its freedom from vibration . . . is preferred above all other instantaneous recording units. NINETY-TWO PER CENT OF THE BROADCASTING STATIONS SO EQUIPPED, HAVE CHOSEN PRESTO. FOR PRESTO PAYS ITS WAY!

Write for complete descriptive literature today



OVERHEAD FEED MECHANISM

The feed mechanism, ruggedly constructed, is designed for maximum service with minimum wear. All cast parts are attractively finished in black crystal, while the machined parts are chromium plated.

At Presto headquarters, you will find everything for your recording requirements . . . from a needle to a disc . . . to a complete high fidelity studio installation.

AND REMEMBER! PRESTO GREEN SEAL DISCS are available in all sizes for immediate delivery . . . all orders filled and shipped same day.

Export Division (except Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, New York, U. S. A.
Cables: Simontrice, N. Y.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.



PIONEERS of
PIEZO ELECTRIC CRYSTALS
Since 1925

SCIENTIFIC RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-962 for price list.

Scientific **RADIO SERVICE**
124 Jackson Ave., University Park, Hyattsville, Md.



MR. E. H. RIETZKE — PRESIDENT OF CREI

Are You Ready To Step Into A Better Radio Job?

You can say "Yes" if your technical training has kept pace with the rapid changes in radio. Modern developments, which eliminated some jobs, have created new ones. It's our job to keep men ahead of theirs. Write for details about our home study training in Practical Radio Engineering.

48-Page Illustrated Catalog Gladly Mailed On Request

'What's Happening In Radio Today?"

An interesting report and analysis of employment changes, salary advances and statistics in various branches of radio. Write for your free copy today!

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-9
Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

IN THE CONTROL ROOM

ANDREW D. RING, FCC assistant chief engineer in charge of broadcasting, won the Avolon Shores, Md. outboard motor regatta on Labor Day by outdistancing four entrants by a quarter of a lap in a four-lap race. Mr. Ring is the owner of *Kilocycle Manor*, a cottage on Chesapeake Bay.

MARK DUNNIGAN, technician of KYA, San Francisco, has entered the Capital Radio Engineering School in Washington, D. C., to take a course in transmitter building. Robert Smith, formerly with KDON, Del Monte, Cal., is filling in for Dunnigan during his leave of absence.

CHARLES BRANEN, operator at WDAY, Fargo, N. D., has been named chief engineer of WCLO, Janesville, Wis. Prior to leaving WDAY, Mr. Branen married Miss Margaret Vogelsang of Fargo.

A. M. WOODFORD, operator of WBAP, Fort Worth, on leave of absence at the Centennial, has been named chief of the Centennial's radio staff. He will return to WBAP at the conclusion of the Fort Worth event. R. C. Stinson, head technical advisor of WBAP, has been named technical advisor for all Centennial programs for Fort Worth stations.

JACOB G. SPERLING, formerly of WATR, Waterbury, Conn., has joined WNBC, New Britain.

CARL A. JOHNSON has rejoined KGA, Spokane, after copying Transradio reports at KIT, Yakima, and KUJ, Walla Walla, Wash., for a year.

MATTHEW CAREY, recent graduate of the Providence Radio School, has joined the technical staff of WPRO, Providence.

Beverage, Horle Named For Presidency of IRE

HAROLD H. BEVERAGE, chief research engineer of RCA Communications Inc., and Lawrence C. F. Horle, New York consulting engineer and former chief engineer of Federal Telegraph, have been nominated for the 1937 presidency of the Institute of Radio Engineers. The ballots will be mailed to the IRE membership shortly, to be counted before Jan. 1 when the results will be announced.

Nominated for the honorary vice presidency, which annually goes to a distinguished foreigner, are P. P. Eckersley, former chief engineer of the British Broadcasting Corp., now an independent consulting engineer in London, and Dr. Heinrich Fassbender, Berlin Radio Institute. For directors, three to be selected, the following were nominated: Ralph Bown, A. T. & T.; Dr. Alfred N. Goldsmith, New York consulting engineer; Dr. C. B. Jolliffe, chief of the RCA frequency bureau; George Lewis, I. T. & T.; A. F. Murray, Philco Radio & Television Co.; Prof. H. M. Turner, Yale University.

WHITMAN HALL, chief engineer of WCOP, Boston, is the father of a boy, born in August at Jordan Hospital, Boston.

C. W. GOYDER, late of the BBC research department, left England Aug. 11 by air for India where he is taking up the position of chief engineer of All-India Radio.

LLOYD MORSE, sound effects engineer of WEEI, Boston, was married Aug. 29 to Miss Helen Cotton, of Peabody, Mass.

JOHN M. NELSON, recently with KYW, Philadelphia, has joined KGFF, Shawnee, Okla.

J. M. CARMAN has joined the technical staff of WMBO, Auburn, N.Y.

HARRY N. BLACK has joined the engineering staff of WOSU, Columbus.

RCA INSTITUTES, training school subsidiary of RCA, has named the following as technical advisors: R. R. Beal, RCA research supervisor; Harold Beverage, chief research engineer of Radiomarine Corp. of America; L. M. Clement, vice president in charge of research and engineering at Camden; Dr. A. N. Goldsmith, RCA consulting engineer; O. B. Hanson, NBC chief engineer; Dr. C. B. Jolliffe, former FCC chief engineer, now in charge of RCA frequency bureau; A. F. Van Dyck, engineer in charge of RCA license laboratory.

Award Created by Paley For Service by Amateurs

WILLIAM S. PALEY, CBS president, has offered a permanent award to be given annually to the "ham" who contributes most in technical development or operating achievement. The award was inspired by service given by amateurs during the spring floods. The American Radio Relay League has been named by Mr. Paley as permanent custodians of the award, the name of the winner to be engraved on it each year and a replica presented to each winner.

Announcement of the award was made Sept. 6 by E. K. Cohan, CBS engineering director, at the Chicago convention of the ARRL central division. It is limited to amateurs in the United States and Canada. Mr. Paley stated that commercial radio owes a debt of gratitude to amateur experimenters.

"Today's Children" Back

THE dramatic serial of the problems of a modern family, *Today's Children*, on Sept. 11 began its fourth year of broadcasting over NBC networks under the sponsorship of Pillsbury Flour Mills Co. Minneapolis. Written by Irna Phillips and built around the everyday problems of "Mother Moran" and her children, all between the ages of 20 and 30, the program has achieved enviable popularity since it made its first appearance on WMAQ, Chicago, on June 20, 1932. Pillsbury began sponsoring the program over WMAQ on May 15, 1933, and has sponsored it over NBC network since Sept. 11, 1933. The large cast of *Today's Children* has been held together with few changes. Miss Phillips takes the role of Kay, Fred Von Ammon is Terry, Bess Johnson is Fran and Jean MacGregor is Dot. *Today's Children* is broadcast over an NBC Red network daily except Saturday and Sunday, 10:45-11 a. m. (EDST). Hutchinson Adv. Co. Minneapolis, has the account.

AUGUST billings of Mutual Broadcasting System totaled $122,065, an increase of 69% over August, 1935, billings, which were $72,076, and the third consecutive month the total has exceeded the preceding month. June billings were $104,510; July $109,561. At the current rate the Mutual billings for the year 1936 are expected to reach $2,000,000.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents



Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and N. E. 266A)

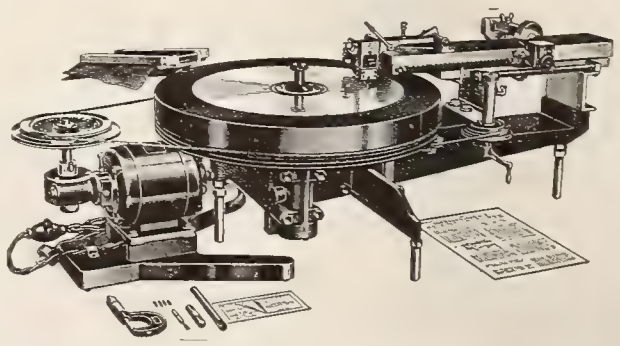
● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "*Famed for Performance*" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY. 200 Mt. Pleasant Avenue, Newark, N. J.

RECORD PIANO MUSIC at 33-1/3 R.P.M. with

UNIVERSAL Professional Recording Machine



New, improved design—Scientifically correct — Superlative performance—Solid, heavy, dependable — Precision machined for long and continued use—16 in. distortion proof turntable disc — Constant speed rim drive—110 volt A.C. 100% synchronous reversible motor — Individually calibrated timing bar provides for both 33⅓ and 78 R.P.M. at 90, 110, and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment—Positively the last word in instantaneous recording equipment.

Write for latest folder giving detailed description.

UNIVERSAL MICROPHONE CO., LTD.
424 Warren Lane, Inglewood, Calif., U. S. A.

EQUIPMENT

GN, Chicago, has placed a new nd-effects machine in service, built specifications of production and nd-effects departments of the sta-n. Six of the machines will be talled. Atop the machine, devel-ed after six months of experiment-, are three turntables of variable eds arranged so two tone arms can applied to one record at any time. e sound library includes some 300 cs. Sounds emerge from a large aker, with a microphone suspend-in front of it. Thus actors can r sounds woven into their broad-ts.

HE NEW 172-page Catalogue J of General Radio Co., describing and strating each item of equipment ered by General Radio Co., Cam-dge, Mass., and listing prices, was ued early in September and is avail-e upon request.

OMMERCIAL RADIO EQUIP-ENT Co., Kansas City, announces new FC-2 frequency control unit, ombined constant temperature oven d crystal oscillator unit said to et new FCC requirements and to orporate all advanced ideas of de-n. An indirectly heated cathode e for the crystal oscillator elimi-es that source of hum. A descrip-e bulletin, No. 14, is being prepared.

A, San Francisco, has started k on its new 5,000 watt RCA nsmitter, to be erected at Bay-re & Third St. Erection is to be pleted by Jan. 1. Broadcasting dios and executive offices in the arst Bldg. are also being remod-l and enlarged.

RU, Columbia, Mo., has purchased kw. Western Electric transmitter has ordered a new speech input olifier and microphones to match. dios and offices are being remod-to accommodate the new equip-nt. Work is to be completed early October.

FF, Shawnee, Okla., has com-ted installation of a new Collins dio Co. 250-watt transmitter at its wnee Country Club site. A 300-t Lehigh vertical antenna was in-lled under direction of Eustace H. lor, chief engineer.

OAI, San Antonio, has installed a nd-proof news room for its tele-e and telegraph machines, which mounted on three inches of cork. ored lights announce flashes.

OSU, Columbus, has acquired a neral Radio modulation monitor at transmitter. An RCA AA4194B h-fidelity monitoring system was talled recently in the control room.

SULINE CORP. OF AMERICA, w York, has published its 193 alog of radio accessories transmit-g parts and similar devices. The pany announces that it has been perimenting with television since 7 and that special circulars de-ibing its apparatus will be mailed request.

UNO LABORATORIES Inc. has ained an ERPI license to produce equipment under A. T. & T and stern Electric patents, widening sales field.

RNELL-DUBILIER Corp. on t. 1 moved into its new plant and ces at South Plainfield, N. J.

ORGE JONES, formerly with sky & Bailey, Washington consult-engineers, has joined the Graybar ctric Co. staff in Washington as istant to William Lancaster, branch nager.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

COLLEGE SPONSORS
Ohio U. Students, Faculty Back WOSU Series

WOSU, Ohio State University station at Columbus, has completed the first season of its *Student Frolic*, during which 15 new artists, three original playlets, and a ten-piece all-student dance orchestra were introduced.

A new form of educational "commercialization" was introduced to radio audiences with the program, since students promoted their own campus activities by means of programs arranged with the idea of attracting listeners and reaching parents in home communities. Fraternities and sororities also cooperated in assuring the program of satisfactory response and audience.

C. Wilbert Pettegrew, of the WOSU staff, was production supervisor, conceived the idea and projected it as one means of developing student talent. He directed programs and served as master of ceremonies, but this year he hopes to find a student, who, under his supervision, can take active charge of the whole show, making it a genuine "all-student" program. Ohio Staters Inc., a group of students and faculty members, helped back the project as one of the "sponsors".

"It is hoped," Mr. Pettegrew said, "that within a year or so we can have a complete program of student music, student playlets and continuity, arranged and produced entirely by students. When we do that we'll have given the radio industry some real material upon which to build." Mr. Pettegrew formerly was with NBC in Cleveland, where he announced as David Allan.

IN ADVANCE of Mutual network's expansion to the West Coast this autumn when the Don Lee group of stations will be added, WOR, Newark, is signing talent for programs to be fed to the network. Among those signed are Benay Venuta, hot singer; Welcome Lewis, contralto; Joey Nash, tenor; *The Grummits*, comedy series; Danny Dee, raconteur; Mullen Sisters, trio.

Europe's Power Limits

WITH something like 200 new broadcast transmitters in the course of construction in the various European countries, most of them are adhering to the power limitations imposed by the Lucerne Plan adopted last year by the International Broadcasting Union, according to a report from London. Under the plan a maximum of 150 kw. is permitted on the long waves above 300 kc., which are used by several dozen stations in Europe but not in the United States. Powers in the regular broadcast band are limited according to frequencies, with a maximum of 100 kw. between 550-1100 kc.; 60 kw. between 1100-1250 kc., and 30 kw. between 1250-1500 kc. Russia's 500 kw. Comintern station at Moscow operates on the long wave of 400 kc. and presumably does not adhere to the Lucerne Plan.

MICA TRANSMITTING CAPACITORS



Whatever your requirements in Mica Transmitting Capacitors . . Cornell-Dubilier can supply them.

Their improved modern design, their inherent sturdiness, their compactness, their reliability under the most exacting conditions have found favor wherever PERFORMANCE is the prime factor.

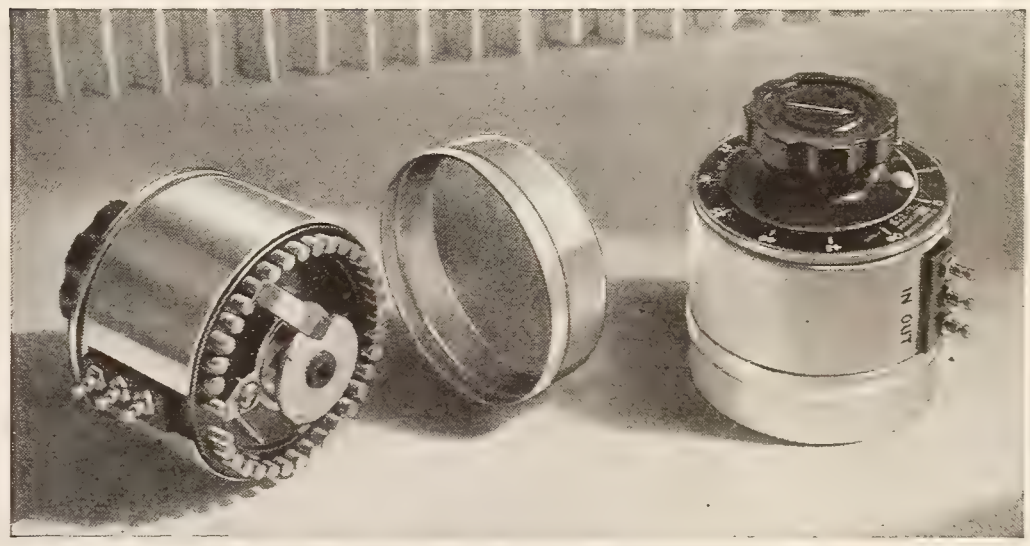
When you require Mica Condensers . . . specify C-D's. Engineering and industrial catalog No. 127 available on request.

The Type 50 to 59 series of mica transmitting capacitors are hermetically enclosed in a ceramic tubing with cast aluminum end terminals. These capacitors can be mounted in either a vertical or horizontal plane. Series, series-parallel or any other combination, can be obtained by bolting terminal ends together.

CORNELL-DUBILIER CORP., 1004 Hamilton Blvd. South Plainfield, N.J.

CORNELL CD DUBILIER

QUIETNESS • CONVENIENCE • LONG LIFE



Assured when you use General Radio Type 653 Volume Controls. Four stock impedances. Moderately priced at $12.50.
Write for Bulletin 50-B for complete description.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Merchandising & Promotion

Banks and Homes—Sears Celebrates—Poll-O-Meters—Beer and Beauty—Hats for Scores

BANK OF AMERICA, San Francisco, sponsoring *The House of Melody* on 2 NBC Pacific Red network stations (KPO-KFI) has begun an elaborate merchandising and advertising campaign. It includes 24-foot billboards throughout California; posters; card advertisements in street cars; counter displays; direct mail broadsides and circulars; and point-of-sale displays for electrical appliance dealers and realtors. Prior to the start of the campaign, however, the agency, Chas. R. Stuart Inc., San Francisco, ran half-page advertisements in the major newspapers of California, with pictures of program artists.

The half-hour musical program, heard Tuesdays at 9 p. m. features Meredith Willson and a 24-piece string orchestra, with John Nesbitt, commentator. Broadcast calls attention to Bank of America's new copyrighted "Timeplan" financing for home buying or construction. A free copy of Bank of America's "Home Plan Book" is offered dialers. The booklet, 64 pages in color, contains 30 actual architectural drawings and plans of houses that can be erected at various prices. Plans have been approved by the American Institute of Architects and Federal Housing Administration.

* * *

NBC fan mail in July exceeded by 63,850 pieces the July figure last year, with daytime programs attracting 63% of the mail. Of 3,021 correspondents who commented on the type of program, 2,975 wrote favorably. Artists fared well with 857 applause letters as compared with 39 letters of criticism. Only 15 letters complained of commercial announcements.

* * *

REGIONAL ADVERTISERS Inc., New York (cooperative gas company campaign) is offering free recipes for canning fruits to all listeners who call at the local gas company which is sponsoring the *Mystery Chef* on NBC-Red network Wednesdays and Fridays, 10:30-10:45 a. m. and transcriptions on WHAM, WSYR, WTIC, WCSH, WTAG.

* * *

WESG, Elmira, N. Y., introduces local amateur talent on the twice weekly Woodhull's *Old-Tyme Koolmotor Music-Makers* program sponsored by Cities Service Gas & Oil Co., regional distributor, awarding cash prizes to winners and a chance for a professional engagement at New York State's largest barn dance, in Elmira Heights.

* * *

IN ITS PROMOTION of increased daytime power, now 5,000 watts, WMT, Cedar Rapids, used a full page two-color advertisement in the *Des Moines Sunday Register*. The ad included a colored map showing coverage by counties.

* * *

FRIGIDAIRE Corp., Dayton (refrigerators) is offering a coldguage to all listeners who call at their local authorized Frigidaire dealers. The program is heard Fridays, 9:30-10 p. m. on an NBC-Blue network.

JAYS Inc., exclusive feminine fashion store in Boston, made its radio debut in late August on WNAC to announce a tieup with *Vogue* as that magazine's New England representative for its Ideal College Wardrobe. An audition of the program was rehearsed for the benefit of the store's personnel. The *Vogue* annual contest was promoted. Jays is making a check on results of its debut on the air. Lavin & Co. Inc., Boston, handled the account

* * *

WFBL, Syracuse, had a booth at the New York State Fair, displaying photographs of artists and providing continuous entertainment for fair visitors. The station now inserts 35-word announcements between programs to build up shows later in the day and the publicity director is interviewed on the *Miss Goodnews* program about local and CBS programs.

* * *

IN CELEBRATION of its 50th anniversary, Sears Roebuck & Co., Chicago, which has entered a 26-week contract for 94 CBS stations, a half-hour weekly starting Sept. 17, views the program as a gesture of good will to patrons, and dedicated to them and to the 50,000 employes of the organization. Stack-Goble Adv. Agency, Chicago, has the account. The program is titled *Sears—Then and Now.*

* * *

WFIL, Philadelphia, has organized a merchandising department to expand its client exploitation activities, with Jerry Moore, Baltimore and Washington advertising executive. In the last year WFIL has used 92,000 lines of display space in two local newspapers for the benefit of sponsors in a time-space exchange.

* * *

MOVIE TRAILERS in the six Harry Huffman Theatres, Denver, tell of coming and current programs to be heard over KLZ. A current trailer mentions that "the top programs are at the top of the dial," together with a list of coming KLZ attractions.

TO PROMOTE listener interest in the *Literary Digest Presidential Poll* on an NBC-Blue network, Goodyear Tire & Rubber Co., Akron, sponsoring the program is sending out every Wednesday night 30,000 20 x 24 inch jumbo RCA radiograms, printed by Western Newspaper Union, to Goodyear dealers in 20 key cities from coast to coast on the following day. The radiograms carry the latest result of the Digest poll as announced each Wednesday.

Goodyear dealers are distributing 2,000,000 Poll-O-Meters, a red, white and blue chart which allows the radio listener to put down the results of the Digest Poll each week. It also allows for a breakdown of the poll by states, along with a list of the electoral votes allowed each state and the results of the 1932 Roosevelt-Hoover vote. Goodyear advertisements in newspapers also feature a box directing attention to the radio series. Arthur Kudner Inc., New York is agency.

* * *

WHEN Los Angeles Brewing Co. announced a beauty contest on KFWB, Hollywood, more than 3,000 photos were submitted from which 50 were selected for a printed booklet distributed throughout Los Angeles. Girls were interviewed on KFWB. Bottle caps or receipts for a can of the sponsor's beer counted as votes, with the person casting the most each week receiving a cash prize. Entries came from 84 cities through 435 dealers, the number of bottle caps amounting to 1,460,235. Cost of each sale as a result of the KFWB program was less than 1/3 cent.

* * *

NBC has issued a folder illustrating its growth between 1926 and 1936. Maps showing Red and Blue network stations and depicting studio, program and personnel expansion are included. It is pointed out that 71% of programs are sustaining. The folder is part of the tenth anniversary promotion.

* * *

WALLETS are given away by Tide Water Oil Co., New York, sponsoring news broadcasts on WFIL, Philadelphia, to "guest reporters" who write their own continuity. Four guests appear on each program. Wallets are stamped with name of the individual, the sponsor and the station.



20,000 OF THESE — Window displays are being placed by American Tobacco for the Lucky Strike Sweepstakes contest, now employing 6,000 workers to handle five million entries a week. The number of winners averages well over 200,000 a week, tins of 50 cigarettes now being given instead of cartons of 200. Over 1,300,000 cartons had been given winners up to Aug. 29, at a cost of more than a dollar each.

CONTINENTAL BAKING Co., Chicago (Wonder Bread, Hostess Cake), presented at the Civic Opera House in Chicago, Sept. 6, the first of a series of dramatizations of the early history of Chicago, titled *Wonder Show,* to a capacity audience of 4,000. Incidents of the 1860's and 1870's were dramatized on a hookup of WGN and WOR. Some of the famous names of early and present-day Chicago went to the broadcast in covered wagons, chaises, broughams, stage coaches and the like. Batten, Barton, Durstine & Osborn Inc., New York, has the account. A dramatic series was broadcast recently on the two stations from New York.

* * *

F. B. WASHBURN Co., Brockton, Mass. (Walico Candy Bars), on Sept. 12, started a series of Saturday morning child amateur programs, on WNAC, Boston, for 52 weeks. Prizes such as sporting equipment, cameras, wrist watches, games and similar articles are awarded the winners, chosen by the radio audience. Votes are based on the number of Walico cartons. Similar prizes will be awarded the children, not contestants, who send in the largest number of cartons as votes for children on the program. The account was placed by Broadcast Advertising Inc., Boston.

* * *

LUNDSTROM HAT Co., San Francisco (men's hats), former spot user on a small scale, will sponsor thru M. E. Harlan Adv. Agency, that city, the *Lundstrom Scout,* a football program on KGO for 13 weeks, starting Sept. 16. Brick Mitchell, former All-America player and coach of several Pacific Coast teams, will present a scout's report on plays and players in games in the San Francisco Bay region. Lundstrom's will give hats to persons guessing the scores of games. Ballots will be distributed at all Lundstrom stores in the Bay region.

* * *

WOAI, San Antonio, is putting a show case in the lobby. Each week from four to seven items advertised over the station will be displayed, with accompanying cards explaining title of program, artists and time of broadcast. In addition, a board is being placed on the wall with current promotional items mounted upon it for examination by studio visitors. Weekly schedules are given studio guests and visitors are shown magazines with WOAI news red-pencilled.

* * *

THE FUR DOCTOR, San Francisco (furs), capitalizing on the current craze, is sponsoring a *Knock-Knock* series six nights weekly at 5:45 p. m., and Sundays at 9:45 a. m., on KJBS, San Francisco, and KQW, San Jose, Cal. "Knock-Knocks" submitted by dialers are broadcast and a $2.50 merchandise order presented for the best one submitted each day. Grand prize will be a fur coat, with a fox fur as second prize, the 13 weeks contest closing Sept. 15.

* * *

IMPRESSIVE market data on "The Carolina Combination" are presented in modest style by WIS, Columbia, S. C., and WPTF, Raleigh, N. C., in a combination rate card offering a special rate for the two stations. The data are printed in a stapled, letter-size pamphlet devoid of frills but designed for utility.

A WORLD WITHIN A WORLD!



. . at the nation's favorite "listening post"... is the most responsive market

SELL IT TO THE NATION THROUGH THE NATION'S STATION

WLW

"The answer to a maiden's prayer!"

says John C. Mevius, Gen. Mgr.,
Station WEMP, Milwaukee, Wis.

WEMP

MILWAUKEE BROADCASTING CO
711 EMPIRE BUILDING
MILWAUKEE, WISCONSIN
TEL. MARQUETTE 7722

OFFICERS:
HERBERT L. MOUNT, PRESIDENT
THOMAS M. DUNCAN, VICE-PRESIDENT
GLENN D. ROBERTS, SEC'Y-TREAS.

GENERAL MANAGER
JOHN C. MEVIUS

July 27th, 1936

Mr.H. C. Vance, Manager
RCA Manufacturing Company Inc.
111 No. Canal Street
Chicago, Illinois

Dear Mr. Vance:

I wish to state at this time that it is a pleasure to work with such excellent equipment such as we have here at WEMP. The 100 E transmitter is the answer to the Maiden's Prayer, when it comes to a local broadcaster. The 70-A transcription equipment, velocity microphones, high fidelity speech input equipment, plus the 100 E transmitter, places the local station in a position to put a program on the air equivalent to his bigger brothers in the 50 KW class.

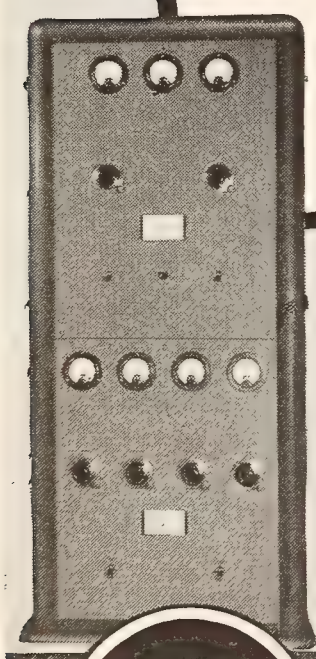
WE have received many letters from our listeners and a day does not pass when we do not receive at least one letter or a telephone call from someone tuning in WEMP for the first time and stating that it is the best station on the air, and that they have never heard quality like it before.

Another point, which I would like to stress is that WEMP has not lost five seconds on the air due to mechanical breakdowns. It truly is a pleasure to work with a station utilizing this type of equipment.

Thanks for your cooperation which is always 100%, I remain

Yours very truly,
John C. Mevius
General Manager.

JCM/EM



RCA'S NEW HIGH-FIDELITY TRANSMITTER FOR LOW POWER STATIONS—the 100-E!

RCA's new high-fidelity transmitter 100-E, designed especially for low-power stations, will make *you* as enthusiastic as Mr. Mevius. It's a fine investment, as the 8-point panel at right proves. Free details on request.

RCA 100-E TRANSMITTER

8 IMPORTANT POINTS

1 A new, simplified transmitter designed specifically for low-power stations. Emphasizes performances, discards items not needed on low-power transmitters, and introduces simplifications for economy and increased reliability.

2 High-fidelity performance equal to that of deluxe high-powered RCA transmitters. Meets the most critical of present standards, and is equal to any likely future standards—thus minimizing early obsolescence.

3 Latest engineering advances forestall rapid depreciation. Has such new developments as zero-coefficient crystals, class B modulation and others, which increase quality and reliability. These important assets greatly increase life of transmitter, allowing cost to be liquidated over greater period of useful life.

4 Self-contained, all AC-operated unit. Almost as easily installed as a receiver. No rotating machinery, starters or parts to get out of order; can be easily moved. Operates from a single-phase 110-volt supply, requiring no special power lines. Has its own speech-amplifier.

5 Uses inexpensive tubes. Employs new and different arrangement of tubes, especially developed by RCA engineers. They are inexpensive types noted for long life. Tube costs with this transmitter are approximately half those of any comparable 100-watt transmitter.

6 Most economical-to-operate transmitter ever developed . . . because of the simplified design and reduced number of components. Power consumption is extremely low. Guarantee against defective materials reduces replacements other than tubes. Minimum of servicing required.

7 Carries all standard RCA guarantees and patent protection. Fully guaranteed, exactly as are the larger RCA transmitters—complete insurance against unexpected replacement costs. Moreover—the user is adequately protected against patent infringement damages.

8 A standard transmitter reasonably priced. Offers small stations "high-fidelity" and RCA quality at a low price. Guarantees quality, reliability and protection previously available to larger stations only.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, NEW JERSEY · A SERVICE OF THE RADIO CORPORATION OF AMERICA

BROADCASTING

Vol. 11 • No. 7

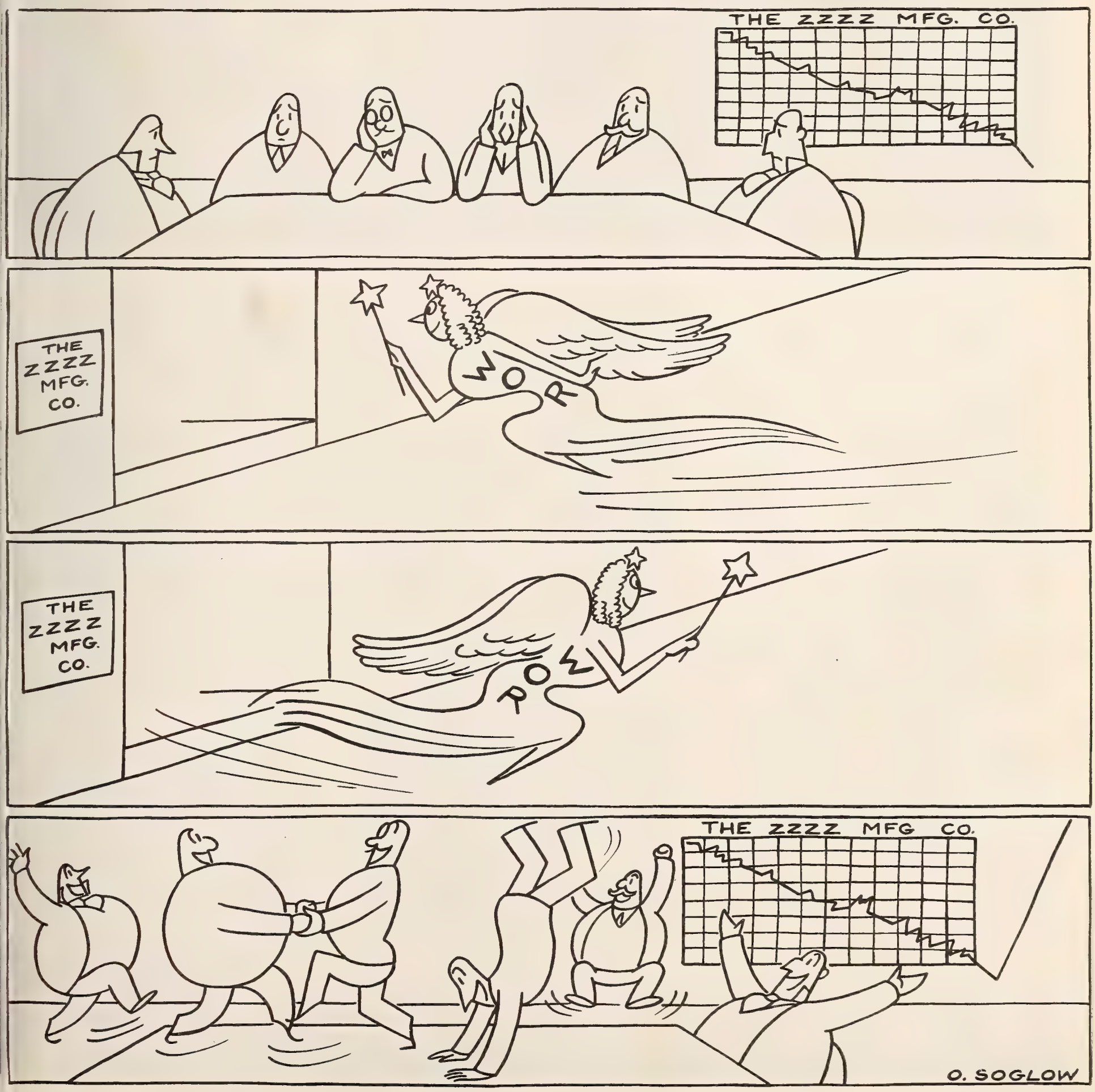
Broadcast Advertising

WASHINGTON, D. C.
OCTOBER 1, 1936

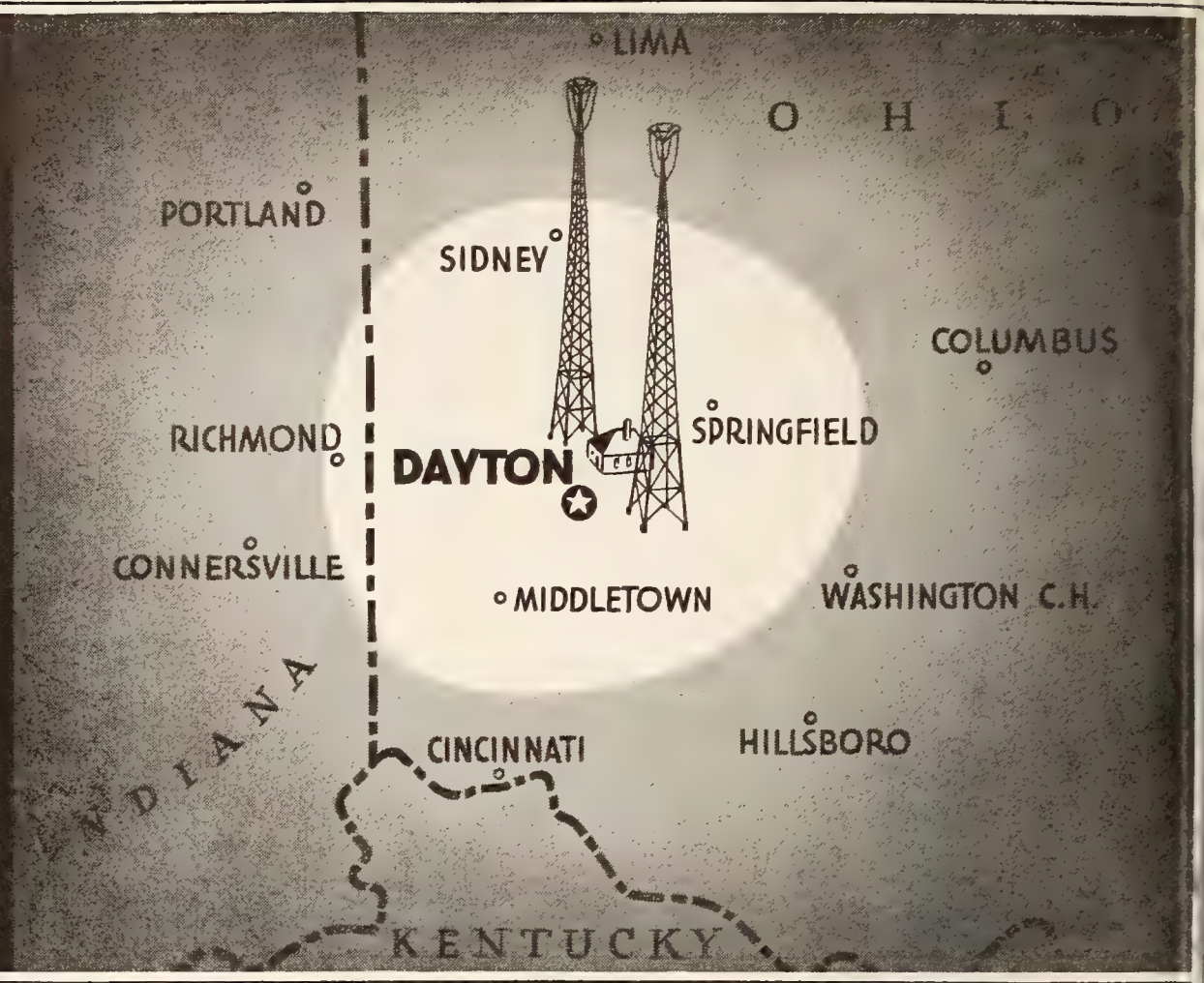
Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



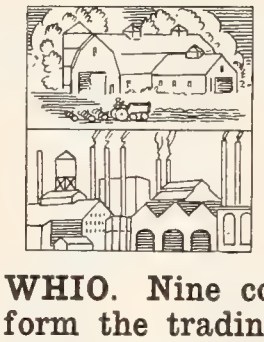
Columbia completes the OHIO PICTURE



With One Of America's Greatest Markets

East to west, north to south, across the nation sprawls the great chain of radio stations in the Columbia Broadcasting System. From this great system have come some of the finest radio programs in the world. Millions of listeners have enjoyed and applauded them.

In the west central and southwestern part of Ohio, listeners have been given a new and closer broadcasting point for these outstanding radio programs. On October 1, 1936, Radio Station **WHIO** became a member of the Columbia Broadcasting System.



Dayton and Springfield are the geographical and economical centers of the area served by **WHIO**. Nine counties combine to form the trading area of the two cities — an area influenced and bound together by its leading newspapers — The Dayton Daily News and The Springfield News and Sun.

Unusual and prosperous, this territory has for years been recognized as a splendid test market for products and services. Diversification of agriculture and industry have given it buying power stability.

The percentage of native born white ranges from a county high of 98.1% to a low of 85.1%. Total retail sales in the nine counties, for the year 1933, were $118,683,000.



Through affiliation wit
The Dayton Daily New
and The Springfie
News and Sun, WHI
from its beginning wa
assured a vast aud
ence. A fine program schedul
civic leadership, and aggressi
showmanship, soon won for WHI
the majority of listeners in t
larger area encompassed by its p
mary zone. With its recent increa
to 5,000 watt power, the prima
zone of **WHIO** now includes
counties—north in Ohio to Lim
east to Columbus, south over t
Kentucky line, and west into In
ana. 568,100 radio families live
this great territory!

WHIO now presents a new pictu
— excellent programs — responsi
listeners—a picture of great pote
tial sales.

Represented By JOHN BLAIR & CO. — New York • Detroit • Chicago • San Francisco

AFFILIATE OF THE DAYTON DAILY NEWS

WHIO



Ready to fight for SALES in New England

THE Colonial Network is in operation — the new eleven-station regional chain, created to serve the advertisers desiring economical coverage of major New England markets.

A single broadcasting unit operating on a permanent basis.

. . . with a potential audience of 5,226,915.*

WAAB is the key station, blanketing the Metropolitan Boston district and serving a population of 2,307,897, comprising 551,919 families in 80 cities and towns.

At the service of every client: a complete production department, plus merchandising cooperation to achieve the greatest sales effect.

The Colonial Network is a member of the Mutual Broadcasting System and will take programs from or feed programs to this network without line charge.

Programs originating at New York stations WOR, WHN or WINS, or programs fed to these stations, will also be handled without line charge.

Use the Colonial Network for low-cost, New England-wide coverage, with strong local appeal in eleven large retail areas. Write today for rate card and available time.

**Based on United States Department of Commerce, Bureau of Census figures times 3.6, which is the New England average to each radio set.*

WAAB	*Boston*	WMAS	*Springfield*	WNBH	*New Bedford*
WTHT	*Hartford*	WLBZ	*Bangor*	WLLH	*Lowell*
WSAR	*Fall River*	WFEA	*Manchester, N. H.*	WATR	*Waterbury*
WEAN	*Providence*			WICC	*Bridgeport*

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

CBS ADVE

RTISEMENT

Columbia invites you to study (and enjoy) the strongest network-schedule in the history of radio broadcasting. It's on the nearest Columbia Network station—now



"Let go yer belly, son!"

THERE'S a certain relaxation that goes with perfection in any branch of effort—an easy mental *and physical* attitude. In golf, it eliminates "pressing". In marksmanship, it cuts out the trigger jerk. In writing radio continuities, it cuts out the over-indulgence in blurb.

In our business, we've planned enough and worked enough and sold enough to know that "easy does it". We know we don't have to pant in your ear, or pound your desk, or sweep the sky with superlatives in order to sell you on our stations. We know that you want *facts*—and that facts can roar like lions, all by themselves.

And that's how we like to work, all through the troublous job of making some of your dollars beget *more* dollars for all of us.

The point? Well — we just thought you might like to hear a few quiet thoughts for once. Shall we continue—in words instead of type?

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WHO . . . . . Des Moines	WAVE . . . . . Louisville	KFWB . . . . Los Angeles
WGR-WKBW . . . . Buffalo	WTCN . Minneapolis-St. Paul	WFBL . . . . . Syracuse
WHK . . . . . Cleveland	KOIL . . . . . Omaha	KOIN-KALE . . . Portland
KMBC . . . . . Kansas City	KSD . . . . . St. Louis	KOL . . . . . Seattle

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 7 WASHINGTON, D. C., OCTOBER 1, 1936 $3.00 A YEAR — 15c A COPY

Banks Lay Groundwork for Radio Drives

Financial Advertisers Agree Greater Use Should Be Made Of the Medium; ABA Seeks Members' Views on Radio

A DOUBLE-BARRELLED offensive by American banking institutions looking toward use of broadcast advertising for both local and group cooperative campaigns is under way and may crystallize within the next few months.

In the belief that American banking has been permitted to grow "grotesque", some 300 delegates to the 21st annual convention of the Financial Advertisers' Association whose meetings were held in the studios of WSM, Nashville, Sept. 14-16, penetrated deeply into the subject of radio advertising and agreed in principle that greater use should be made of the medium. This was disclosed convincingly in a questionnaire survey of delegates to the convention made jointly by BROADCASTING in collaboration with WSM, owned by the National Life & Accident Insurance Co., which acted as host to the FAA.

Simultaneously, it was learned that the American Bankers Association, parent group of the financial fraternity, has undertaken its own comprehensive questionnaire survey among bank executives having to do with the advisability of cooperative radio advertising. This survey came about as a consequence of repeated requests by bank executives for united action in creating effective radio campaigns. William T. Wilson, advertising executive of ABA, instituted the work. The questionnaire was sent out Sept. 2 and results are not yet available.

Leaning Toward Radio

THE RESULTS of the WSM-BROADCASTING survey at the FAA convention, however, are available and showed a decided leaning toward radio advertising, but also a surprising lack of knowledge among financial advertising executives of radio as a medium. Acting on behalf both of WSM and BROADCASTING, Jack Harris of the WSM staff conducted the survey. Following a special WSM broadcast for the delegates at the closing session Sept. 16, Robert W. Sparks, vice president of the Bowery Savings Bank of New York, and retiring FAA president, asked that the delegates stand by for an important announcement. It was then that Mr. Harris, speaking both for BROADCASTING and WSM, asked that the questionnaire be examined and that it be answered according to each executive's own experience and opinion. So far as is known, it is the first time that a group of bankers actually has voiced an opinion on radio.

The analysis revealed that nearly 100 of the some 300 delegates responded, representing a cross-section of the industry from Spokane to Boston and from assistant cashier to president. Of those responding 37 said they had used radio in publicizing their institutions, while 33 had not. Results: Nine said they were excellent; 22 said they were generally satisfactory and only four reported failure.

Another surprise came when most (24) of those who had used radio revealed that they employed semi-classical and classical music. Another 21 had used popular music, an even dozen used news and six employed dramatics.

Stature and Dignity

"DO YOU prefer large production type shows or shorter, less pretentious presentations with more frequent broadcasts?" was the next question. Large, fairly pretentious productions were liked by 38, while 16 preferred the small, frequent programs. Most of the delegates commented that the radio program must reflect the stature and dignity of the institution, yet be entertaining.

Dramatized commercials rather than straight copy were favored by 41 as the most effective means of getting over the banking message. Twelve preferred straight copy.

The consensus of general comment requested in the questionnaire brought enlightening information from those who had not used radio, professing ignorance of the medium and its possibilities. At the same time, however, there was unmistakable evidence of intense interest in radio. In analyzing the questionnaires, Mr. Harris said this comment seems to indicate clearly that the reason for the number of banking institutions not using radio at present is not alone the fault of these institutions, but also because radio itself apparently has failed to present its case.

There were questions also on the chief distinction between radio and other media for financial advertising, and also what financial institutions, in buying time, desire to know about particular station facilities, costs, etc. Most of the delegates agreed that the chief advantage of radio was the entertainment it offered, building up a foundation of good-will with the audience before the advertising or institutional message was presented. Here are some of the typical replies:

Joseph F. Cornelius, First National Bank, Spokane: "I can do more with a human voice than I can with cold type. For radio is much more personal than any other media and it requires less attention on the part of the one at whom your message is directed."

A. E. Felsted, First National Bank, St. Paul: "No other media entertains as does radio. For one seeking the good-will of the public, this is all-important."

Elliott H. Thompson, D. C. Bankers Association, Washington: "Radio finds its audience at leisure, when they are looking for entertainment. It gives them this and they willingly accept and listen to the advertising of the sponsor."

Louise B. Mayer, Plainfield Trust Co., Plainfield, N. J.: "We can talk to a person over the radio and are pretty sure he will listen, if we ourselves are interesting and our program worth while. I don't know any other way to do this."

Flaire C. Adams, Fidelity & Columbia Trust Co., Louisville: "Radio, well done, assures not only an audience, but appreciation. We need the latter as much as the former."

Occurring almost precisely at the time of the FAA meeting was the radio questionnaire of the parent ABA, which, incidentally, held its annual convention in San Francisco in latter September. Mr. Wilson, in discussing the questionnaire, advised BROADCASTING that the reaction of delegates to the FAA convention indicated unusual interest in the project.

Types of Programs

ON SEPT. 2, Mr. Wilson said, the questionnaire was mailed to 1,800 banks in every community in which a radio station is located. The results, he declared, will not definitely determine whether the ABA itself will embark upon a cooperative radio campaign. Institutions which express interest in their initial replies, he said, will be contacted again with a questionnaire asking whether they will definitely support the campaign.

The general character of the programs which may be employed will be gauged by the questionnaire replies. While electrical transcriptions seem the logical medium for cooperative campaigns, Mr. Wilson indicated live talent shows and regional networks also are under consideration. ABA proposes to assume complete responsibility for selection and production of the ultimate program series. Subscribers would be assessed on an actual cost basis, with no profit accruing to the association. The radio project is part of the cooperative advertising activity which the ABA has been conducting in publications during the last two or three years.

The ABA questionnaires, in many respects strikingly like that of the WSM-BROADCASTING questionnaire, incorporated such questions as: "What is your opinion regarding use of radio as a medium for bank advertising?" "Is your bank now advertising on your local broadcasting station?" "Has your bank ever used radio?" "What was the nature of your programs?" "What is your opinion of results?" "If the ABA should produce a series of high-class programs in electrical transcription, would you be interested in participating as individual bank . . . clearing house . . . county association?" There were other questions about length of program, whether a series of 13 or 26 programs would be preferable and the like.

WSM's Special Program

DURING the three-day session of the FAA at Nashville, the advertising problems of banks were invaded thoroughly. Specific discussion of radio, however, came only after the questionnaire and at the closing session following WSM's especially built program for the convention. The program, titled *The Story of a Thousand Dollars*, was arranged under the general direction of Ed Kirby, National Life and WSM sales promotion manager; Harry Stone, WSM general manager, and Mr. Harris.

At the concluding session the following slate of new officers was elected: Thomas J. Kiphart, Cincinnati, president; William H. Neal, Winston-Salem, N. C., first vice president; George H. Everette, Utica, N. Y., second vice president; Stephen H. Fifield, Jacksonville, Fla., third vice president; Fred W. Mathison, Chicago, treasurer; Preston Reed, Chicago, reelected executive secretary.

Mr. Sparks, retiring president, struck the keynote at the opening session with an address on the "Human Side of Finance". "American banking has been permitted to grow grotesque," he said. "It has been brought up on an unbalanced diet. It is deformed with an overdevelopment of the economics

and a malnutrition of the humanics. So today, bankers looking at their offspring are wondering how best to correct their faulty parenthood so that governmental upbringing may be avoided." He laid a simple twofold plan before the association:

"First: Efficient management that makes the banks of America something that we are proud to have discussed far and wide.

"Second: Intelligent effort to bring that discussion to the nation's cracker barrel or its modern counterpart—the press, radio and public forum. And when the great American public decides — American banking can continue to make its contribution to public welfare."

Public Opinion

LESTER GIBSON, of the *American Banker*, New York, discussed public relations and public opinion. He said the good public relations man should be consulted on every proposal which affects the public, the stockholders or the employes, adding that "no bank decision of any moment is without its reactions in one of these quarters."

If banks and financial houses did not lay down a solid foundation of advertising and public relations work before the depression, said Frank A. McKowne, president of the Hotels Statler Co. Inc., "it would have been useless for them to try to make amends when they are under public fire. Unless good will has been truly created, it is idle to spend money in an attempt to maintain what isn't there. And continuity of advertising is only effective when the advertising that has gone before has been also fully effective in its good will-creating purpose."

Other speakers included Harry Boyd Brown, national advertising manager of Philco, and James C. Young, author of *Roosevelt Revealed*. The latter was the only speaker who discussed politics, and he repeated some of the sharp criticisms of the New Deal published in his recent book.

Hanrahan and Howard Shifted by Continental

CONTINENTAL RADIO Corp., Scripps-Howard radio subsidiary, on Sept. 23 transferred James C. Hanrahan, vice president, to take charge of its radio headquarters at 230 Park Ave., New York, at the same time assigning Jack Howard to Washington. Mr. Howard, son of Roy Howard, chairman of the executive committee of Scripps-Howard Newspapers, will make his Washington headquarters at 928 National Press Bldg.

Mr. Hanrahan will supervise the operations of WNOX, Knoxville, and WCPO, Cincinnati, the two Scripps-Howard stations, and will handle all radio exploitation for the newspaper chain. Mr. Howard, for the last six months in the program department of WNOX, will handle Washington contacts. A 1932 graduate of Yale, where he was editor of the college daily, Mr. Howard has worked with the United Press, *Japan Advertiser* in Tokyo, *Shanghai Post & Mercury*, *Indianapolis Times* and *Washington News*.

Karl Bickel, Continental president, sailed Sept. 19 on the *Conte di Savoia* for a several months' stay in Europe.

Our Chicago Headquarters

BROADCASTING Magazine takes pleasure in announcing the establishment of a new Chicago office, with Bruce Robertson in charge. Mr. Robertson, a former member of the BROADCASTING staff and onetime editor of "Broadcast Advertising", which was merged in 1933 with BROADCASTING, will headquarter at 1716 London Guarantee Bldg., 360 North Michigan Ave. The telephone number is Central 8020.

Ten Million Year For Discs Forecast

WBS Expects Record Figure; Seven New Series Launched

PREDICTING that national spot transcription placements will reach the $10,000,000 mark this year, World Broadcasting System Sept. 29 announced the launching of seven new transcription campaigns beginning in October, aside from "dealer cooperative" schedules.

An entirely new spot advertiser is Republic Steel Corp., placing 26 quarter-hour transcriptions titled *Musical Almanac*, twice weekly over 60 stations. It is directed at farm markets on behalf of Republic fence posts. Meldrum & Fewsmith, Cleveland, is the agency.

A new campaign for Studebaker dealers, featuring Richard Himber and his *Studebaker Champions*, an NBC-Red network feature, began Sept. 15 over 31 stations and includes three 15-minute programs a week. Roche, Williams & Cunnyngham, Chicago, is the agency.

Among other WBS-transcribed campaigns which begin in October are Wander Co. (Ovaltine), featuring *Little Orphan Annie*, through Blackett-Sample-Hummert; Procter & Gamble Co. (Lava soap), *Don Sterling*, through Blackett-Sample-Hummert; Montgomery Ward, *Travels of Mary Ward*, through Ferry-Hanley; Procter & Gamble (Oxydol), *Ma Perkins*, through Blacket-Sample-Hummert; Independent Grocers Alliance, *One Girl in a Million*, through Charles Daniel Frey Co.; Mid-Continent Petroleum Co., *Diamond City News*, through R. J. Potts Co.; J. A. Folger Co. (coffee), *Judy & Jane*, through Blackett-Sample-Hummert.

WBS predicted the $10,000,000 spot transcription year on the basis of new business signed, and in view of the fact that a 50% increase in the use of transcription time by national advertisers was recorded during the first half of the year.

In addition to the campaigns enumerated, WBS announced that dealer cooperative efforts are scheduled by Philco Radio & Television Corp., General Electric Co., and Kuppenheimer Inc.

The Philco series will comprise 13 quarter-hour programs titled *Music You Remember* Radio dealers, under the plan, are to place the series on local stations, with Hutchins Advertising Co., Rochester, handling the campaign.

The General Electric campaign titled *The Bandmaster*, has been launched through Maxon Inc., Detroit, and according to WBS, is similar to the Philco series. Previous dealer campaigns by GE have been broadcast over more than 100 stations, and it is expected as many will be used this year.

The Kuppenheimer campaign, titled *Backbone of the Nation*, likewise is a dealer proposition. It will be placed on some 25 stations.

NBC TRANSCRIBES SPONSORED SERIES

SINCE announcement Aug. 10 by Lenox R. Lohr, NBC president, that recording facilities of NBC were available to its network clients for transcriptions to be placed on any station selected by the advertiser, the following new business has been booked:

Procter & Gamble Co., Cincinnati (Chipso) is placing a quarter-hour series entitled *Personal Column* on 14 stations, five days a week, in this country and Canada. Blackman Adv. Inc., New York, placed the account.

Standard Brands Inc., New York Fleischman Yeast) is using one-minute dramatized transcriptions on five stations in New England. The account was placed by J. Walter Thompson Co., New York.

Duff Norton Mfg. Co., Pittsburgh (lifting jacks) through Walker & Downing, Pittsburgh, has signed for a second series of five-minute musical disc programs to be placed on six stations.

Chesapeake & Ohio Railroad, Washington, five-minute musical programs on five stations. Commercials are flexible in that broadcasts heard at the eastern terminus of the C. & O. say "for a westward trip" and the stations on western end mention "eastward trip." Campbell-Ewald Co., Washington, is agency.

Recordings of NBC programs taken off studio lines for placement on other stations include: American Home Products, *Easy Aces* program; Procter & Gamble Co., *Gaspel Singer* period; G. Washington Coffee Refining Co., *Uncle Jim's Question Box* on WTAM beginning Oct. 3, and WJR starting Oct. 4.

Block Drug Co., Brooklyn (Omega oil) is recording its WEAF program of Landt Trio & White, Julian Noa, and Welcome Lewis for placement on WBZ-WBZA, WGY, KYW, WTAM, WMAQ. Announcements of various lengths from 50 words to one-minute discs are being made and the schedule, starting in early October, includes: WJAR, WGR-WKBW, WJR, KDKA, WBT, WRC, WFBR, WDAF, KMOX, WIRE, WCKY, WAIU. Husband

Buick on 91 Stations

BUICK MOTOR Co., Flint, Mich., a division of General Motors Corp., has placed orders with 91 stations for a nationwide 15-second transcription announcement campaign to be broadcast four times daily Oct. 19-23 inclusive. The discs, cut by Byers Studios Inc., New York will be on the air just prior to release of white space announcing Buick's 1937 plans. The radio drive will cover 43 states and involve about $30,000, including time and production. Arthur Kudner Inc., New York, placed the account. & Thomas, New York, is agency.

Aylesworth Quits NBC Board Post



Mr. Aylesworth

COINCIDENT with the return from Europe of David Sarnoff, RCA president and NBC board chairman, M. H. Aylesworth, vice-chairman of the NBC board and until last Jan. 1 president of the network, on Sept. 25 tendered his resignation from the organization. Mr. Aylesworth thus severs his entire connection with radio, although he remains with Radio-Keith-Orpheum Corp. as chairman and in that capacity maintains a relationship with RCA.

RCA earlier this year sold half its controlling stock interest in RKO to Lehman Brothers and the Atlas Corp., which also obtained an option to purchase the other half. This option is expected to be exercised within the next few months. In the meantime Mr. Aylesworth is heading up RKO reorganization activities.

Mr. Aylesworth has maintained an office at NBC since Jan. 1, and has drawn a nominal salary of $10,000 a year from the network for advisory and special work. In recent months he has frequently been called upon to "trouble shoot" various accounts and to help in station relations matters.

The reorganization of RKO is expected to be concluded within four months. Whether Mr. Aylesworth will remain with the big motion picture concern after that is not indicated. He served first as RKO president while retaining his NBC presidency but was succeeded in the latter post last Jan. 1 by Maj. Lenox R. Lohr.

CHERRY AND WEBB DROP WTIC OPTION

WTIC, Hartford, 50,000-watter will continue under ownership and operation of The Travelers Insurance Co., it was learned Sept. 2 after the company had received word from Cherry & Webb, New England department store operators and owners of WPRO, Providence, that it would not exercise its option to purchase at $675,000. The option, which was in the nature of a purchase agreement, was to expire Oct. 1 if the FCC by that time had not approved the transaction.

The purchase contract provided that the station could be moved and the plan when the contract was drawn last winter was to seek removal to the Boston area where the station would become the CBS outlet. Since then, however, CBS negotiated the lease of WEEI Boston, and as a consequence was no longer interested in WTIC as a Boston outlet.

The deposit placed by Cherry & Webb for purchase of WTIC, it is learned, will be returned and the entire deal thus closed. When the contract was entered into, WTIC it is reported, was not making money. Since that time, however the station has been progressing to an encouraging degree and Paul W. Morency, its general manager has returned to active management of the station after a protracted illness.

An Agency's View of Rate Differentials

By GEORGE BIJUR
Vice President, Fletcher & Ellis Inc.

Some Piercing Observations on an Ever-Present Problem; The Sliding Scale Plan for Quantity Purchasers

WITH TIME on their hands, and some of it for sale, several hundred radio stations have several hundred ideas about how to sell it. Mr. Bijur, who once was on the selling end as CBS sales promotion manager, now is on the buying end. With that end in mind, he has made a thorough study of rates. His conclusion is that rate differentials aren't all they're cracked down to be, and that the great majority of stations would be better off if they quoted the same rates for national and local time.

'ROM newspaper tradition radio as lifted many excellent prac-ices and one unfortunate one—he differential between local and ational rates. If it hadn't been or this ancient newspaper custom, nd perhaps the influence of news-aper-owned stations, there would robably be no such rate discrep-ncy in radio today. For the rate ifferential, like the yellow fever erm, is highly infectious. It preads in the same city first from ewspaper to newspaper, next from ewspaper to broadcasting station, hen from one radio rate card to nother; soon it crosses state orders.

How do newspaper rate differ-ntials compare with those in ra-io? Among morning newspapers n the United States, the average ifferential between local and na-ional rates (based on a 20,000 ne contract) is 44.63%. Among vening newspapers, 34.66%. Among unday newspapers, 51.18%.

To find out how radio rates com-are, we recently completed a sur-ey of several hundred broadcast-ng stations. We found that of the etwork stations, 69% dangle the ame rate before both national and ocal advertisers: 31% maintain a ate differential. Among non-net-ork stations, 57% charge the ame rate; 43% collect a differ-ntial. Among those which con-ess two different rates, the differ-ntial averages 36.2%.

Now It's Different

EW of the old arguments for aintaining a rate differential will ear scrutiny in radio today. News-apers once attempted to justify is practice on the ground that local advertiser was unable to ash in on the full benefit of the otal circulation. "Our paper drops n doorsteps in five different ates," they would remark, "while Veingarten's Jewelry Shop draws s clientele only from the people ho live on the North End."

With the paving of the high-ays, the replacement of the buggy ith the Buick, and the twin horse arriage team with the twin six otor, this argument has lost what-ver validity it ever had. Today it only a short jaunt for virtually ny newspaper reader to reach ny store that advertises in his ocal newspaper. If the ad is ap-ealing enough, the merchandise istinctive, the price sufficiently w, chances are good that a worth-hile number of readers will be ired to shop.

Most radio stations list four or ve different classifications of time ost, representing four or five dif-erent sizes of audience. WBBM, or example, leads off with a class rate for 7 p. m. to 10:30 p. m. eekday evenings, and 5 to 10:30 m. Sunday evening. A class B ate, slightly lower, covers 6 p. m. 7 p. m. weekdays and from 1 m. to 5 p. m. Sunday. A class rate, still lower, covers the 9 m. to 1 p. m. weekday periods, as well as those from 5 p. m. to 6 p. m. weekdays, 9 a. m. to 1 p. m. Sunday, 10:30 p. m. to midnight on either weekdays or Sunday. Class D drops even lower and tags on to 1 p. m. to 5 p. m. weekdays, and 12 midnight to 1:30 a. m. both weekdays and Sunday. Class E—lowest of all—covers 1:30 a. m. to 9 a. m. daily including Sunday.

Under such A, B, C, D and E rates, with a range of from 100% to 33⅓% of the base rate at different hours of the day, plus the still lower costs of participating programs, weather reports, temperature reports, and time signals, ample opportunity is afforded the small advertiser to buy a small package and get his money's worth.

A small Pittsburgh jeweler, for example, might argue that KDKA's 50,000-watt coverage stretches over a much wider territory than that from which he could possibly hope to build his own business. Perhaps it does. But when he can buy a time aggregate of four minutes in commercial announcements on KDKA's participating program *The Home Forum* for $45 or two or three minutes on KDKA's *Style and Shopping* participating program for $35, he is getting a bargain which no other local medium can match. Indeed, a case like this with the station supplying the program is as if the newspaper were to throw in the advertiser's drawings, hand-lettering, photographs and engraving free of charge.

The Largest Audience

IN MOST cases the national or general advertiser, because he's gunning for the largest possible audience, will choose the A, B or C groups. The local advertiser who wishes to hold down his expenditure can well buy the D and E groups. The department store, for example, that is interested principally in reaching women and does not care about a male audience, can use C, D or E groups and pay half the rate which the national advertiser pays for his A group.

In the newspaper a department store or other local advertiser enjoys no such opportunity. It must pay for all the male circulation who buy the papers in which it runs advertisements for women's



MR. BIJUR

underwear or pots and hams, or any other products for which women and women only are prospects.

Not merely from a cost point of view, but from that of shopping strategy are these morning hours attractive to the local advertiser. Department stores usually prefer the 8 to 9 a. m. time to any other hour of the day. It registers bargains in the customer's mind before she leaves home, while there is still time for her to go downtown and shop that same day.

If any local advertiser feels that even these E groups, which represent one-third of the base rate, are too high for him, and that the audience delivered is too large, then his logical move is to use a smaller station—just as the newspaper advertiser who found that he could not use all of the *New York News'* million-and-a-half circulation might advertise profitably in a paper of 50,000 circulation.

Unlike the newspaper, *the radio station has only a limited number of hours to sell.* The daily newspaper can expand or contract its size to take care of all the advertising it can get. It may publish a 24-page issue or a 48-page issue, depending on the amount of additional local advertising it can secure. Like the manufacturer who marks goods exported to Europe at a lower price than those sold in this country because he feels his domestic business covers cost of production, the newspaper may figure that any additional pages above the normal business need not bring the same rate in order to make a profit. But a radio station cannot indefinitely increase the amount of goods it offers for sale. It has 16 hours or so of broadcasting to sell—and no more. Its opportunity for maximum profit lies in making the most of each of these 16 hours.

Killing the Goose

FOR a radio station to establish a decided differential between national and retail advertising is to drive away, if not to kill, the goose that has laid the golden egg of broadcasting profit — the national advertiser. If a broadcasting station is to be conducted in a business-like manner, it must base its charges upon its normal cost of operation as established by normal business practices and accounting. Its rates should be based on cost of material, power, electricity consumption, personnel, building depreciation, etc., plus a fair profit. On a business basis it obviously costs the broadcasting station exactly the same amount to deliver 15 minutes of time to a local advertiser as it does to a national advertiser.

If a local advertiser obtains a preferential rate, he is paying less than a normal share of the cost of operating this station. Then the national advertiser must be paying more than the normal rate, more than the normal share of the operating cost of the station.

The illusion often exists that the station over which the national advertiser might secure local rates stands a better chance of attracting national spot business than one which has no rate differential. But let's look at this belief critically. Only a few industries — automobiles, refrigerators, etc.—not more than five in all, would benefit by such arrangement. Several hundred would suffer. Just glance down the list of national advertising expenditures for the past few years. Here, in order, are the hundred largest advertisers for 1935:

General Motors Corp.; Liggett & Myers Tobacco Co.; Reynolds Tobacco Co.; American Tobacco Co.; Standard Brands Inc.; Chrysler Corp.; Ford Motor Co.; General Foods Corp.; Procter & Gamble Co.; Colgate-Palmolive-Peet Co.; General Electric Co.; Sterling Products Inc.; Kellogg Co.

P. Lorillard Co.; Wm. Wrigley Jr. Co.; Bristol-Myers Co.; Campbell Soup Co.; Schenley Products Co.; National Distiller's Corp.; H. J. Heinz Co.; The Lambert Co.; Lever Brothers; Nash Motors Co.; Philco Radio & Television Corp.; Hudson Motor Car Co.; General Mills Inc.

Socony-Vacuum Oil Co. Inc.; Lamont, Corliss & Co.; Pepsodent Co.; Kelvinator Corp.; Distillers Corp.—Seagram's Ltd.; Wander Co.; Firestone Tire & Rubber Co. Inc.; An-

(*Continued on page 56*)
drew Jergens (inclu. Woodbury);

NBC, Dander Up, Takes Action To Check Station Defections

WCKY Stays on New Basis; WCOL, Columbus, Signs; WLW Grows Lukewarm Toward Mutual

THAT NBC is taking the offensive in developing a new "physchology" in dealing with its affiliated stations, became apparent during the last fortnight, with an evident determination on the part of President Lenox R. Lohr to deal harshly with stations which propose to join Mutual Broadcasting System in its expansion efforts.

It was learned authoritatively Sept. 29 that WCKY, Cincinnati, would continue as a member of the NBC-Blue after Oct. 1, but upon a new basis reportedly worked out during the preceding 24 hours by President Lohr with Powel Crosley Jr., president of WLW and WSAI, and L. B. Wilson, executive head of WCKY. WCKY had served notice that it would leave the network Sept. 30, and NBC originally agreed to its severance and announced it formally Sept. 18.

It is understood that the new arrangement covers a five-year standard form contract with WCKY under which it becomes basic Blue, but with a provision that WLW shall be optional alternate for any advertisers on either Red or Blue. WSAI becomes basic Red on the same basis insofar as advertiser selection is concerned. If an advertiser selects WLW for either Red or Blue, then the other stations automatically lose the account.

Both WLW and WCKY will take Blue sustaining programs, it was indicated, but since the Crosley station creates many of its own sustainings it is felt that WCKY will carry most of them.

NBC also announced that WCOL, Columbus, O., had become an affiliate Sept. 20 as an optional Red or Blue outlet. WIRE, Indianapolis, as part of the arrangement, on Oct. 1 becomes a basic Red outlet. with a provision made to protect present Blue advertisers on the station. With the alignment of WHIO, Dayton, on CBS as of Oct. 1, the NBC three-station group comprising WHIO, WIRE and WCKY offered as an alternate for WLW was definitely disbanded.

WLW-Mutual Status

MEANWHILE it was rather clearly indicated that important WLW, which last month dissolved its partnership in MBS, would probably drop that network's programs gradually, fulfilling existing contracts only. While no definite statement to this end was procurable, it was learned reliably that this was the "present intention" of Powel Crosley Jr., WLW president, and that MBS programs gradually would be tapered off. It is known that Mr. Crosley looks askance upon the MBS expansion and regards it as a deviation from the original purpose of a "quality group" of high-power stations.

Lending credence to this report was the fact that WLW is taking the World's Series baseball games under Ford sponsorship, from NBC rather than from MBS, which also has Ford as the sponsor.

Reports came thick and fast that WCKY would become the CBS outlet in Cincinnati, with WKRC, the CBS-owned station to be sold—probably to Mr. Wilson. These, however, were denied at CBS headquarters, where it was said WKRC was not for sale and that it would continue as the Cincinnati CBS outlet.

Meanwhile, it became apparent that NBC would resist any further efforts of its affiliated stations to join MBS, despite the fact that its contracts do not prohibit such affiliations, as do those of CBS. President Lohr has taken over active negotiations on station relations, flanked by Vice President Frank E. Mason, in charge of station relations.

CBS Changes Basic Net

In aligning WHIO, which for the last two years has been an NBC outlet, CBS altered its basic network structure. Under its former rate card, it offered 21 basic stations, along with two out of five of its optional basic group, comprising WADC, Akron, WBNS, Columbus, WHEC, Rochester, WSPD. Toledo, and WORC, Worcester. It added WHIO to this group but increased the requirement to three of the six stations. WHIO was offered to advertisers at the base rate of $175 per hour.

On Sept. 27, WNAC, Boston joined NBC coincident with WEEI's departure from the NBC-Red and its affiliation with CBS under a lease arrangement. Both of the networks carried dedicatory programs. About the first of the year WEAN, Providence, and WICC, Bridgeport, also owned by John Shepard 3d, head of the Yankee Network, are scheduled to join the NBC-Blue. At that time also WPRO, Providence, is to replace WEAN as a CBS outlet.

With the affiliation of WCOL with NBC, several changes in station personnel were announced by Kenneth B. Johnson, president and executive manager. C. R. Thompson has been named general manager with Albert H. Kelly as national sales manager and Neal Smith in charge of the local sales staff. Doris Herbst is program director, with Edward H. Bronson production manager and continuity director. Harold Nafzger is chief engineer.

WCOL recently installed new equipment, and during the last year installed a 200 foot Blaw-Knox vertical antenna. Studio modernization is now under way. The station operates on 1210 kc, with 100 watts.

Joins Transamerican

A MORTIMER PRALL, for 15 years sales manager of Rex Cole Inc., General Electric distributors in New York, on Sept. 28 joined Transamerican Broadcasting & Television Corp., New York, as a sales executive. He will be identified with station and program sales for the recently formed general broadcast advertising firm. John L. Clark, former general manager of WLW, is Transamerican president. Mr. Prall for 15 years was employed by the Rex Cole organization. Prior to that he was in the real estate and insurance business in New York. He is the son of Anning S. Prall, FCC chairman.

CBS Plans New Network on West Coast; Kemp to New York; Dolph Named to Post



Mr. Kemp

A NEW "West Coast Network", supplanting that now fed by the Don Lee System, will be instituted Dec. 29 by CBS upon the switchover from Don Lee to KNX, Los Angeles, and KSFO, San Francisco. This was learned Sept. 28 with the disclosure of a number of important changes in the newly created branch of the network.

The CBS West Coast Network, to be sold separately to regional accounts, will constitute KNX and KSFO in lieu of KHJ and KFRC, Don Lee outlets, while its regularly maintained service will include KOIN, Portland; KVI, Tacoma; KOL, Seattle, and KFPY, Spokane. To accommodate accounts CBS will also add KFBB, Great Falls, Mont.; KGVO, Missoula; KSL, Salt Lake City, and KLZ, Denver. Programs will be keyed either from Los Angeles or San Francisco.

Kemp Transferred

ARTHUR J. KEMP, former sales promotion manager of KNX, Los Angeles, which has been taken over by CBS, has been transferred to the East to represent the new West Coast Network as well as spot activities for KNX and KSFO, working with Radio Sales Inc., CBS local sales subsidiary. He will work under Kelly Smith, head of Radio Sales. Mr. Kemp previously had been named regional network sales manager with headquarters in Los Angeles.

Simultaneously, John M. Dolph was appointed the CBS west coast sales manager with offices in San Francisco. Harry Witt, who recently resigned as sales manager for KHJ, Los Angeles, has been named KNX commercial manager and assistant to Mr. Dolph, working out of Los Angeles. Mr. Dolph formerly operated his own financial advertising agency in Los Angeles and more recently was with N. W. Ayer & Son in New York and Philadelphia.

Mr. Kemp, it is understood, will headquarter in New York, but will spend considerable time in Chicago and Detroit and other cities in which west coast problems arise on either network or spot business.

Despite published reports, CBS has not yet completed plans for its new Los Angeles studios, although they are well along, it was learned Sept. 28. One piece of property on Sunset Boulevard and El Centro already has been acquired. This is the site formerly occupied by the Christie film studios. It is expected that about $1,000,000 will be expended. Present CBS quarters—purchased as a part of the KNX deal—will either be sold or used as an auxiliary.

Since taking over KNX operations last month, CBS has become active in network production, even though the station does not join the network until Dec. 29. Among programs being produced from Hollywood studios are *Hollywood Hotel* for Campbell soup, *Burns & Allen* for Campbell's tomato juice, the *Eddie Cantor* program for Texaco, *Joe Penner* for Cocomalt, *Nelson Eddy* for Vick's, *Goose Creek Parson* for Colgate-Palmolive-Peet, *Camel Caravan* for Camel cigarettes, *Lux Radio Theater* for Lux soap, and, to begin soon, the new *Al Jolson* program for Lever Brothers.

* * *

Announcement was made Sept. 25 by Don Lee of the appointment of Roger K. Huston, manager of KGB, San Diego Don Lee station, as sales manager of KHJ, to succeed Mr. Witt. He was succeeded at KGB by Sid Fuller, commercial manager and former advertising manager of the *El Paso Herald*. Mr. Huston entered radio about 1 months ago, after two years in advertising agency work in Chicago and seven years as an advertising executive with the *San Diego Union & Tribune*.

WOL Joins Mutual As Official Outlet

Network Board Studies Plans For Dec. 29 Dedication

ADDING WOL, Washington, as an official outlet on Sept. 26, Mutual Broadcasting System during the last fortnight continued to consider plans for its expansion into a nationwide chain Dec. 29 when the Don Lee Network of California joins the system. WOL, while an independent station, is a member of the Inter-City Group, keyed from WMCA, New York, and will continue taking certain programs from that regional network.

During the last year WOL has cooperated with MBS in picking up presidential speeches and other programs from Washington. President of WOL is LeRoy Mark, with William B. Dolph, currently serving as radio director of the Democratic National Committee, the general manager of the station.

MBS programs already signed for WOL include Father Charles E. Coughlin, Crazy Water Hotel and various political speeches sponsored by the Democratic committee. WOL will continue to broadcast several commercials from the Intercity Group.

Ownership of MBS is now vested equally in WOR and WGN, which have purchased the stock formerly held by WLW, the latter having withdrawn as a partner but remaining as an affiliate. This arrangement was consummated at a board meeting in Chicago Sept. 17. The meeting also discussed plans for dedication of the Don Lee stations, Iowa Network stations, KFEL, Denver, and KOIL, Omaha, as affiliates on Dec. 29.

Present at the meeting were Alfred J. McCosker, president of WOR, and MBS chairman: W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, operating WGN; E. M. Antrim, executive secretary and treasurer of MBS, also of the *Tribune* executive staff; T. C. Streibert, vice president of WOR and of MBS; Frank Ryan, managing director of CKLW; E. S. Rogers, head of the Canadian syndicate operating CKLW; Ed Wood WGN sales manager, and Fred Weber, MBS general manager.

A. T. & T. Revises Line Rates Downward

By SOL TAISHOFF

Also Liberalizes Practices and Cuts Connection Charges In New Tariffs; Stimulus to Regional Nets Seen

INSTITUTING a number of far-reaching reforms in broadcast line service practices while at the same time proposing rate reductions estimated at $250,000 annually for broadcast customers, the American Telephone & Telegraph Co. on Sept. 21 filed with the FCC a new tariff covering broadcast service. It would become effective Nov. 1 and upon approval, which is expected, A. T. & T. plans to recommend to its 24 associated Bell companies handling the regional and local business that they file similar revisions.

More important than the actual rate reductions which, for example, will measure future service on an air-line mileage basis rather than a route-mile basis, are the liberalizations of existing practices which have been the source of serious complaints from stations and networks and also from their advertiser clients.

Monthly Contracts

SUBSTANTIAL savings are proposed on connection charges for radio circuits. Requirements that A. T. & T. equipment be used at terminals even for short hauls (50 or 60 miles) will be eliminated entirely, with stations permitted to provide their own equipment. Connections for high-quality service (Class A and B) will be at substantially reduced rates—cut from $4,000 per year to $175 per month.

In a formal statement issued Sept. 22, after receipt of the tariffs, the FCC Telephone Division announced:

"The adjustments, although voluntarily filed by the telephone company, follow closely, and in a large measure remedy the complaints concerning rate practices voiced by radio broadcast station licenses in their responses to a questionnaire recently circulated among them by the Commission in connection with its special investigation and study of the A. T. & T. It should be understood, however, that the new schedules do not purport to effect a general reduction in rates."

This statement, of course, indicated automatic approval of the revised schedules as of Nov. 1.

Designed to give impetus to use of telephone lines by advertisers and stations, is a change of contractural form with customers for the highest grade continuous service (the established networks) from an annual to a monthly basis. In other words, a network would not be required to contract for a full year's leased line, but could make the contract monthly, thus expanding or contracting its affiliated stations on a month-to-month basis, depending upon commercial requirements. This would be particularly applicable to regional networks, or to one like Mutual which shortly proposes to go transcontinental and which has a varying number of station affiliates.

Restrictions against the interconnection of different classes of service—that is, connection of a Class A with a Class C circuit on a network — heretofore rigidly barred, will be permitted under the new tariff. Throughout the revised tariff, the amount of savings will depend upon the type of service requested by the customer, with practically all of the hard and fast restrictions of the past eliminated. Connections of A. T. & T. facilities with those of other companies, however, still would be prohibited.

The one out-and-out increase in rate would be that for reversal of lines requested by the customer. These would be about doubled, on the ground that the A. T. & T. has lost money and would still not profit even through the doubling of rates. More and more programs are using instantaneous reversals, and it is held that the increased rate is necessitated by this.

Upon filing the new tariff, A. T. & T. long lines officials asserted that the $250,000 estimated savings may be regarded actually as a minimum, since the degree of actual reduction to the customer will depend upon how he utilizes the new schedules. Moreover, it was stated, the revisions will be spread over the entire country and apply to local service for remote pickups as soon as the associated Bell companies file revised tariffs conforming with those of the parent company. The tariff was filed by Keith S. McHugh, assistant vice president of A. T. & T.

It was estimated the revised tariffs mean that A. T. & T. will realize a net profit of 2% on its radio program service as against something less than 3% at present.

Revenue From Radio

REFUTING repeated statements that the A. T. & T. revenue from stations and networks for radio lines amounts to $8,000,000 to $10,000,000 per year, A. T. & T. officials said that actually A. T. & T. revenue for network service does not exceed $4,600,000 and that in their opinion the gross, including local remotes and connection charges, has been well under $6,000,000. No figures ever have been made available heretofore.

To an organization like CBS alone, it is estimated that the new tariffs will mean a savings of approximately $70,000 per year, with perhaps an equal amount accruing to NBC. And for regional networks, it will mean that they can cut down the biggest item of expense — namely, that of writing leases on a yearly basis. Instead they can contract for service on a month-to-month basis. In the case of Mutual, which by December will be aligned with the Don Lee network in California, it will be in the position of contracting simply for a month's service at a time, should it choose, instead of obligating itself for some $200,000 for a year's lease.

The revised tariff proposal comes at a time when the FCC telephone investigation is planning to invade the subject of A. T. & T. charges for broadcast service. Spurred by station complaints, the telephone investigation, now in its second year, sent to all stations on July 15 questionnaires covering all types of charges for service and asking for cases of alleged discrimination. It is expected the FCC will get into this phase of the investigation within the next few weeks.

Together with the proposed new tariff, A. T. & T. filed with the FCC a letter covering the changes, which contained an analysis of the present and proposed tariffs and a comparative table of changes. The new tariff, numbered FCC-199, would cancel FCC-139. The letter brings out that A. T. & T. has been furnishing channels for program transmission for a number of years and that demand for facilities by networks has increased greatly, with many technical developments and improvements in plant and equipment used for this service resulting to meet the frequent changes in operating requirements of the industry.

"For some time," said the letter, "we have had in mind the desirability of a complete review of our

(*Continued on page 33*)

Principal Changes Proposed for Program Line Charges . . .

1. Proposed: All interexchange schedules are measured on an air-line mile basis.
   Present: All interexchange schedules are measured on a route mile basis except Schedule E (speech only channels) which is now on an air-line mile basis.
   Effect: Improvement in administration; reduction in charges as to this item in average case; increase in certain cases as to this item.

2. Proposed: Schedule A (high quality, continuous use) facilities are furnished on a monthly basis.
   Present: Schedule A facilities are furnished on an annual basis.
   Effect: Liberalization of practice.

3. Proposed: Schedule A Minus facilities are discontinued.
   Present: Schedule A Minus facilities are furnished as an extension of a Schedule A network to one additional station through the use of the same grade of facilities as Schedule A but with limited special operation and supervision.
   Effect: Schedule no longer necessary under new tariff.

4. Proposed: The maximum charge for Schedule B facilities (high quality, occasional use) for any month will not exceed the Schedule A charges for similar items of service.
   Present: Similar maximum charges are not in effect.
   Effect: Reduction in charges in certain cases, liberalization of practice.

5. Proposed: The maximum charge for Schedule D facilities (medium quality, occasional use) shall not exceed the Schedule C (medium quality, continuous use) charges for similar items.
   Present: Similar maximum charges are not in effect.
   Effect: Reduction in charges in certain cases, liberalization of practice.

6. Proposed: Charges for reversals of line facilities requested by the customer are increased based on experience as to the amount of labor required.
   Present: Unit charge per route mile including restoral to normal.
   Effect: Increase in charges to customers requiring this service.

7. Proposed: All local channels are provided at Associated Company local channel rates.
   Present: Local channels are included in Schedules A and B. Local channels in connection with Schedules C, D, and E are furnished at Associated Company local channel rates.
   Effect: Reduction in charges generally when Associated Companies file revised tariffs.

8. Proposed: Line facilities furnished under any schedule in the tariff may be interconnected for transmission in both directions.
   Present: Schedule C and D line facilities when interconnected with Schedule A or B facilities cannot be used to transmit music inward to the Schedule A or B networks.
   Effect: Liberalization of practice.

9. Proposed: First period of Schedule E is one hour at a rate of $.10 per air-line mile and each additional consecutive 15-minute period at $.025 per air-line mile.
   Present: First period of Schedule E is 15 minutes at a rate of $.10 per air-line mile and each additional consecutive 15-minute period at $.03 per air-line mile.
   Effect: Reduction in charges and liberalization of practice.

10. Proposed: Customers may use their own amplifiers in their studios between sections of interexchange channels.
    Present: Tariff does not cover the use of the customer's amplifiers.
    Effect: Reduction in charges and liberalization of practice.

11. Proposed: In cases (generally short distances) where receiving and transmitting connections are not required to effect high quality transmission over Schedule A or B facilities between stations, the channels may be furnished without such connections.
    Present: Transmitting and receiving connections (at a substantial charge) are furnished in all cases with Schedule A and B facilities.
    Effect: Reduction in charges and liberalization of practice.

WAGE increases of 5 to 10% for 9,000 employes of the RCA Mfg. Co. plant at Camden, N. J., have been ordered into effect Oct. 5. They apply only to hourly wage workers and not to salaried employes.

Industry Ready for Technical Hearing

All Branches to Be Represented as FCC Investigates Clear Channels and Superpower Plans Oct. 5

ALL ELEMENTS in the broadcasting industry as well as many outside the fold will converge upon the FCC Broadcast Division Oct. 5 for what likely will be a ten day seige on the broad subject of future broadcast allocations.

When the time barrier fell Sept. 15 on the filing of appearances for the unprecedented "informal hearings" on allocations, 37 separate groups or individuals had asked time in the total amount of 51 hours. There were 120 companies, stations, associations and individuals involved whose cases would be presented by some 70 witnesses. Both Lenox R. Lohr, NBC president, and William S. Paley, CBS chief executive, planned to appear on behalf of their networks. Powel Crosley Jr. of WLW and Chester Long of General Electric also planned to testify.

As BROADCASTING went to press, it appeared the hearings would run two weeks of five-hour days. Aside from the time actually requested by individuals, it was anticipated that Broadcast Division members and staff would utilize 12 or 15 hours in presenting their own case and in questioning witnesses. However, FCC spokesmen were hopeful they would be condensed into a 10-day period.

Clear Channels

THE MAJOR issue, it appears obvious, will be that of preservation of clear channels and use of superpower by clear channel stations. The so-called Clear Channel Group of 13 stations was prepared to present its case in support of retention of the existing clear channel setup, along with a proposal that the present maximum power of 50,000 watts be made the minimum and that clear channel stations be permitted, should they desire, to utilize 500,000 watts power. A dozen applications for authority to use this energy now are pending.

Diametrically opposed to this viewpoint is the formidable National Association of Regional Broadcasting Stations, formed during the last 90 days under the leadership of John Shepard 3d, Yankee Network president. Representing some 85 stations in the regional field, the organization has made elaborate plans to support its basic appeal for duplication of stations on clear channels with power restricted to a maximum of 50,000 watts as at present. The group also favors a horizontal increase on all regional channels to 5,000 watts both day and night.

The plan of procedure is for the FCC to present its case first. Chairman E. O. Sykes of the Broadcast Division will open the hearings with a statement of their scope. He will be followed by Chief Engineer T. A. M. Craven, who will outline the engineering side. Dr. L. P. Wheeler, technical information section head of the FCC, will analyze the technical portions of the provocative allocation survey released by the FCC last month, which dealt with rural coverage under present allocations. Assistant Chief Engineer Andrew D. Ring will close the FCC presentation with an analysis of other aspects of this survey, primarily phases dealing with the postcard questionnaire survey of rural reception and the findings of FCC inspectors.

Whether the FCC will present other testimony is not yet definite. It is likely, however, that following the presentation of testimony by private individuals, organizations, networks, stations and others, that Mr. Ring will be recalled to the stand to draw additional conclusions, based on the allocation survey.

After the opening of the hearings, the agenda provides that educational groups, of which two have requested opportunity to be heard, present their cases. They will be followed by organizations such as the Institute of Radio Engineers, National Association of Broadcasters (if it desires time) and the Radio Manufacturers Association—the latter having petitioned to appear on receiving set matters.

Next in order, the Division proposes to hear the Clear Channel Group, Regional Group, and Local Group. These will be followed by the networks. Large companies, such as Westinghouse, General Electric, and Hearst Radio then will be called. Counsel appearing for groups of client stations, other than those associated with organizations which will already have appeared, are scheduled next, to be followed by individual stations and finally by individuals.

Eleventh-hour efforts to seek a postponement of the hearings on varying grounds have been dropped, primarily because the Division made known rather definitely that it planned to proceed with the hearings. James W. Baldwin, NAB managing director, on Sept. 15 proposed a postponement to members of the NAB board, but after a division of opinion it was decided not to file the request. No statement on this, however, was forthcoming from NAB headquarters.

NAB Board to Meet

MEANWHILE, Mr. Baldwin on Sept. 23 sent out a call for an NAB board meeting—the first since the Chicago convention in July—to be held in Washington Oct. 2. The reallocation hearings, together with other pending matters largely of a routine nature, were on the agenda. Since most of the score of board members plan to be in Washington for the hearings it was concluded that a meeting should be called.

The NAB, through Mr. Baldwin, filed an appearance for the hearings, asking one-half hour each for Charles W. Myers, president, and for Mr. Baldwin. However, it was undecided as to whether the NAB would appear, because of the highly controversial nature of the hearings, and because of the divergence of views among NAB members themselves. The matter, however, will be presented to the board. If the NAB does appear, it will be simply to present certain general economic facts about the broadcasting industry, with no attempt to recommend allocations.

Whether any other groups of broadcasters will appear also is problematical. Plans of L. B. Wilson, owner of WCKY, Cincinnati, to band together the eight high-power regional stations to present a case in support of 50,000 watts on those channels evidently failed to materialize and no appearance has been filed for the group as such. Originally, it had been planned to retain the engineering firm of Jansky & Bailey to appear for the group, but the arrangements were not completed.

Whether local stations, through National Independent Broadcasters Inc., will be represented, also was debatable. Edward A. Allen, its president, filed an appearance but so far as known has not retained either legal or engineering counsel. If Mr. Allen appears, it will be in favor of an increase in power for locals at night from 100 to 250 watts, with 500 watts day for those who want it, and with additional channels set aside for local stations to reduce congestion on the six channels now used for that class of stations.

One other group of stations constituting daytime and limited time stations operating on clear channels, also filed an appearance and requested opportunity to be heard. However, it was not certain that they would testify. An appearance in their behalf was filed by Horace L. Lohnes, Washington attorney, who said that in this instance Ben S. Fisher, Washington

(*Continued on page 72*)

Agenda of Reallocation Hearings:

THE HEARING will start Oct. 5 in the government auditorium located at Constitution Ave. between 12th and 13th Streets, between the Department of Labor Building and the Interstate Commerce Commission Building, at 10 a. m.

Opening statement by Chairman Eugene O. Sykes, of the Broadcast Division, outlining the scope and procedure of the hearing.

Statement by T. A. M. Craven, FCC Chief Engineer, on broadcast allocation and engineering.

Testimony of A. D. Ring, Assistant Chief Engineer, and Dr. L. P. Wheeler, Chief, Technical Information Section. Statements concerning the procedure and the factual data on the allocation survey.

Testimony of respondents as follows:

1. National Committee on Education by Radio—S. Howard Evans.
2. National Association of Educational Broadcasters—H. B. McCarty.
3. Institute of Radio Engineers—Harold P. Westman.
4. Radio Manufacturers Association—James M. Skinner and L. C. F. Horle.
5. National Association of Broadcasters—James W. Baldwin and C. W. Myers.
6. KFI, WBAP, WFAA, WGN, WHAM, WHAS, WHO, WLS, WLW, WOAI, WSB, WSM, WWL (Clear Channel Group)—Louis G. Caldwell.
7. Stations Interested in Part-Time Assignments on Clear Channels—Ben S. Fisher, John W. Kendall and Horace L. Lohnes.
8. Crosley Radio Corp.—Duke M. Patrick.
9. National Association of Regional Broadcast Stations—Paul D. P. Spearman.
10. KOIN, WAVE, WDAY, and Congress Square Hotel Co.—Re question so-called horizontal power increases on certain frequencies assigned to regional stations.—Paul M. Segal.
11. National Independent Broadcasters (WLVA, WMBC, KGFJ)—Edward A. Allen.
12. National Broadcasting Co. Inc.—P. J. Hennessey, Jr.
13. Columbia Broadcasting System Inc.—Duke M. Patrick.
14. Westinghouse Electric & Mfg. Co.—Horace L. Lohnes.
15. General Electric Co.—Chester H. Lang.
16. Hearst Radio Inc.—Littlepage & Littlepage.
17. WGR-WKBW, KMBC, W9XBY, KFBK-KMJ, KWG, KERN and WNAX—Frank D. Scott.
18. W2XR—John V. L. Hogan.
19. KWTO, KGBX, KFRU, KCMO, WEEU, WRAW, WSAZ, WLVA, WMBG, WJAS, KQV, WTMV, W1XBS, WDGY, WDNC, WHJB, WTOC, Mason Dixon Radio Group Inc., operators of WDEL, WILM, WEST, WAZL, WORK, WGAL—George O. Sutton.
20. KFOX, KFWB, KIEM, KMED, KOMO, KPRC, KRKD, KTBS, KTRH, KVOD, KXYZ, KGMB, WCOP, WELI, WNBC, WPHR, WLBG, KARK, KLS, KOOS, WORC, WTFI—Ben S. Fisher.
21. KFXM, KGFJ, KIT, KGFW, KSLM, KXL, WSGN, KRNR, KELD, KORE, Hill & Phillips, d/b as Eugene Broadcast Station, WLBC, WJBC, WCBS, WCNI, WSOC—Ben S. Fisher.
22. KEX, KJR, KSL, KWKH, KFVD—Ben S. Fisher.
23. KGW, KHO, KOA, KVI—Ben S. Fisher.
24. WCFL, Chicago, Ill.
25. WRUF, Gainesville, Fla.
26. WBBM, Chicago, Ill.
27. WGAR, Cleveland, Ohio—Prof. John F. Byrne, Ohio State University and R. Morris Pierce.
28. KFSD, San Diego, Cal.
29. WOSU, Columbus, O.
30. KVOO, Tulsa, Okla.—Lawrence W. Stinson and David R. Milsten.
31. WTIC, Hartford, Conn.—Duke M. Patrick.
32. WORL, Boston—Melvin D. Hildreth, Observer only.
33. KECA, Los Angeles, Cal.—Louis G. Caldwell.
34. WBNX, New York—R. T. Rollo and Dr. Herbert L. Wilson.
35. WOW, Omaha, Neb.—Paul M. Segal.
36. Harold A. Lafount.
37. Edgar H. Felix—Radio Coverage Reports, Field Intensity Surveys, Allocation Investigations, and Directive System Specifications.

FAMOUS RADIO TEAM JOINS W-H-O STAFF

Asher Sizemore and Little Jimmie now broadcasting daily

WHO listeners enjoy chain-service PLUS.

They enjoy the million-dollar entertainment presented on the red network. (Now better than ever with Fred Astaire and Jack Benny.)

They also enjoy the many special live-talent features that originate at WHO.

To a talent staff of 150 people, already including such star attractions as Gene & Glenn and The Songfellows, WHO has just added another headliner—Asher and Little Jimmie.

Radio men familiar with the record made by this father-and-son team on other 50 KW's like WSM, WHAS and WFAA, recognize Asher & Little Jimmie as top-rank audience-builders — a feature that adds one more to the long list of reasons why WHO has become an important part in the daily lives of a million families in Iowa and adjoining territory—and an important part of any advertising plan to sell those families most economically.



POWER THAT FITS THE MARKET—Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers. Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because WHO has power that fits the market —power of 50,000 watts, cleared - channel, full time.

CENTRAL BROADCASTING COMPANY

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The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Gladstone Murray, Dr. Frigon Picked For Canadian Body

CBC Recommends Them for Control of New Radio Setup

By JAMES MONTAGNES

OTTAWA, Ont., Sept. 25—At its first meeting at Ottawa the newly-appointed board of governors of the Canadian Broadcasting Corp., government-owned broadcasting organization named last month to displace the Canadian Radio Commission [BROADCASTING, Sept. 15], recommended to the Canadian government the appointment of Maj. Gladstone Murray, 43-year-old British Broadcasting Corp. executive, to the post of general manager of the CBC at a salary of $13,000, and Dr. Augustin Frigon, chairman of the Quebec Electric Commission and member of the royal commission of 1929 which recommended nationalization of broadcasting, to the post of assistant general manager at a salary of $12,000 a year. Both are understood to have signified their acceptance if the government approves of the recommendation. Both also are understood to be leaving posts paying higher salaries.

Eight of the nine members of the board made the recommendation under Chairman L. Brockington. The board further recommended that the appointments be made at once so the two men would be ready to step into their positions Nov. 2, when the new radio act creating the CBC goes into effect; replacing the present three-man Commission under Hector Charlesworth.

Spectacular Career

MAJ. MURRAY was born in Maple Ridge, British Columbia, and was graduated from McGill University, Montreal, where he founded the *McGill Daily* in 1911. As a Rhodes Scholar from Quebec he went to Oxford, joined the British army at the outbreak of the war, saw service with cavalry, infantry and air force. It was he who flew behind the German lines to drop a wreath on the airdrome of German ace Richthofen, brought down by another Canadian pilot, Roy Brown.

Maj. Murray was special correspondent for the *London Daily Express* and public relations officer for the League of Nations Union of London before joining BBC as public relations director. He founded the various BBC magazines with their worldwide circulation, has handled all British political broadcasts since 1924, and has been consulted by the Canadian Parliament on broadcasting questions several times.

Dr. Frigon was a member of the three-man royal Commission which made the initial inquiries into Canadian radio, touring Europe and the United States and bringing in a report favoring the nationalization of broadcasting while also allowing the operation of privately-owned stations. The report has never been wholly implemented, especially in the matter of high-power stations, of which seven were to be built across the Dominion. He is a graduate of the Polytechnic School of Montreal University and of the Massachusetts Institute of Technology.

Major Networks Show Time Sales Gain Of 19% for the Three Summer Months

BILLINGS of NBC, CBS and Mutual reached a record total in August for the second consecutive month. Mutual reported an increase of 69% over August, 1935, CBS receipts were up 40% and combined NBC revenues rose 19.8%. While the August total of the major networks was slightly under the July total—$3,777,004 against $3,382,319—the loss is actually a gain since past August billings have been much lower than July business.

The August total for the NBC Red and Blue was $2,422,431, with $1,553,540 for the Red and $868,891 for the Blue. CBS reported an all-time record of $1,232,508 as against August, 1935, billing of $879,019. Mutual sales for August were $122,065, of which $16,798 was for supplementary stations.

All three networks experienced the best summer in their history, the June, July and August total amounting to $11,540,057, a three-month increase of 19% or $1,847,277.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,46?
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
			MBS			
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....
August		122,065	69.	72,076	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.



Maj. Murray



Dr. Frigon

Dr. Frigon has been a member of the Canadian Research Council, headmaster of the Polytechnic School at Montreal, director of technical education for the Province of Quebec, and for the last 10 years has been chairman of the Quebec Electric Commission. He is a technician of wide renown and has carefully studied the radio problem.

Hector Charlesworth, chairman of the present Commission, has a 10-year contract with the government for his post. It is understood that some post will be found for him either in the radio department or perhaps as director of the national archives, since he left a permanent post as editor of *Toronto Saturday Night* at the request of former premier Bennett. His salary is $10,000.

Members of the board of governors do not receive an annual salary, getting remuneration only for the meetings which they attend.

Maj. Murray Comments

"I INTEND to put Canada on the air in a big way," Maj. Murray is quoted as telling a London correspondent of the *Toronto Star* in a cabled dispatch to that paper following the announcement of his appointment. Maj. Murray has made plans to sail for Montreal Oct. 3 on the *Empress of Britain.*

Murray explained that while he would have nothing to do with the policy of the nationalized radio, a matter in which he would carry out the wishes of the board of nine governors, he felt certain that with maturity Canada's broadcasting system could be among the best in the world, artistic and other resources being available. He had no idea to make Canadian broadcasting a pattern on the BBC with which he is at present connected, but would place it on a distinctly Canadian basis. In time it would be as different from the BBC as from American broadcasting, he explained.

"Questions relating to talks and speeches, also news broadcasting, I shall discuss with the governors on my arrival at Ottawa. My principle in news broadcasting is harmonious association with the newspapers. For some time commercial broadcasting will continue, together with public service broadcasting for a transition period of amicable cooperation," the new general manager stated.

IRACI PURCHASES WPEN AND WRAX

SALE OF WPEN and WRAX, Philadelphia time-sharing independents, to John Iraci, former owner of WOV, New York, was consummated Sept. 28 subject to FCC approval. Mr. Iraci on that day contracted for the purchase of 60% of the common stock of the two stations from Clarence Taubel for $82,500.

Previously, Mr. Iraci had purchased from Mr. Taubel the preferred stock of WPEN for $82,500 as well as 40% of the common stock of WPEN and WRAX from Paul F. Harron, who is also part owner of WHOM, Jersey City, and WFAB, New York, for approximately $75,000. The total outlay for the two time-sharing stations was $240,000.

Mr. Iraci recently sold WOV, limited-time station in New York, to Arde Bulova, watch manufacturer and broadcaster, for $300,000, subject to FCC approval. The application for assignment now is pending. WOV is the main link in the plan of the Paulist Fathers of New York to procure a full-time 5,000-watt assignment for the part-time WLWL, New York.

Acquisition of the two time-sharing stations, which operate on the 920 kc. channel with 250 watts night and 500 watts day, was made possible through procurement by Mr. Iraci of an option on the stations held by Russell Feldman, New York broker.

Meanwhile, the status of the Paulist-Bulova transaction, whereby WLWL would procure the full time, appeared no closer to solution. The Paulists originally had made arrangements with CBS whereby the full-time WLWL would have been leased or sold to the network. Mr. Bulova's acquisition of WOV, however, completely upset this original plan and the Paulists since have steadfastly refused to deal with Bulova on a similar arrangement.

WHN, Yankee Network Sign for Sports Events

EXCLUSIVE broadcasting rights to all sporting events at the 20th Century Sporting Club, famous New York organization headed by the promoter Mike Jacobs, were acquired by WHN, New York through Herbert L. Pettey, its commercial director, in a deal consummated in September. At about the same time WHN, in company with Yankee Network, through Mr. Pettey and John Shepard 3d, also signed the broadcasting rights for Madison Square Garden events. WHN and Yankee Network have a tieup arrangement.

Both agreements run through the fall and winter seasons, terminating June 1, 1937, and include championship fights, hockey, basketball and football. First on the docket is the Joe Louis-George Brecia fight Oct. 7. Under the agreement WHN and Mr. Shepard have full authority to deal with other parties seeking broadcasting privileges.

Democrats Bar KFI-KECA From Sponsored Broadcasts

Retaliate for Refusing to Carry Fireside Chat; FCC Legal Staff Upholds Station Action

DESPITE a formal ruling by the FCC law department that KFI and KECA, Los Angeles, did not transgress the law in refusing to accept President Roosevelt's recent "fireside chat" as a sustaining program, the Democratic National Committee as a retaliatory measure intends to boycott these stations on all future commercial broadcasts it was learned authoritatively Sept. 23.

In purchasing an hour for President Roosevelt Oct. 1 on combined NBC-Red network with supplementaries and the CBS nationwide facilities, the committee specifically informed NBC that it did not want KFI, although it is the most powerful NBC-Red outlet on the coast. No formal announcement to this end was made, but it was learned from White House sources that the administration feels irked over the incident and that so far as it is concerned neither of the Anthony stations will be used for commercial talks by the President.

Stephen T. Early, of the Presidential secretariat, it was ascertained, informed the Democratic Committee that the stations would not be used in commercials. The stations, however, in the opinion of the White House, have a perfect right to accept any Presidential "sustainings" whenever in the opinion of its owner, these broadcasts are non-political.

It was pointed out in White House quarters that KFI and KECA were the only stations in the country which refused the "fireside chat". Further it was said that if radio wants to seek "parity with the press" it must mend its ways on such matters as presidential speeches. Newspapers, even though largely anti-administration, nevertheless carry the president's speeches as "news" and do not charge for the space used or require purchase of advertising.

The White House feels too, it was indicated, that coverage will be procured in Los Angeles without these stations since it is the intention of the Committee to use two nationwide networks in each Presidential campaign speech.

Communist Complaints

THIS development culminated a series of events having to do with political broadcasting during the last month that is indicative of the recriminations that may be expected as political campaigning via the radio goes into its home stretch. The KFI incident, coupled with a series of complaints by the Communists and spokesmen in their behalf over the refusal of certain stations to give them or sell them time, tended to focus attention upon radio more than ever.

The FCC Broadcast Division, after receipt of the complaints, routed them to its law department. The department, in the case of the Anthony refusal, submitted a clear-cut opinion in which it gave the stations a clean bill of health under the law. There were various letters dealing with the Communist situation, and the import of the FCC action in those cases upon which it has passed judgment was that where time was contracted for, and where stations had allowed other candidates for office time over their facilities, they also are duty-bound under the political section of the law to grant facilities to the Communists.

Among those who protested the Anthony refusal to carry the President's "fireside chat" on Sept. 6 was John G. Wenk, president of the Utopian Society of America, Los Angeles, and it was on the basis of this letter that the FCC law department rendered a legal opinion. In his telegram, a copy of which also was sent to the President, Mr. Wenk charged that if this policy were not checked it would ultimately deprive American citizens of the necessary information to exercise intelligent judgment and suffrage.

Over the signature of John B. Reynolds, acting secretary of the FCC, Mr. Wenk and other protestants were informed:

"In reply, you are advised that Section 3 (h) of the Communications Act of 1934 provides that a person 'engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier'. It follows, therefore, that a broadcast station is not under a public utility obligation to accept all program material offered, and the Commission has no authority to direct a station to accept any specific program. The only exception to this rule is contained in Section 315 of the Communications Act of 1934, a copy of which is enclosed, concerning the affording of equal opportunity for the use of broadcast facilities to legally qualified candidates for public office.

"If the address to which you refer was not made in connection with candidacy for election to public office, it does not come within the exception of Section 315 of the Act. If it was made in connection with candidacy for election to public office (and it appears that the stations concluded it was), then the stations were within their rights in refusing to accept the same unless paid for at regular political rates, since it appears that they require all presidential candidates making political speeches to pay for time; and, assuming this to be true, they could not permit one presidential candidate to broadcast without charge and require all others to pay without violating the 'equal opportunity' provisions of Section 315."

Statement by KFI-KECA

ON SEPT. 11, Jose Rodriguez, editor of the KFI-KECA news service, sent to the FCC a statement by the stations which covered reasons for the refusal to broadcast the speech. It pointed out that the action had been both praised and condemned but that the factors that led to the decision had not been clearly understood. The statement said in part:

"KFI-KECA are strictly non-partisan in political questions. Station rules demand that all political speeches in favor of candidates or measures shall be paid for at existing commercial rates. KFI-KECA do not donate use of their facilities for political purposes under any conditions.

"KFI-KECA make a clear distinction between the President of the United States and the Democratic candidate for that office. As Chief Executive of the United States, Franklin Delano Roosevelt is respected and honored by KFI-KECA. As Democratic candidate for the presidency, Franklin Delano Roosevelt is considered by KFI-KECA as an office-seeker with no more rights or privileges than his opponents."

Another discourse on this subject which, strangely enough, did not coincide with the FCC's official interpretation, was an address by George H. Payne, FCC Telegraph Division member on Sept. 16 at Riverhead, N. Y. Addressing the Rotary Club there, Mr. Payne, a Progressive Republican, called the Anthony action an "arrogant abuse of power". Again criticising commercial broadcasting and broadcasters, he talked about "enormous fortunes" that can be made "by private exploitation of this last great resource."

Because of the varying factors involved, the FCC has not rendered any blanket opinion in connection with the Communist complaints. On Sept. 15, it informed Arthur Garfield Hays, general counsel of the American Civil Liberties Union, which complained that WIRE WCAE and WTCN had violated the political section of the law by refusing to broadcast a speech by Earl Browder, Communist candidate for president, that it would make a thorough investigation.

Meanwhile, on Sept. 20 WCAE, Hearst-owned station in Pittsburgh, announced it will carry three broadcasts of Browder speeches which already have been scheduled on NBC because it is compelled to do so under the political section of the law.

Emile J. Gough, vice president of WCAE and Hearst Radio executive, declared that but for these mandatory provisions of the law and the regulations of the Commission, WCAE would reject the Browder programs.



MIKE-MINDED—President Roosevelt and Secretary Marvin McIntyre tinker with one of WLEU's condenser microphones and a lapel model while their train stopped at Erie, Pa.

ANA Meets Oct. 9-10

THE CHANGING order of distribution and how it is affecting national advertising, with partial attention to the Patman law, will be a chief topic of discussion at the annual convention of the Association of National Advertisers at the Greenbrier, White Sulphur Springs, W. Va., Oct. 9 and 10.

Leich Directs ABC As Insull Resigns

Adequate Financing Declared Assured for the Season

RESIGNATION of Samuel Insull as president and general manager of Affiliated Broadcasting Co. and appointment of Clarence Leich, official of WEOA and WGBF, Evansville, Ind., to succeed him as general manager of the network were announced on Sept. 20, following a meeting of the owners and managers of the 20-odd midwestern stations comprising the ABC network. Mr. Insull, however, will "remain on the board of directors to represent the interests of the stations and of his friends who have provided a substantial portion of the capital thus far invested in the business," according to the official announcement.

Withdrawal of Mr. Insull from the presidency of the company which he has headed since its inception early this year comes as a climax to a series of resignations and dismissals which has removed from the network's staff most of the personnel who came in under the Insull auspices and culminates an internal struggle for control of the chain that has been going on almost as long as the company itself.

Commercial Activity

WITH this matter settled for the time being, with adequate finances assured for the coming season, and with control in the hands of an experienced station manager, officials of the ABC and of its member stations predict rapid progress for the chain in the near future.

Following the appointment of Mr. Leich, the meeting settled into a discussion of the network's program policies and commercial activities, which he will direct. A publicity committee was named, consisting of H. B. Walker, part owner of WEOA, Evansville, and WBOW, Terre Haute, who became a member of the chain's board of directors early in September; S. H. Bliss, general manager of WCLO, Janesville, Wis.; and H. J. Newcomb, manager of WRJN, Racine, Wis. Both WCLO and WRJN are newspaper-owned stations, and both Bliss and Newcomb are former newspapermen.

T. E. Quizenberry, board member and since early summer executive vice-president of the network, who has been devoting most of his time to its reorganization and to contacting advertising agencies and advertisers, left Chicago the day following the meeting for a brief trip to Europe, sailing on the *Queen Mary* Sept. 23 and planning to return on the *Aquitania*. A motor tour of France will take up most of his time on the continent.

Contrary to previous reports, David F. Crosier remains with ABC as eastern manager. The Detroit office, managed by Earl Maxwell, has been closed, and the sales force further reduced by the resignation of Wallace Stenhouse, who left to join the Criterion Advertising Co., specializing in outdoor advertising.

BENRUS WATCH Co., New York, through S. M. Epstein Co., Detroit agency, has renewed time signal schedules for 1937 on WXYZ, Detroit, and the Michigan Network.



Columbia, Missouri

Midway between the retail markets of St. Louis and Kansas City, Columbia is the center of a rich market not adequately covered by any outside media, either newspaper or radio.

Columbia, Missouri, is the home of

RADIO STATION

630 Kilocycles

KFRU

1,000 WATTS DAYTIME
(500 Nighttime)

Facts and figures from KFRU's New Market Manual:

- The 105,900 radio set owning families in this market, offer a potential retail sales market of $75,000,000 in 1936.
- A sales message over KFRU thoroughly covers 32 counties and 5 (30,000 to 100,000 population each) retail markets.
- There are 54,452 families in this market, 46% of whom live on farms and 54% in cities or towns. 69% of the total families own radio sets.

Your copy of this interesting, factual manual will be sent on request to Radio Station KFRU at Columbia, Missouri

Radio Station
KFRU
Is Owned and Operated by the Star-Times Publishing Co.
Publishers of
The St. Louis Star-Times

Or to Representatives

WILSON—DALTON—ROBERTSON

1329 Baltimore Ave. Kansas City
1503 Mather Tower Chicago, Ill.
250 Park Ave. New York City

A Sales Message over KFRU covers the center of Missouri

Eight New Stations Granted In Record FCC Decision Day

Include Regional in St. Louis and 5 kw. Daytime In Hammond, Ind.; KGKO To Fort Worth

BESIDES granting construction permits for eight new broadcasting stations, including a 1,000-watt regional in St. Louis, a 5,000-watt daytime station in Hammond, Ind., on the outskirts of Chicago, and a 1,000-watt daytime station in Pittsburg, Kan., the FCC Broadcast Division in a sweeping decision day Sept. 22 largely cleared its accumulated summer docket by granting numerous power increases, denying various applications for new stations and ordering a long calendar of applications set for hearings.

Sitting for nearly 10 hours, the Division disposed of the largest docket of cases in more than a year. [Detailed listings of its decisions will be found on page 76-77.] The new station grants were:

New Stations Authorized

STAR-CHRONICLE Publishing Co., St. Louis—Granted construction permit for new 1,000-watt full-time station on 1250 kc. in St. Louis, reversing Examiner Hyde; at same time denied application of WIL, St. Louis local, for the same facilities, also reversing Examiner Hyde. The Star-Chronicle Publishing Co. publishes the *St. Louis Star-Times*. Elzey Roberts is president and Ray V. Hamilton the executive handling radio.

Hammond - Calumet Broadcasting Corp., Hammond, Ind., operators of WWAE, time-sharing 100-watter in Hammond—Granted construction permit for new 5,000-watt station on 1480 kc. in Hammond, using directional antenna, without a hearing.

A. Stanéart Graham, E. V. Baxter and Norman Baxter, doing business as Pittsburg Broadcasting Co., Pittsburg, Kan.—Granted 1,000-watt daytime station on 790 kc., sustaining Examiner Hill.

Sioux Falls Broadcast Ass'n Inc., Sioux Falls, S. D.—Granted construction permit for new 100-watt fulltime station in Sioux Falls on 1200 kc., sustaining Examiner Hill. Same company owns and operates KSOO, Sioux Falls, and is headed by Joseph Henkin.

Black River Valley Broadcasts Inc., Watertown, N. Y.—Granted construction permit for new 100-watt night and 250-watt day station on 1420 kc., sustaining Examiner Dalberg. Applicant corporation comprises chiefly residents of Watertown, with the Onondaga Radio Broadcasting Corp., operating WFBL, Syracuse, owning 40% stock interest and expecting to manage the station.

Harold Perry Johnson and Leland M. Perry, Cedar City, Utah—Granted construction permit for new full-time 100-watt station in Cedar City on 1310 kc., sustaining Examiner Hill.

R. J. Laubengayer, Salina, Kan.—Granted construction permit for new 100-watt full-time station on 1500 kc. in Salina; no hearing. Mr. Laubengayer is publisher of the *Salina Journal*.

Tribune Printing Co., Jefferson City, Mo.—Granted construction permit for new 100-watt daytime station on 1310 kc. in Jefferson City. Tribune Printing Co. is publisher of the *Jefferson City Capital-News* and *Post-Tribune*.

Many Applications Denied

AMONG the applications denied were those for eight stations—one each in Winona and Mankato, Minn.; Fort Dodge and Clinton, Ia.; Hastings and Grand Island, Neb.; Appleton and Wausau, Wis.—filed by various corporations headed by Emmons T. Abeles, Minneapolis attorney.

These applications were all dismissed with prejudice. Denied also were the applications of the *San Diego Union-Tribune* for a new local station on 1420 kc. in that city; that of A. W. Hayes, Erie, Pa., for a new regional on 1270 kc. in that city.

Other Power, Wave Grants

SUSTAINING Examiner Arnold's recommendations, the Broadcast Division, with Commissioner Case dissenting, authorized KGKO, Wichita Falls, be moved into Fort Worth. This station was recently purchased by Amon Carter, publisher of the *Fort Worth Star-Telegram*, who proposes to operate it as the Fort Worth-Dallas outlet of the NBC-Blue network.

Among other grants, the Broadcast Division affirmed its July 2 decision increasing the power of WMCA, New York, from 500 to 1,000 watts full time after WKBN, WICC, WFIL and WSYR-WSYU had withdrawn their protests. Also increased from 500 to 1,000 watts were the full-time powers of KGRV, Weslaco, Tex., and KVOA, Tuscon, Ariz.

The 5,000 watts experimental night power of WOW, Omaha, was temporarily extended for one month, from Sept. 29 to Oct. 28, and 5,000-watt daytime power grants were awarded to WGR, Buffalo; WGST, Atlanta, and WLBL, Stevens Point, Wis.

Upon protests by WNAC, WAAB, WCOP and WLAC, the recent grant of 5,000 watts on 1470 kc. to WMEX, Boston, now operating with 100 watts on 1500 kc., was ordered set for hearing. WGAN, Portland, Me., a new daytime station whose previous call assignment was WSPG, was authorized to continue construction of its 500-watt transmitter on 640 kc. pending court appeals.

Marking the first time it has granted daytime increase in power to local stations since Congress in 1934 authorized the licensing of additional 100-watt stations without regard to quota, the Division granted daytime power increases from 100 to 250 watts to eight stations. Securing the increases were WMFG, Hibbing, Minn.; WMIN, St. Paul; KDNC, Lewistown, Mont.; WEOA, Evansville, Ind.; KMLD, Monroe, La.; WHFC-WKBI-WEHS, Cicero, Ill.

5 More New Stations Authorized on Sept. 29

IN A SECOND major decision day Sept. 29 [see detailed listings on page 78], the FCC Broadcast Division authorized the erection of five more new local broadcasting stations, and at the same time granted authority to Harold V. Hough, manager of WBAP, Fort Worth, to purchase KGFG, Oklahoma City, from Hale V. Davis. It granted KGFG, a part-time 100-watter, full time in lieu of its present time-sharing with KCRC, Enid, Okla.

The new station grants were as follows:

C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C.—Granted construction permit for 250 watts daytime on 1250 kc., reversing Examiner Walker.

Jonas Weiland, Kinston, N. C.—Granted construction permit for 100 watts night and 250 watts daytime on 1200 kc., sustaining Examiner Walker.

Northern Broadcasting Co., Wausau, Wis.—Granted 100 watts daytime on 1370 kc., sustaining Examiner Seward.

Wilton Harvey Pollard, Huntsville, Ala.—Granted 100 watts on 1200 kc., sustaining Examiner Seward.

Navarro Broadcasting Ass'n, Corsicana, Tex. (J. C. West, president)—Granted 100 watts daytime on 1310 kc., sustaining Examiner Hill.



WWJ DEDICATES—The magnificent new $1,000,000 studio and transmitter plants of WWJ, Detroit, were formally dedicated during the week of Sept. 15 with special programs each evening, including Mel Wissman's dramatization of "Conquest", performances by Ethel Barrymore, Alexander Gray and John Blaine, and a rebroadcast from the *Queen Mary* at sea. Here are WWJ'S executives at the opening, left to right: Walter Hoffman, chief engineer; Herschell Hart, press relations; William J. Scripps, radio director, *Detroit News;* Wynn Wright, production manager; Easton C. Woolley, who on Sept. 15 became manager of WWJ, resigning from NBC station relations; Val Coffey, musical director; William E. Scripps, president, *Detroit News*, Mel Wissman, staff dramatist.

Air-Press Freedom Tied, Says Sarnoff

Television Here to Be Free, He Says After Trip Abroad

FREEDOM of the radio and progress in television were discussed by David Sarnoff, RCA president and NBC board chairman, speaking Sept. 22 before the *New York Herald-Tribune Institute* in its symposium on "The New Way of Living". Mr. Sarnoff had returned on the *Queen Mary* Sept. 21 from a several months visit in Europe during which he combined business and vacation, lending added significance to his observations.

"The fact that a great newspaper," he said, his remarks being broadcast over the NBC-Blue network, "and a nationwide network are cooperating in this symposium is highly significant. For it is well to remember that nowhere in the world where the press is enslaved is radio free; and, conversely, nowhere has the freedom of the air been abrogated and the press remained free. Their fate, and the fate of all free institutions, are one and inseparable."

Among the other broadcasts by the Institute were remote pickups of talks by President Roosevelt and Gov. Langdon, and personal appearances by the five candidates of the minor parties for the presidency. Mr. Sarnoff's speech was the only one, however, dealing with radio itself. He added:

Freedom for the Eye

"I HAVE just returned from a European trip during which I witnessed the progress of television abroad. Several countries are making notable advances in developing this new radio art for practical service. While our problems are much more complex, in that we must serve a much larger area—and this in turn calls for the erection of many transmitting stations and a vast outlay of capital—I am confident nevertheless that the American public will one day find the radio waves bringing sight as well as sound through the air. Moreover, we shall do it here through private initiative instead of through government subsidy as is the case abroad. Freedom to see as well as to hear, by radio, will thus be preserved.

"While our engineers proceed with their solution of the technical problems of television, serious study is being given to the subject-matter of television programs, and the development of a new studio and program technique.

"Television hardly will be serving a useful function if it merely tries to ride upon the services now rendered by the sound studio. Television's true contribution will be to provide forms of education and entertainment primarily dependent upon a visual image, to which sound is a supplement. Along these lines television should ultimately offer an individual art and service to every home, paralleling but not replacing the art and service rendered by sound broadcasting."

A SURPRISE dinner for David Sarnoff, president of RCA, was given at the Ritz Hotel, New York Sept. 30, on the occasion of the official's 30th anniversary in radio, by executives of companies in the RCA family.

Randall Directing All NBC Publicity

Clay Morgan Lohr's Assistant; James Head of Sales Promotion

CULMINATING several months of planning, President Lenox R. Lohr of NBC announced Sept. 17 the consolidation of the NBC press, advertising and sales promotion departments in New York, with Wayne L. Randall, for several years manager of the press de-



Mr. Randall



Mr. Morgan

partment, as director of the newly constituted publicity department. Mr. Randall will have direct supervision over these activities—a post he has held under temporary assignment as coordinator for the last several months.

Simultaneously, it was announced that E. P. H. James will continue as advertising and sales promotion manager, with Vance Babb, formerly chief assistant to Mr. Randall, as manager of the press division. The advertising and sales promotion department heretofore has been a part of the sales department.

Goodwill Activity

IT WAS also announced that Clay Morgan, former advertising manager of the French Line, who joins NBC Oct. 1, will be identified with the NBC executive staff. His capacity has not yet been defined, but it is understood that he will



Mr. James



Mr. Babb

be contact man and "goodwill ambassador", spending much of his time away from New York in public relations work for the network.

Mr. Morgan later may become assistant to President Lohr on public relations matters, and it is understood that he will report direct to the NBC president from the outset.

Mr. Randall, a newspaperman, joined the network in 1931, resigning from his post as publicity manager of the Bell Syndicate. A native of Providence, R. I., he broke into newspaper work on the *Providence Journal* after graduation from Brown University. Afterward he served on the *Boston Herald* and *New York Press*, and then went to Baltimore in 1929 as advertising manager of the Fidelity & Deposit Co. of Maryland. Subsequently he served in a similar capacity with the Missouri State Life Insurance Co. in St. Louis. In 1924 he became editorial writer for the *New York Daily News*, and then joined Hearst as a managing editor, first on the *Boston Record* and then with the *New York Mirror*.

Mr. James joined NBC in 1927 upon its formation and organized its sales promotion department. He is well known in advertising and merchandising circles and the first textbook on the merchandising of radio campaigns was produced in 1930 under his supervision. He has given many talks and lectures on the subject and on other phases of broadcasting at advertising conventions, clubs and colleges.

Mr. Babb is a Columbia University graduate. From 1926 to 1930 he was on the *New York Times* editorial staff and then spent a year in the advertising department of the American Radio Co., writing magazine copy and radio continuity. He joined the NBC press department in the fall of 1931, and remained for nearly four years, resigning to become assistant publicity director of Benton & Bowles Inc. in 1935. He returned to NBC last May and since then was acting manager of the press department.



IN TWISTER'S MIDST—When word of a hurricane's approach was received, WFIL, Philadelphia, set up a news-gathering system by contacting a group of amateurs and organizing a shortwave network. As the storm swept northward a crew was sent to Atlantic City where it teamed with David Driscoll, of the WOR special events department. Here is the group on the end of the Steel Pier. Left to right are Frank Becker, chief engineer; Joe Connolly, special events; George Brasee, engineer; Al Stevens, announcer; Arnold Nygren, engineer, and Driscoll.

RADIO IN THE HURRICANE

WTAR and WPTF Spread Warning and Keep Public Informed as Staff Members Brave Storm

WHEN warnings went out Sept. 18 that a tropical hurricane was roaring toward the Atlantic Coast, stations along the Seaboard promptly informed listeners and then set about the task of keeping the public informed of storm developments. All commercial programs took back seats in affected areas as public service became the watchword.

Campbell Arnoux, manager of WTAR, Norfolk, Va., sent out the first warning over a remote control line at the Weather Bureau, where J. J. Murphy, chief meteorologist, explained that the Carribbean storm would strike within 24 hours.

The entire WTAR staff worked all night to set up emergency equipment in the Tidewater section and created a network of amateur and shortwave stations as far away as New York. J. L. Grether, chief engineer, and J. C. Peffer, his assistant, took charge of technical details.

Two programs were fed to NBC Sept. 19 during the storm, with Jeff Baker, new announcer, and Vaughn Bradshaw, production man, who had been in the studio all night, arranging the connection without a hitch although inexperienced in this type of work. A second program originated in Mr. Murphy's office.

WTAR dispatched radio reporters to danger points along the Coast. Bradshaw went to Ocean View, until forced out by rising water and winds. Ralph Hatcher headquartered at the Cavalier Hotel, Virginia Beach. Meantime militia, Red Cross and other relief organizations were mobilized by WTAR, which served as communications headquarters.

WPTF, Raleigh, N. C., sent crews into the hurricane area to broadcast eyewitness accounts. Manager Richard Mason was in charge of the first broadcast Sept. 18 from Ahoskie, N. C., with Carl Goerch, commentator, and Harry Hulick, technician, assisting. A second emergency crew consisted of Graham Poyner, production manager, and Willard Dean, remote engineer, which went to Norfolk and set up equipment in an office building.

WBT, Charlotte, sent a crew to the Coast and fed CBS with a description of the storm and wreckage. Grady Cole, newscaster, James Beloungy, chief engineer, Arthur Whitesides, announcer, and Cecil Carmichael, U.P. bureau manager at WBT, handled the assignment.

The first scheduled broadcast was missed at Rocky Point, N. C., when it was found that a temporary station had been set up at Beaufort, 25 miles away, instead of at Rocky Point due to confusion in orders given the telephone company. This mystery has not ye been solved. During the worst o the storm a program was pipe from Edenton, N. C., 300 mile from Charlotte, and sent to Ne York for the CBS pickup.

WJSV, Washington, sent a cre to Norfolk and made pickups du ing the hurricane.

Floods in Texas, which deva tated a wide area, found broa casters ready for a public servi job that recalled the notable ser ice given by eastern stations the floods last March. Heavy rai fall culminated in raging torren that caused heavy damage in par of the Southwest.

KGKL, San Angelo, was t only means of communication that region. When the power faile the power company supplied small generating plant for sho wave transmission. Transmitt and equipment were not damage Several hundred San Angelo hom were washed away. The KG staff was on the job continuous for three days.

Educators to Meet For Radio Session

First National Conference to Be Held During December

THE problems of educational broadcasting will be discussed at the first National Conference on Educational Broadcasting to be held in Washington Dec. 10-12 under sponsorship of 16 national organizations in collaboration with the FCC and the U. S. Office of Education. The purpose of the conference is to set up a clearing house for information on latest technical and professional developments in the educational use of radio.

The program, according to C. S. Marsh, national secretary, will include such topics as schools of the air, radio music, speech and drama, religious broadcasts, forums on the air, organization of listening groups, radio workshops, broadcasting to schools, use of programs by colleges and universities, use of radio by libraries and museums, radio programs for children, problems of research in educational broadcasting, audience attitudes, educational broadcasting in other countries, organizing the community on behalf of a radio station, and related topics.

Supporters of Movement

SPONSORING organizations were listed by Mr. Marsh as American Association for Adult Education, American Council on Education, American Farm Bureau Federation, General Federation of Women's Clubs, Jewish Welfare Board, International Council of Religious Education, Institute of Education by Radio, Institute of Radio Engineers, National Advisory Council on Radio in Education, National Association of Educational Broadcasters, National Catholic Educational Association, National Committee on Education by Radio, National Congress of Parents and Teachers, National Education Association, National Grange, Progressive Education Association, Women's National Radio Committee, and Workers Education Bureau of America.

He added that all organizations interested in radio as a social force nationally or regionally, are invited to participate.



John Baker and WLS engineers (above) use the short-wave truck to good advantage on short notice broadcasts by remote control. The past month the truck has been used at both the Indiana and Illinois State Fairs, Lake County Farmers Picnic, Chicago Stockyards, Illinois Farm Sports Festival and numerous street broadcasts.

WLS was founded—has grown, and is building for the future on a platform of service to mid-west listeners. Part of the service consists of bringing "news in the making" to the WLS audience.

The WLS Short-Wave Mobile Broadcasting Unit is used to bring to the millions of homes in the mid-west, events of interest as they're taking place—such as state fair activities direct from the fair grounds—livestock markets from the great Chicago stockyards—interviews with famous people throughout the middle west.

Service such as this builds listener loyalty—and "advertising results follow listener loyalty."

THE PRAIRIE FARMER STATION

CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

National Representatives: John Blair & Co.

WLS

Merchandising of Grid Series Is Started on Extensive Basis

Kellogg, Socony-Vacuum and Other Sponsors Promote Broadcasts; Additional Contests Contracted

WITH contracts for broadcasting of hundreds of college and professional football games already signed, sponsors are concentrating on merchandising campaigns as the grid season goes into full swing.

Some loose ends still remained to be disposed of as BROADCASTING went to press, a situation that naturally arose due to the unprecedented angling for football sponsorship rights. Typical of this condition was the position of Reynolds Benson, Columbia U athletic director, when informed that Atlantic Refining Co. had announced it would sponsor the Cornell-Columbia game Oct. 31, among other Cornell games. Mr. Benson indicated to BROADCASTING that Columbia had not sold sponsorship rights to Atlantic, although no announcement of sponsorship rights had been published.

A number of sponsors have been angling for rights to Columbia games. Princeton's schedule has also been sought for broadcasting but the university definitely decided not to permit sponsorship, thwarting the efforts of a number of agencies and advertisers to obtain exclusive rights.

Although Atlantic Refining had announced some weeks ago that it planned to broadcast University of Pennsylvania games, definite announcement of final agreement was not made until late in September. [See Atlantic Refining merchandising story on this page.]

Invited to Listen

SOCONY-VACUUM OIL Co., New York, sent formal invitations to all Yale alumni living in New England to listen to Yale games if unable to attend in person. Spotlight ads are to appear in newspapers in all cities within the area of stations carrying Yale games for Socony, which paid John Shepard 3d $13,000 for New England rights to Yale games for broadcasting on Yankee Network. Socony also will broadcast two Brown games. Atlantic Refining had paid $10,000 for New York rights to six Yale games to be broadcast on WOR.

Socony also is using jumbo telegrams to be posted at all Socony stations in New England and boards in front of stations will carry announcements about the broadcasts. J. Sterling Getchell Inc., New York, is agency.

NBC and CBS are unofficially understood to have taken a position against allowing sponsorship of games on their networks and NBC, it is understood, will not allow sponsorship on its group of managed and owned stations.

N. W. Ayer & Son Inc., heading the football parade with more than 100 games booked for Atlantic Refining and a large number for Kellogg Co., Battle Creek cereal firm, employed Les Quailey, former aide to Ted Husing in CBS football broadcasts, to coach and supervise broadcasting of games for its clients.

Atlantic Refining is handling the following games, in addition to those announced in BROADCASTING Sept. 15 and Oct. 1: Lafayette-Pennsylvania game from WCAU to WEST, Easton, Pa.; W. & J.-Lafayette, Dickinson-Lafayette and Moravian-Lafayette on WEST; as well as Pennsylvania-Cornell; Georgia U games on WSB, Atlanta; eight Syracuse games on WSYR, Syracuse, WHAM, Rochester, WOKO, Albany, and WGR, Buffalo, and in some cases on New York State Network; Virginia U schedule replaced by group of other southern games, on Virginia Network plus WDBJ, Roanoke, and WRVA, Richmond; Pennsylvania games will be carried on WCAU, Philadelphia, with WOR added for the Penn-Yale and Pennsylvania-Penn State games; last minute additions also included Delaware games on WDEL, Wilmington.

Kellogg Co. has added WJR, Detroit, to its schedule of Michigan U games, originally slated only on WWJ. Five Notre Dame home games and several out-of-town games will be carried on WTAM, Cleveland. A daily quarter-hour sports series was planned on a Buffalo station for 10 weeks and in Syracuse Kellogg will broadcast five-minute news programs, thrice daily, six days a week on WSYR. Bill Corum will broadcast a Saturday resume on WOR. Ty Tyson is to announce Michigan games. Bill Cunningham is broadcasting a Friday night series for Kellogg on 14 Yankee stations for 13 weeks. He is sports writer of the *Boston Post*. Guest artists will appear on his program.

Kellogg is conducting a contest in New England [see page 82].

General Mills on 55

GENERAL MILLS Inc., Minneapolis, is sponsoring on behalf of Wheaties a series of *Football Flashes*, presented for five, 10 or 15-minute periods on 55 stations throughout the country immediately preceding the broadcasts of major football games.

This campaign will not infringe on whatever sponsorship through which the game may be broadcast. In fact, the closing sentences of the General Mills continuity, according to present plans, may often call attention to the fact that immediately following the Wheaties program will come the play-by-play description of the game, as broadcast through the courtesy of the sponsor, who will be named. In a further effort to keep from capitalizing on the play-by-play broadcast, no General Mills program will be scheduled before any game sponsored by a competitive account.

Sports writers or commentators from local newspapers, many of whom have handled Wheaties baseball broadcasts in the past, will in most cases handle the *Football Flashes*. Simons-Michelson Co., Detroit, is placing the campaign.

Dodge Dealers of Minnesota and St. Paul are sponsoring Minnesota U games on KSTP, St. Paul, the dealers raising half the necessary amount and the manufacturer then contributing the other half. Eight games are included in the schedule, to be announced by Halsey Hall.

Dodge Dealers in the New York area are sponsoring nine games of the New York Giants professional time, mostly on Sundays, on WOR.

Wadhams Oil Co., Milwaukee, has expanded its original grid schedule to include a statewide network keyed from WISN. Stations are WIBA, Madison; WTAQ, Green Bay; WKBH, La Crosse; WLBL, Stevens Point; WHA, Madison. Nine games are on the schedule of Wisconsin U and Marquette U contests, with Alan Hale announcing, assisted by Bill Walker.

Duquesne Brewing Co., Pittsburgh, is sponsoring Al Abrams in football predictions on WWSW Pittsburgh, Friday evenings.

National Life & Accident Insurance Co., owner of WSM, on Oct 2 starts *Tomorrow's Winners* on that station, with well-known sports writers scheduled to participate. Jack Harris, WSM sports announcer, will work with guest speakers and tie sports prediction with predictions of hit tunes.

Maytag Co., Newton, Ia. (washing machines) is sponsoring Iowa State games on WHO, Des Moines with Dutch Reagan at the microphone.

Cities Service Co., New York has returned Grantland Rice to its NBC-Red series Friday nights for the fourth consecutive year to give football forecasts.

Elgin National Watch Co., Chicago is sponsoring *Elgin Football Review* on CBS, Saturday, 8:30-p. m., starting Oct. 3, with E. Thorgensen interviewing coaches and reviewing games. J. Walter Thompson Co., Chicago, is agency.

Notre Dame allows commercial sponsorship of its games on a non-exclusive basis and refuses to accept payment for them, according to Rev. John F. O'Hara, president. Beer and liquor sponsorship are not permitted, said Father O'Hara, who added that large sums had been offered the university for exclusive broadcast privileges.



HUSING ON FOOTBALL — Ted Husing, ace CBS football reporter, has 80 "string correspondents" at as many colleges and universities reporting to him regularly for his *Ted Husing Sportcasts* sponsored by Atlantic Refining Co. which started on CBS Sept. 29, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p. m. In addition, he started covering Saturday games with the Duke-Colgate contest Sept. 26, introducing his new microphone assistant Jimmy Dolan, who succeeded Les Quailey, former teammate of Husing and Dolan when they played football for the old Paulist Athletic Club. Mr. Quailey is now supervising the various national, local and regional sports broadcasts being sponsored by Atlantic Refining Co.

ATLANTIC AND ITS FOOTBALL

Promotion Tactics of All Sorts Whipped Into a Concentrated Campaign to Draw Audiences

By JOSEPH R. ROLLINS
Adv. Mgr., Atlantic Refining Co.



Mr. Rollins

COMBINING the nation's greatest football radio show and an intensive advertising and promotional campaign, Atlantic Refining Co., Philadelphia, has launched its Fall sales campaign.

More than 100 collegiate football games will be broadcast over the largest independent radio chain ever organized by a commercial concern. In addition to the football schedule, CBS will carry a three day a week, 15-minute program featuring Ted Husing in a sports program. These spots will be heard every Tuesday, Thursday and Saturday at 7:15 p. m.

Believing that radio alone is not sufficient to carry a complete sales campaign, Atlantic has backed up its air shows with promotional material directed at the consumer, dealers and prospects. In support of the big radio appropriation, an equally generous newspaper and billboard allotment has been made to keep the consumer informed of the oil company's radio and football activities.

Starting the lineup, 80, 95 and 92-inch advertisements were placed in towns where stations carrying the programs are located. This space covered the radio picture completely. Readers were advised of the play-by-play descriptions of the football games. Ted Husing came in for his share of space. The well-known *Atlantic Football Forecast*, a sheet covering 400 major colleges and universities, giving the mathematical position of each football team, thereby indicating probable winners, was also played up. This piece is distributed to dealers only.

The only promotion in the newspaper copy concerning the company's products is a box calling attention to the much-publicized

(*Continued on page 73*)

Oshkosh Overall Spots

OSHKOSH OVERALL Co., Oshkosh, Wis., starts a spot campaign on Oct. 5, using hillbilly talent for a quarter-hour in the early morning six days a week on WLS, WHO and WCCO and three days a week on WLW, and a six-a-week early morning 15-minute news period on WNAX. Ruthrauff & Ryan Inc. Chicago, is the agency.

Radio Facts Confute the Get-Rich-Quick Idea

FROM every side these days, we hear that the way to get rich quickest is to get into radio. Tall yarns about how broadcasters are "coining money" can be heard, it seems, from everyone associated with the business—except from the majority of the broadcasters themselves.

It's time, we think, to appraise this business of broadcasting and find out just how much of a bed of roses it is.

Until three years ago, everyone will agree, there was very little in the way of net profit for radio as an industry. In 1931, the old Radio Commission made a financial survey of the then 585 stations and found that as a whole broadcasting was losing money. The conclusion, based on station reports, was that perhaps one-half were operating with a profit, but that those which lost money more than offset the black ink.

In 1933 broadcasting began to develop, commercial operations improved, and the number of profit-making stations increased. Today, we understand, all but the outer fringe of America's 630 stations are showing profits, with some in larger cities earning rather substantial returns

Thus, if you start your calculations from last year or this year, the picture is quite rosy. So it is, also, in the steel, automotive and newspaper business and in industry generally.

* * *

BUT LET US look more closely into the broadcasting structure. Consider not alone the investment of stations in equipment, studios, music, personnel. Consider those lean years of operation since 1923 and 1924 while the industry was being built, often at great losses, to the point where it could earn a profit. Then add the hazard factor in station operation to those investments, and consider that every station holds only a six-month license which might be terminated at the whim of the licensing authority.

In what other industry does such a hazard as this exist: Where a station operating efficiently in the "public interest" can be called to Washington and at great expense be forced to defend itself against an application by someone else for his facilities simply because present regulations allow any and all such applications; or where a station operator can be hailed to a hearing because someone somewhere filed a "complaint" against the station?

* * *

THEN THERE is the spectre of the copyright owner, symbolized by the American Society of Authors, Composers & Publishers, now taking 5% of a station's gross receipts for giving it the right to perform certain music. There is nothing in the law to prevent ASCAP from charging five times that amount. Four or five other copyright groups are exacting tribute from broadcasters in lesser amounts because the risk is too great to refuse them. Even now the broadcasters have snapping at their heels two newly-formed performing groups who want to collect royalties on the playing of phonograph records.

The peculiar position of the broadcaster with respect to investment and license obligations has baffled many a business executive. It is next to impossible for a broadcaster to calculate whether his investments in transmitter, antenna, studios and other plant equipment will "stand up" for any given period of years. He is confronted constantly with advances in radio technique. He must keep in step. Equipment in use, even if only a year or two old, often is relegated to the scrapheap.

* * *

TODAY serious consideration is being given to superpower of 500,000 watts. Along with this, regional stations want to go from 1,000 to 5,000 watts, and locals from 100 to 500 watts. All down the line this would entail the replacement of present equipment, if approved, and would mean basic new investments in broadcasting. One station cannot allow its competitor to outdistance it in quality of equipment or power. In perhaps half of the stations of the country today, the equipment now in use has not yet been written off or amortized.

In no industry does there exist a greater obsolescence factor. In no other business enterprise must an owner keep a more watchful eye on technical, economic and regulatory developments. And perhaps in no business is future planning more difficult.

The newspaper industry is possibly most directly comparable to radio. Yet when a publisher invests in printing presses or linotypes, he doesn't have to worry about obsolescence. He has no bother with a Federal agency ordering him to install new equipment. He does not fear a call to Washington to defend his right to continue publishing because someone covets his property. He can tend to his local knitting by keeping pace only with editorial and management and competitive problems.

* * *

THE BROADCASTER, however, always has "tomorrow" to conjure with. He realizes he is destined to become the "television broadcaster" of the not far distant future. Confronting him, just as in the history of sound broadcasting, is a lean period of development and planning and experimentation during which he will receive no monetary return. He must figure on investing thousands in visual radio before he realizes a profit. He must have an adequate financial reserve ready when the day arrives. Possibly it will be facsimile first; there it would be identical.

Granted radio today is on the right side of the ledger, generally speaking. But if the books were audited over the years since broadcasting began, we feel certain there would be red ink smears aplenty. So to those Wallingfords who see in broadcasting a dollar profit for a dime investment, we commend a little delving into the past and a peep into the future.

Daniel and Mulloy Leave WBAL for New Positions



Mr. Daniel

EFFECTIVE Oct. 1, Jules P. Daniel, resigned his post as sales manager of WBAL, Baltimore, to become account executive in the Baltimore office of United States Advertising Corp. Simultaneously, Frank Mulloy, publicity director of WBAL, announced he was leaving as of Oct. 2 to join WBAX, Wilkes-Barre, Pa., in an executive capacity.

Mr. Daniel joined WBAL in January of last year, resigning as space buyer for Joseph Katz Co., Baltimore agency, to accept the post. Prior to that he was account executive for E. T. Howard Co., New York agency, for 12 years.

Mr. Mulloy had joined WBAL at the same time, having been transferred from a similar post with WCAE, Pittsburgh, also a Hearst-owned station.

ROBERT FELDMAN, vice president of WNEW, Newark, spent the summer at a nudist colony, according to the station's publicity department.

Nationwide Promotion Drive for Films At Stations' Card Rates Is Proposed

TENTATIVE PLANS whereby motion picture exhibitors throughout the country would utilize their local stations for advertising purposes at station card rates were discussed in detail Sept. 17 at a conference between James W. Baldwin, NAB managing director, and Martin Gosch, newly appointed radio director of Warner Bros., motion picture producers and exhibitors.

The conference was arranged following the sending of a questionnaire by Mr. Gosch to stations with respect to widespread use of radio by Warner Bros. exhibitors. Mr. Baldwin in a notice to his membership on Sept. 10 had branded the questionnaire as "not unlike other propositions" submitted to stations of a character that indicated "free offering".

Following the conference, Mr. Baldwin said he saw the possibility of development of motion picture exhibitors as substantial radio advertisers. He declared the conversation with Mr. Gosch was satisfactory in that it looked toward formulation of such a co-operative plan.

It is likely, Mr. Baldwin asserted, that through the NAB, a promotional effort among motion picture exhibitors in every city in the country in which an NAB member is located, will be undertaken. It probably will have as its objective, he declared, definite use of station facilities by such exhibitors with a view to promotion of local motion picture attractions.

Mr. Gosch became radio director of Warner Bros. last month, with headquarters in New York. His duties were to include handling of network and agency tie-ups with radio programs utilizing Warner stars and music, spot campaigns and music "plugs" to exploit Warner pictures.

His first effort was in the transcription line and began with the sending out of the questionnaire last month to stations to procure their reactions. Mr. Gosch said he felt motion picture exhibitors are in the same position today as newspaper publishers were years ago and must be educated to the advantages of radio. He added he hoped to develop from the questionnaire means of informing exhibitors how best they can spend a portion of their advertising budget on radio.

Mr. Baldwin declared that the NAB is determined to stamp out, so far as possible, all "per inquiry" or free offers. In the past, he said, motion picture companies have been among the chief offenders along this line. He declared he was hopeful that as a result of the conference with Mr. Gosch bona fide business which will benefit both the motion pictures and broadcasting will result.

Roi Tan Cigar Series

AMERICAN TOBACCO Co., New York (Roi Tan cigars) is resuming spot radio on some 50 stations in all sections of the country except the Northeast. The campaign this fall is similar to last season's spot schedule except for the addition of West Coast stations. Sports, new broadcasts, and straight live announcements comprise the schedule, including Bob Newhall in a sports program on WLW, Cincinnati. Lawrence Gumbinner Adv. Agency, New York, has the account.

Mrs. India R. Sykes

MRS. INDIA R. SYKES, mother of Chairman E. O. Sykes of the FCC Broadcast Division, died Sept. 13 at her home in Aberdeen, Miss. She was 84. Judge Sykes was at her bedside.



HARVEST TIME

Spot broadcasters using these stations have sown the seeds of successful selling and now it is harvest time.

Well planned schedules have effectively cultivated their markets. Now it is their time to reap.

Spot Broadcasting produces bumper crops — quickly. Now is a good time to start planting — on these great stations.

Then watch sales grow.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, GA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK

The COLONIAL NETWORK

TEXAS QUALITY NETWORK

The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO

R. G. Dun Radio Series Is Renewed in Midwest; San Felice Plans Drive

CARRYING through the summer for the first year with excellent results, the *R. G. Dun Big Broadcast* variety program being staged before regular paid audiences at the Riviera Theater, Detroit, and carried by WXYZ and the Michigan Network Thursdays, 9-9:30 p. m., has been renewed through S. M. Epstein Co., Detroit agency. Sponsor is the Bernard Schwartz Cigar Co., Detroit, and producer of the show is Bruce Beemer, WXYZ.

The show has also been piped to WSPD, Toledo, and WGAR, Cleveland, but it is now planned to produce special local shows in those cities. Tentatively, it is contemplated to rotate a show in 15 theaters in Cleveland and carry it over WGAR weekly. In addition, the sponsor this autumn and winter will use spot announcements on various stations.

Deisel - Wemmer - Gilbert Corp., Lima, O. (San Felice cigars), which is also the parent company for Schwartz, through the Epstein agency, is planning a new radio campaign, using news and sports on various midwestern stations. Last spring it used a list of 62 stations.

WILLIAM FRED SHARPLES, Los Angeles radio broker, late in September filed petition of voluntary bankruptcy, with assets of $100 and liabilities of $19,561.

CALIFORNIA HAS EVERYTHING

Including Chiselers, But Stations Will High-hat Those whose Offices Are Under a Hat

By OWENS V. DRESDEN
President, So. Cal. Ass'n of Broadcasters
Manager, KHJ, Los Angeles



Mr. Dresden

CALIFORNIA has success, health, contentment and wealth, radio stations, an Association of Broadcasters, AND chiselers — and is justly proud of everything but the latter, who, says the Southern California Association of Broadcasters, are going to be eliminated so far as the radio business is concerned.

The radio business in Southern California is very good. As a matter of fact, it's terrific. And the chiseler might say that now that business is good, the stations are getting a little cocky. Such is not the case. The broadcasters feel that radio has come into its own, and as such should be operated on a good, clean, ethical basis.

Undoubtedly, there have been times in every station manager's life, when he accepted a dollar, not being too particular where it came from—possibly to pay Mr. ASCAP, or buy that new transmitter, or finance that hurried trip to Washington. However, radio in Southern California is beyond that stage.

We have in Southern California a number of boys who don't wear hats. However, the chiselers are not among them, because they have to wear a hat; otherwise, they would have no office.

There is no need of listing the type of accounts who employ chiselers to act as advertising agencies, because undoubtedly all station managers are familiar with them. The Southern California Association of Broadcasters is having a meeting to determine who shall and who shall not be recognized as an agency and receive the 15%; only duly accredited agencies, operating as such, can expect to receive agency recognition from stations comprising this Association.

There will be some fireworks and considerable smoke, but fireworks don't last long and smoke clears away quickly under the influence of Southern California's balmy breezes. And the broadcasters feel that Southern California will not only be a better place in which to live but a better place in which to do business so far as radio is concerned.

But that isn't all. The stations have rate cards, and the printers have been paid, and the broadcasters arrived logically at the conclusion that these rate cards should be adhered to, and, so help the broadcasters, they will be—which means that national and local accounts using the facilities of the stations in Southern California can devote their entire appropriation to advertising and not withhold any part of it to pay the G-men to find out how many times the regular rate they are paying, or if it goes on, et cetera.

Radio stations of Southern California are soliciting good, clean, ethical business from all over the world, and the Association of Broadcasters, whose membership includes all stations in this area, guarantees the handling of this business in a manner beyond reproach, both from agency's and advertiser's viewpoint.

National Life Sponsors Series on Pacific Coast

EXTENDING its use of radio to the West Coast, National Life & Accident Insurance Co. Inc., on Sept. 22 began sponsorship of Ben Sweetland, as *The Friendly Counsellor*, five quarter-hours weekly on KHJ, Los Angeles, through C. Ellsworth Wylie Co., Los Angeles agency. Simultaneously, Ed Kirby, National Life sales promotion manager, announced that the Wylie company will handle its advertising west of the Rockies, with C. P. Clark Inc., of Nashville, continuing to handle the account throughout the nation east of the Rockies.

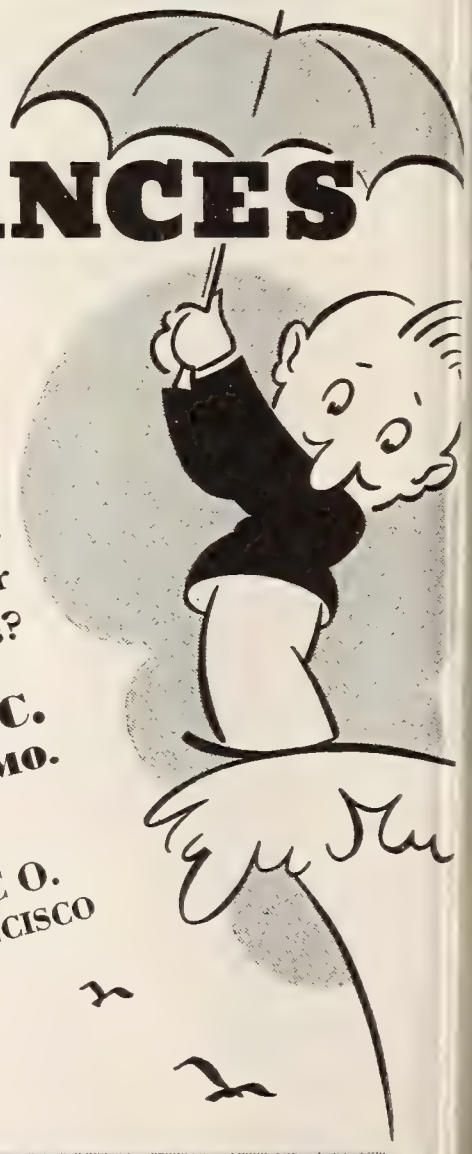
National Life owns and operates WSM, Nashville, and utilizes the station extensively for promotion of its insurance business. Mr. Kirby said a new series of company-sponsored programs over other stations will be announced shortly. Mr. Wylie, head of the Los Angeles agency, is the former general manager of Don Lee Broadcasting System.

Don't TAKE CHANCES

Don't take a chance on uncertain, unreliable mediums of advertising, when you can be sure of the results from a campaign with KWK in St. Louis. We have never failed to show our clients an excellent return on their advertising investment, and now with our new 5,000-watt transmitter — one of the newest and finest in the country—we expect to show even greater results. Why not get in touch with us or our representative and learn the facts?

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
Representative
PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO



At the TOP 550 in San Antonio

ALWAYS has been . . .

EXTRA!!!

KTSA'S

NEW 5000 WATT TRANSMITTER HITS THE AIR OCTOBER FOURTH

SAME RATES

is NEWS!!!

KTSA

SAN ANTONIO, TEXAS

NATIONAL REPRESENTATIVE: HEARST RADIO · NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

PROMOTION TIEUPS FOR OBOY BREAD

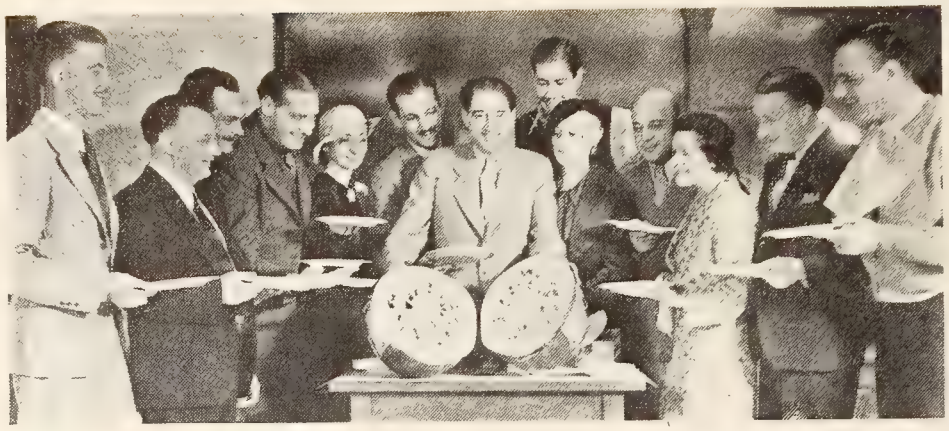
MERCHANDISING done up in deluxe fashion has been devised by Freitag Adv. Agency, Atlanta, for bakeries in the Southeast which are marketing OBoy bread in that market. Display and promotion material are sent to grocers in a striking portfolio 13x18 inches in size, bound with a cutout cover depicting a theatre and screen.

The series, titled *Highlights of Hollywood*, consists of studio programs on 15 stations, five a week for 13 weeks. Continuity is supplied by *Modern Screen* magazine, which has a letter to the sponsors and a cover from a copy of its October issue in the portfolio, and gets a credit on the program.

Among other items in the portfolio are: Tune-in time table; colored window poster with photos of movie stars; sample of outsert on all OBoy bread; copy of insert for cakes; flashing window strips with photos of movie stars; copies of autographed 8x10 photos of movie stars, being given to listeners; reproduction of some of the spotlight advertising; instructions on how to use all the merchandising material.

Stations in the campaign are WBIG, WSB, WCSC, WBT, WCHV, WIS, WMFJ, WRUF, WFBC, WSVA, WMBR, WQAM, WDBO, WTOC, WDAE.

WBIG included the following steps in its OBoy merchandising: Letter to 1,500 grocery outlets; contacting larger grocer accounts for local bakery plant manager; having young lady call up 25 prominent housewives each morning for first week; putting up 150 window posters and streamers; having director of station attend meeting of bakery salesmen to explain program and give audition; newspaper publicity stories; 35-word buildup announcements on its *Spotlight* program.



"RAINBOW'S END"—It was during that program, piped from KOIN, Portland, Ore., to CBS, that one of the enormous watermelons shipped by Harold Hough, manager of WBAP, Fort Worth, and treasurer of NAB, arrived in Portland—in it was indeed the end of the rainbow for the melon. Several hundred leading figures in radio and advertising circles throughout the country also received the famous "Hired Hand's" token via express. Here are the cast gathered around C. W. Myers, operator of KOIN and NAB president (center) to enjoy the feast. Left to right are: James Riddell, Cecil Teague, Ivan Jones, Johnny Walker, Dorothy Rolfness, Milton Wood, Ed Secour, Virginia LaRae, Joseph Sampietro, Iris Oakley, Gale Young and Alfred Leu.

Dick Tracy Renewed

STERLING PRODUCTS Inc., New York (California Syrup of Figs) through Stack-Goble Adv. Agency, New York, Sept. 28 renewed for 13 weeks Dick Tracy WBS quarter-hour transcriptions on 20 stations, Mondays through Thursdays.

Peruna Expands

DRUG TRADE PRODUCTS, Chicago (Peruna, Kolor Bak) has signed up for five evening half-hours a week on WWVA, Wheeling; five more evening half-hours a week on WIBW, Topeka; a total of six hours of evening time a week on CFRB, Toronto; and has increased its WOR schedule from one to three half-hours weekly. Live talent of the hill-billy type, which this sponsor is already using so effectively in other cities, will supply entertainment. Benson & Dall, Chicago, is the agency.

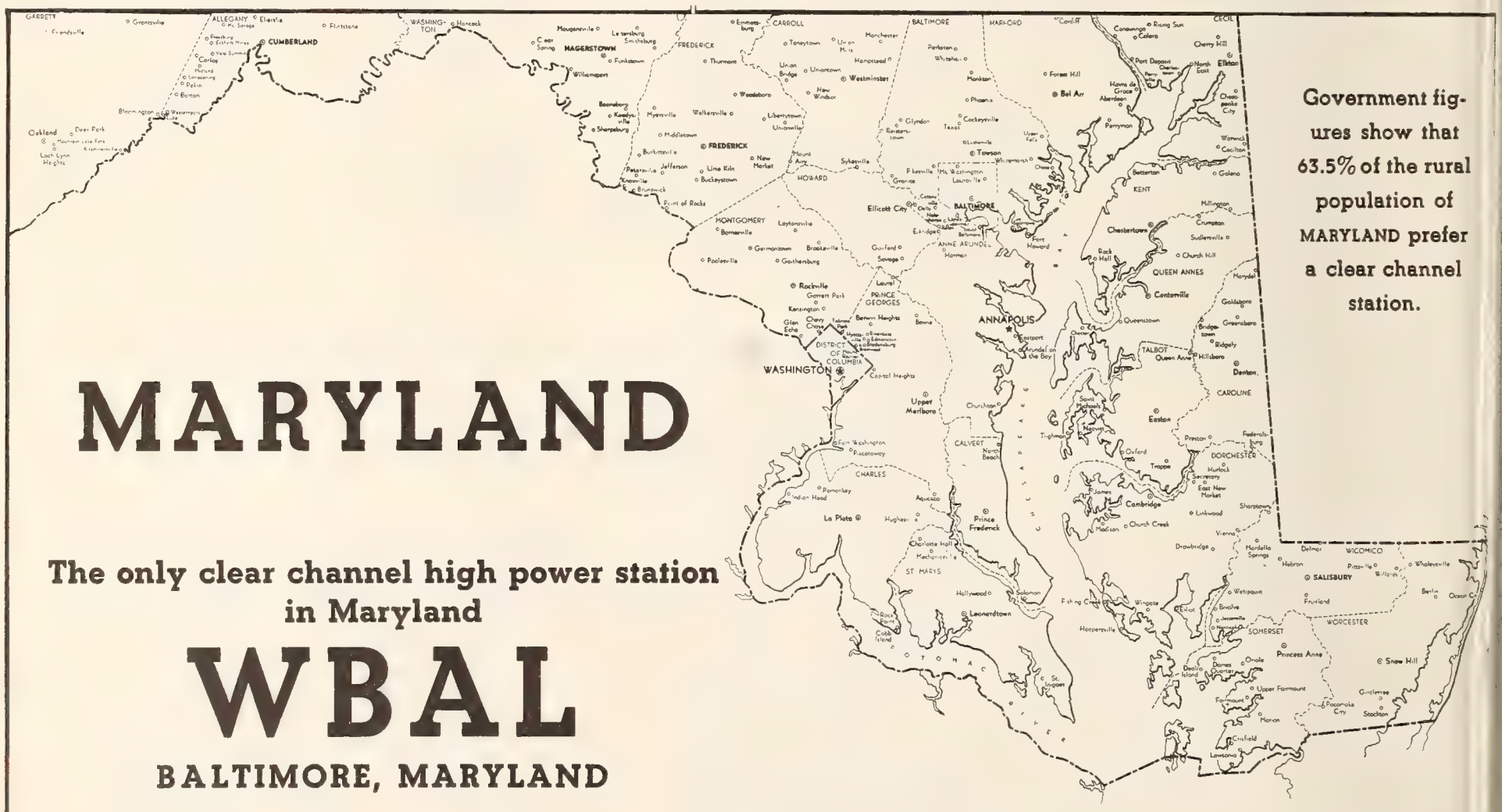
Fresh Milk Association Starts Cooperative Drive

PHILADELPHIA Dairy Council, Detroit Dairy & Food Council and Milk Foundation Inc., Chicago, under the name of the fresh milk trade association, Fresh Milk Industry, Chicago, on Sept. 27 began a cooperative campaign on three Mutual stations (WGN, CKLW, WFIL), Sundays, 6:30-7 p. m.

The program is designed to increase the consumption of fresh milk in those cities. More dairy firms are expected to participate in the cooperative radio effort. The program is a musical featuring Bob Trendler's orchestra, and Wayne Van Dyne and Gina Vanna, vocalists. The account is signed for 52 weeks and was placed by Aubrey, Moore & Wallace Inc., Chicago.

Agency Man Buys KVL

SALE of KVL, Seattle, time-sharing 100-watt station on 1370 kc., to Howard J. Ryan, president of H. J. Ryan & Associates, Seattle advertising agency, subject to FCC approval, was disclosed in an application filed Sept. 16 with the FCC. Mr. Ryan would purchase the interests of Arthur C. Dailey and E. F. Dailey, Seattle attorneys, and Mary C. Dailey, of Everett, Wash., each owning one-third of the stock in KVL Inc. He would quit his agency, his application states, and take over active management of the station. Mr. Ryan also is vice president of East Point Oysters Inc., a concern engaged in the farming of oysters at Blanchard, Wash.



MARYLAND

The only clear channel high power station in Maryland

WBAL

BALTIMORE, MARYLAND

NATIONAL REPRESENTATIVE: HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

MAP © HAGSTROM CO.



Transamerican offers a sound radio plan free of all the wastes and extravagances of inexperience. It is based strictly on a sane sense of values.

To those advertisers who have been unable to make the most of their radio opportunities, Transamerican offers the services of the most thoroughly experienced and successful men in the broadcasting industry. They have managed thousands of successful radio campaigns. They know the "inside" of radio. You cannot discuss radio broadcasting with a more able organization.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

New York
521 Fifth Avenue
MUrray Hill 6-2370

Chicago
333 North Michigan Avenue
STAte 0366

Compromise Puts *Court* On Both NBC, Inter-City

A COMPROMISE on dual network sponsorship of the *Good Will Court*, originated by WMCA and conducted by its ace announcer, A. L. Alexander, was reached with NBC, the sponsor and the agency Sept. 18 to the satisfaction of WMCA, which owned rights to the show, according to Donald Flamm, WMCA president. The program started Sept. 20 on NBC-Red, 8-9 p. m. (EDST) under sponsorship of Chase & Sanborn, taking the place of the *Maj. Bowes Amateur Hour* now on CBS Thursday nights. That night WMCA and the Inter-City Group carried the same program under the same sponsorship an hour later. Starting Sept. 23, the series went to the Wednesday 10-11 p. m. period on WMCA and Inter-City, and is now continuing on that period. Thus Chase & Sanborn is sponsoring both the Sunday night program on NBC-Red and the Wednesday night program on WMCA-Inter-City. J. Walter Thompson Co., New York, handles the account.

Smith Bros. to Return

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops & syrup), on Nov. 15 returns to the air with its regular fall radio campaign over 26 NBC-Red network stations, Sundays, 1:30-2 p. m. The program is contracted for 20 weeks and will have Gus Haenchen's orchestra and soloists. No program title has been announced. Brown & Tarcher Inc., New York, placed the account.

RATES--LOCAL OR NATIONAL

NAB President Myers Urges Uniformity by Stations in Classifying Various Types of Accounts



Mr. Feltis



Mr. Free

ESTABLISHMENT of definite policies by broadcasting stations in determining what accounts qualify for particular types of rates should be undertaken at once, in the opinion of C. W. Myers, NAB president, and head of KOIN-KALE, Portland, Ore.

In an "interview" arranged by H. M. Feltis, commercial manager of KOMO-KJR, Seattle, and James L. Free, president of Free & Sleininger Inc., station representatives, who was in Portland last month, commercial policies and practices of stations were discussed pro and con. President Myers said one of the first projects to be attempted by the Sales Managers' Division of the NAB, formed at the last convention, should be that of determination of accounts qualifying for local or national rates. Now, he added, each station uses its own judgment and agencies are continually at a loss as to the conditions in different markets.

Mr. Free, however, declared that regardless of what the policy is to be, it should be uniform throughout the industry and maintained by all stations. He indicated also that this was one of the most serious rate questions faced by exclusive station representatives.

Agency Recognition

THE QUESTION of recognition of local agencies by payment of commission on local rates also was discussed, although no concrete opinion developed on the subject. Mr. Free said there should be only one rate for all accounts, eliminating entirely the differential. He pointed out that this would take care of the agency recognition problem as well as the national-local rate controversy.

Mr. Myers said the regional meeting plan of the Sales Managers' Division — where commercial managers in regional markets meet to discuss their mutual problems— is valuable for the industry. On this score Mr. Feltis, an organizer of the Sales Managers Group, pointed out that commercial managers of the Northwest triangle NBC stations have been meeting for the last three years, and that as a result of these associations the establishment of uniform policies has been developed in Spokane, Portland and Seattle.

NOV. 16-18 inclusive has been set as the dates for the annual IRE-RMA joint convention for receiver and tube design engineers at the Sagamore Hotel, Rochester.

Mid-Continent Discs

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. (D-X Gasoline), the last week in September launched a spot campaign of 78 quarter-hour transcriptions three evenings a week on 24 stations. Program, *Diamond City News*, is a comedy dramatic serial of newspaper life, starring Tom Collins who is also coauthor of the scripts with Jim McQueeny, and was cast and produced by Fran Heiser, program director of KMBC, and transcribed at the WBS Chicago studios. The program is being merchandised to D-X dealers and gas station attendants and copies of an 8-page tabloid newspaper, "Diamond City News", will be distributed to motorists through D-X stations. R. J. Potts & Co., Kansas City, is agency for the account. Programs will be broadcast by the following stations: WHDF, WMT, WGN, KGGF, KFRU, WHO, WJR, WEBC, WGBF, KFPW, WOWO, WIRE, KMBC, WHAS, WTMJ, KSTP, WKY, KOIL, KFAB, KSOO, KGBX, KSD, WBOW, and KTUL.

Trio Buying WMFR

ASSIGNMENT of the license of WMFR, High Point, N. C., a 100-watt daytime station on 1200 kc., from J. A. Hart and Wayne M. Nelson to a new corporation headed by Mr. Nelson, as 56% stockholder, is sought in an application filed with the FCC. Mr. Nelson is manager of WMFR. E. Z. Jones, commercial manager, would acquire 10% of the stock, and H. M. Draper, general manager of the Coca Cola Bottling Co., Greensboro, N. C., would acquire 34%.

Announcing the Affiliation of

WCOL
COLUMBUS, OHIO

with the

National Broadcasting Company

★

With high fidelity equipment throughout and a location in the heart of the 4th market of the United States in wealth and population, WCOL delivers NBC to a large, able-to-buy audience, with faultless quality.

WCOL

KENNETH JOHNSTON, *Executive Manager* • ROBERT THOMPSON, *General Manager* • ALBERT H. KELLY, *Commercial Manager*

READY! NEW 611 FOOT VERTICAL TOWER

WMC is Memphis' most efficient and popular station. With its new 611 foot half-wave vertical antenna, WMC has added many, many thousand Mid-South listeners.

WMC is in the Heart of the Rich Southland with its One Hundred Million Dollar Cotton Crop and its great Buying Population.

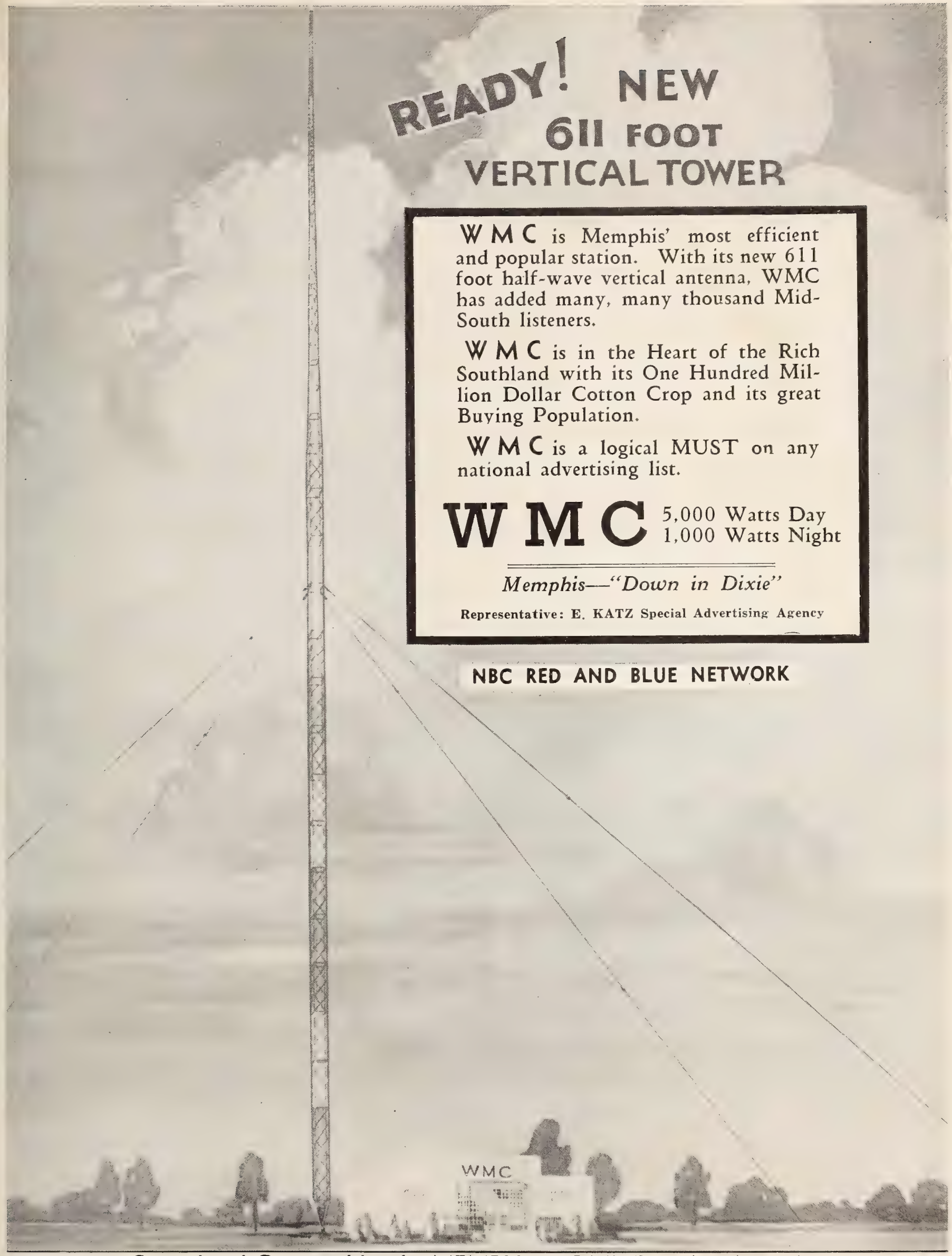
WMC is a logical MUST on any national advertising list.

WMC 5,000 Watts Day
1,000 Watts Night

Memphis—"Down in Dixie"

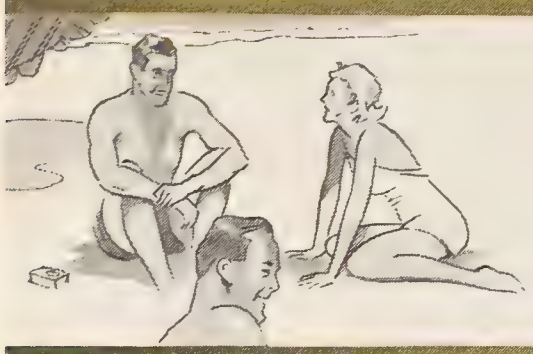
Representative: E. KATZ Special Advertising Agency

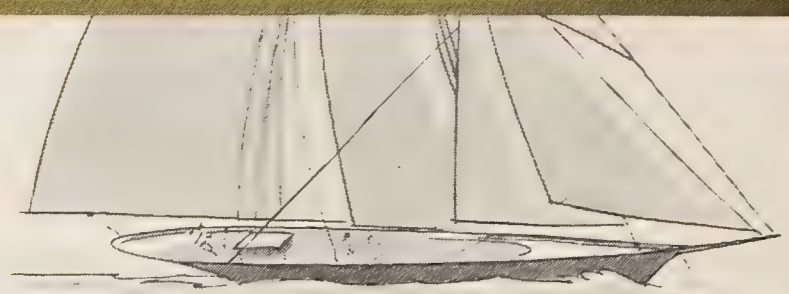
NBC RED AND BLUE NETWORK

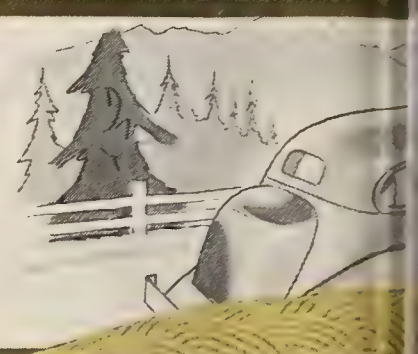


Owned and Operated by the MEMPHIS COMMERCIAL APPEAL
"The South's Greatest Newspaper"

THE PHANTO







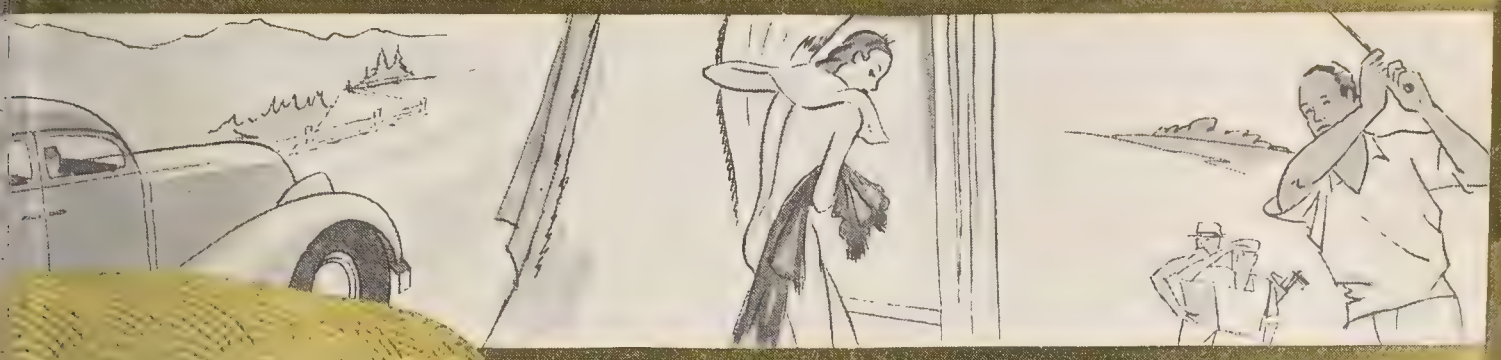
If *nighttime* is *righttime* for your Eastern radio program ... it probably gets to California in the *daytime*. The good earth revolves and the sun sets three to four hours *later* in the Western Sea than it does behind the Hudson Palisades. That's *tragic* for chain advertisers who need the *pressure* of nighttime California coverage. Tragic, because *daytime* is *playtime* in California. And it's harder to do a *whole* job with *half* an audience ... We produce *nighttime* programs for smart Eastern advertisers who want to cover California *at nighttime* and at its best. We release these programs at the *righttime*, when stomachs are full, pocketbooks are full and chairs are *not empty*.





THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO

M AUDIENCE



S IT TRUE WHAT THEY SAY ABOUT DIXIE

POWER where it COUNTS

COFFEE • TEA
EXTRACTS • SPICES

CAIN'S COFFEE CO.
Importers and Roasters
•OF•BETTER•COFFEE•
OKLAHOMA CITY, OKLAHOMA

Sept. 10,1936

Radio Station WKY,
Skirvin Tower
Oklahoma City, Okla.

ATT: MR. GAYLE GRUBB

Dear Mr. Grubb:

When we're wrong, we're willing to admit it. We didn't think radio advertising during the hot Summer months could possibly pay in the Coffee business. Summer has always been the dreaded dull season in our industry, but we let you talk us into broadcasting right thru the Summer, and promised we would check up and tell you the results.

It looks like you win. We have averaged a 20% gain in Cain's Better Coffee sales every week this Summer over last Summer. We have investigated thoroughly and find we must attribute a large percentage of this splendid increase to your broadcasts.

You have built up a remarkable Iced Coffee business for us, have taught housewives how to brew Coffee, and have shown them the many advantages we have to offer them over other Coffees. You and Johnny Marvin have done this in a blistering hot Summer and made it pay. We admit you know what you're talking about and we're sticking with you !

Yours very truly,
CAIN'S COFFEE CO.
R J Cremants,
SEC'Y-TREAS.

RJC:VM

• At the sales register is where WKY shows real power. Characteristic example of WKY selling power is related in letter at left. Selling coffee during the longest, hottest summer in Oklahoma history is admittedly a stiff test of station selling power. Perking up sales 20% is a triumph.

Summer or winter, WKY has the power that counts . . . the kind of power you need behind the sale of your product in Oklahoma.

WKY • OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

Affiliated with The Daily Oklahoman, The Times and The Farmer - Stockman

Representative—E. Katz Special Advertising Agency

Line Rates Are Cut

(Continued from page 11)

rates and practices for program transmission channels and since around the first of this year, have been actively engaged in such a review. The principal purpose of this review has been to liberalize our practices and modify our rates so as better to meet the requirements of our customers. Wherever possible we also wished to meet, through such modifications, criticisms made from time to time either by our customers (the chains) or proprietors of individual stations who in turn received service from the principal chains and networks via our facilities. We also desired to improve the administrative features of the tariff covering these services.

"We believe the new tariff filed today accomplishes the purposes above recited. * * * This revision of program transmission rates and practices is not intended as a reduction in rates but the adjustments made result in savings of some $250,000 per year to long lines' customers. In no instance is the bill now being paid by any existing customer increased. We expect to recommend to the various Associated Bell companies similar revisions in their tariffs covering these services."

Important Revisions

IN SUMMARY, the most important changes may be enumerated as follows:

Interexchange or regular network channels will be charged for on an air-line basis, with the new rate to be $8 per air-line mile per month, as against the present route-line rate of $7 per month. In this connection, it was said that the route-line miles charged are, on the average, 20% more than air-line miles. Thus, it was estimated, that with 31,000 miles of this Class A line in use, the change to air-line rate should mean a reduction of approximately $90,000 a year to customers. Heretofore only Schedule E service, for speech only, has been on an air-line mile basis. The classification of A-minus service, of which there have been 6,500 miles in use, will be discontinued, and for the most part added to Schedule A. Thus, there will be increases in certain types of service, but in general this change from route-mile to air-line should result in savings of more than $120,000 per year.

By reducing the receiving connection charge for receiving programs at stations connected to Schedule A channels (network) from $4,000 per year to $175 per month, the A. T. & T. meets one of the most strenuous objections leveled against it. The transmitting connection charge, used at key stations, is changed from $1,000 a year to $80 per month.

To prevent instances where users of Schedule B or other classes of inferior service pay more for facilities used on short contracts than contracted high-quality service users, the new tariff institutes provisions whereby the maximum charge for such service shall never exceed the Schedule A charges for similar items of service.

"Amplifying equipment provided by the customer at his studio may now be used to interconnect channels," the A. T. & T. informed the FCC in striking at one of the sore spots of its dealings with stations. "Existing rules which do not permit interconnection of certain classes of interexchange channels offered in the present tariff have been eliminated; all classes of line facilities offered in the new tariff may now be interconnected."

In this case, it is brought out, however, that Schedule C and D facilities, when interconnected with Schedule A or B channels, cannot be used to transmit music inward to the A or B networks. The A and B circuits are guaranteed for a quality of not less than 5,000 cycles, whereas the C schedule runs up to 3,500 cycles. Class F, or regular telephone circuits not especially monitored, are used for speech only.

The immediate effect of the reductions insofar as local stations are concerned, of course, will not be felt fully until the associated Bell companies file the corresponding tariffs. Then, the overall charge for handling of remotes will be reduced appreciably, particularly since the connection charges will be reduced sharply and the use of the stations' own amplifiers will not be prohibited.

That the independent telephone companies, representing about 15% of the telephone business of the country, will follow the example of the A. T. & T. and its associated Bell systems, and will conform to the new schedules also, is practically a certainty.

A. T. & T. Line Charges: Present and Proposed

(According to Schedules Filed With FCC)

	Proposed Tariff FCC No. 198	*Present Tariff FCC No. 139*
I. Schedule A		
Channel	$8 per air-line mile per month (ratio of route billing mileage to air-line mileage is 1.2 to 1).	$84 per route mile per year.
Receiving Connection	$175 per month.	$4000 per year.
Transmitting Connection	$80 per month.	$1000 per year.
Channel Reversals	$.04 per air-line mile including restoral to normal (which experience shows more closely approximates the labor involved).	$.023 per route mile, including restoral to normal.
Switches	$1.25 per switch (restoral to normal considered another switch).	$2.50 per switch, including restoral to normal.
II. Schedule A Minus		
Channel (Extensions from Schedule A networks)	Schedule discontinued.	$72 per route mile per year.
Connections		$2000 per year.
III. Schedule B		
Channel	$.20 per air-line mile per hour. The Schedule A charge will be the maximum charge. $.03 extra per air-line mile per hour for Morse channel, if desired.	$.40 to $.15 (latter rate effective after 155 hours' use) per route mile per hour, including Morse channel.
Receiving Connection	$80 per month plus $2.50 per hour of use. The Schedule A charge will be the maximum charge.	$100 for first two weeks and $100 for each add'l month plus $2.50 for each hour of use.
Transmitting Connection	$80 per month.	Same as receiving connection.
IV. Schedule C		
Channel	$5.20 per air-line mile per month. $4.25 per air-line mile for two weeks.	$5 per route mile per month. $4 per route mile for two weeks.
Connections	$60 per month or $50 for two weeks, when furnished. (Not required when customer furnishes own amplifiers.)	$75 per month, or $60 for two weeks, for connections in excess of two per network.
Channel Reversals	$.025 per air-line mile, including restoral to normal.	$.015 per route mile, including restoral to normal.
Switches	$.60 per switch (Restoral to normal considered as another switch).	$1.25 per switch including restoral to normal.
Setting up Charge	None.	$12.50 per exchange connected.
V. Schedule D		
Channel	$.15 per air-line mile per hour. The Schedule C charge will be the maximum charge.	$.125 per route mile per hour.
Connections	$1.25 per hour with a minimum charge of $40 per month when furnished. The Schedule C charge will be the maximum charge.	$50 per month plus $1.25 per hour of use for connections in excess of two per network.
Setting up Charge	None.	$12.50 per exchange for first occasion. $5 per exchange for each add'l occasion.
VI. Schedule E		
Channel	$.10 per air-line mile for the first hour. $.025 per air-line mile for each add'l consecutive 15 minutes.	$.10 for first 15 minutes per air-line mile. $.03 per air-line mile for each add'l consecutive 15 minutes.
Connections	$1 per hour with a minimum charge of $25 per month, when furnished.	$50 per month and $1 per hour of operation, or $25 per occasion, for connections in excess of two per network.

CARBORUNDUM BACK FOR 11TH SEASON

CARBORUNDUM Co., Niagara Falls, N. Y. (abrasive and refractory materials) on Oct. 17 will open its 11th successive year on the air, presenting band music and Indian legends under the new title *The Voice of Niagara.* As before, the Carborundum programs will be heard on 19 CBS stations, Saturdays, 7:30 to 8 p. m., originating in Gorge Terminal Auditorium, Niagara Falls.

Except for the new title, the program will follow past custom in every regard, presenting the Carborundum Band, under the leadership of Edward d'Anna; Indian legends told by Francis D. Bowman, advertising manager of the company and narrator and director of the program; and, from time to time, the roar of Niagara Falls, picked up by a microphone suspended over the gorge. Also in line with past custom, the commercial angles of the broadcasts will be divided on each program between interesting and informative stories of varied industrial uses of the company's products and brief announcements designed to promote the sale of Carborundum household abrasive products sold in hardware stores.

The Carborundum program has established a record unique in radio. In addition to being a pioneer among commercial programs and the oldest program of band music on the air, it has remained intact in form and personnel since its first broadcast, ten years ago, being perhaps the only sponsored program to remain unchanged in a decade of broadcasting. Conceived in 1926 by Mr. Bowman, it was first broadcast that fall over a single Buffalo station. For the next three years, it was expanded to a Western New York State hookup of three stations, and then to the CBS network, on which it has now been a fall and winter feature for six years. Steadily increasing results, from year to year, have more than justified the retention of the original program. Batten, Barton, Durstine & Osborn Inc., New York, handles the account.

Florence Stove Series

FLORENCE STOVE Co., Florence, Mass., is currently promoting range oil burners and oil-burning heaters on WBZ-WBZA, Boston - Springfield, and WGY, Schenectady, using a transcription series titled *On the Mall.* The Florence Stove Co. employes band appears occasionally during the 13-week series of quarter-hour programs. A newspaper campaign is being used in New England, New York and New Jersey. Wm. B. Remington Inc., Springfield, is the agency.

WFBL Names F. & S.

WFBL, Syracuse, only CBS non-owned or operated station to be represented by the network's spot sales subsidiary, Radio Sales Inc., has severed that arrangement and has appointed Free & Sleininger Inc., its exclusive national representatives, it was announced Sept. 16. Radio Sales Inc., it is understood, will confine its representation entirely to CBS owned and operated stations in the future.

Cultural Listeners Declared at Fault For Silence on Radio Likes and Dislikes

UPON the shoulders of America's intelligentsia, who frequently complain against certain broadcasting programs but who seldom if ever let the broadcasters know what they like or dislike, Richard Sheridan Ames, former western news editor for NBC, places the responsibility for those lapses to which American broadcasters must occasionally plead guilty.

Writing in the October *Atlantic Monthly* on "The Art of Pleasing Everybody", Mr. Ames states the "cultural case" of American radio in more constructive terms than any of the critics of radio writing in that or any of the other class magazines have yet done.

Asserting that American broadcasting leaders are far from complacent and that "most of them regard their stewardship of the air as a serious, sometimes dangerous, trust and they are seeking punctiliously to uphold the ethics of commercial broadcasting," Mr. Ames asserts that "though the radio people probably possess more tangible proof of likes and dislikes than their voluble critics, generalizations about popular taste are likely to camouflage popular pleading."

The "Second Public"

"ENOUGH," he writes, "is already known about that gratified public which finds pleasure and contentment with Major Bowes and his ardent amateurs, with radio's lisping troubadours, popular newsmen, gossips, homespun serials, and persistent jazz. The malcontents are in another camp: Thoughtful, discriminating listeners, alarmed by vulgar popularization and disgusted with much that they hear."

This "second public", as Mr. Ames calls them, may not be getting what it wants but he adds: "I am afraid it is getting only what it deserves." The reason given is that practically none of the complainants ever makes known to a radio manager what he dislikes and, even less frequently, what he likes. Various cases of efforts to please the higher levels are cited, Mr. Ames admitting that "rugged individualism persists in radio circles" but declaring that "usually, when policy is not involved, the broadcasters defer to the desires of the audience."

"Radio," continues the article, "has never been morally reprehensible; its chief offenses have been against good taste. Voluntarily it has banned much objectionable material that once cluttered up the air, and although the most recent housecleaning may have been prompted, in some instances, by the Federal Radio Commission, the industry's leaders attribute self-imposed reforms and improvements to the listening public. The educated, cultured minority that takes pride in its intellectual standards deserves no credit for better programmes, except in rare and isolated instances where individuals have replaced the usual reticence with active cooperation.

"The audience that has done most for radio has been the larger one: people who originally, at least, preferred light entertainment, but who soon developed keener perceptions and a more critical attitude toward programmes in this category. Since these listeners were not afraid to acquaint the broadcasters with their preferences, there has been general improvement in the quality of popular presentations.

"Large groups have responded warmly to programmes coupling Ed Wynn, Beatrice Lillie, and Alexander Woollcott with products of the companies which signed their checks. Because of the definite reactions of audiences the trend is now toward inoffensive and telegraphically brief commercial announcements; if every listener will take the trouble to register disapproval, progress in this direction may be hastened. Radio dramas for the most part are still poorly written, but the serials patterned after a successful formula seem to please the large audience which scans the comic strips day after day. Thousands of that audience *say* that they are pleased. If people who relish classical drama or the best modern plays take the trouble to do likewise, they may hope to hear *Cymbeline* or *Back to Methuselah.* To-day radio is not afraid to broadcast Mahler or Bruckner symphonies, but it first had to be shown that there was a public for such works.

One Ear or Two

"SOME WAY must be found to combat that inattention which is the most demoralizing effect the little box in the corner has had on most of us. How often we dial in merely to obtain an obbligato for other activities! We listen with one ear only, are alternately vexed or vaguely pleased with what we half hear, until some sonata twanged on a musical saw or something of the sort rouses us to action. Because people have their radios turned on constantly, the broadcasters must follow the clock, grinding out sound, hour after hour. No agency on earth can provide worthwhile entertainment from dawn until midnight, or later. We want good programmes, but they cannot be produced in gross lots. 'Radio consumes words with unexampled voracity,' concluded the educators; and they are right.

"Ultimately it may be necessary to make listening cost more. If you paid a tax each time you bought a new detector tube, whose life might be limited to one thousand hours, you might learn to discriminate as carefully between radio programmes as you do with everything else costing money. When your favorite station disappointed you, or if the sponsor of an eminent artist nullified your enjoyment of the concert with obtrusive comments, you would be likely to retailiate. Stations cannot operate for long if you and your friends tune them off. Merchants would not knowingly irritate even a small fraction of their customers through tactless blunders. But you must let them know!

"If the majority of our discriminating listeners express themselves, they will do more to improve the standards of American radio programmes than any commissions or committees."

BIGGER *than*

● PITTSBURGH'S
● or CLEVELAND'S
● or ST. LOUIS'
● or BALTIMORE'S



are retail sales in the WOWO primary area, a rich and prosperous territory consisting of 27 counties in Indiana, 12 in Ohio and 6 in Michigan.

Were the WOWO primary area a corporate city community, it would rank seventh among retail markets* in the United States, larger than Pittsburgh, Baltimore, St. Louis or Cleveland.

No mid-western radio schedule is complete without WOWO, THE hoosier station.

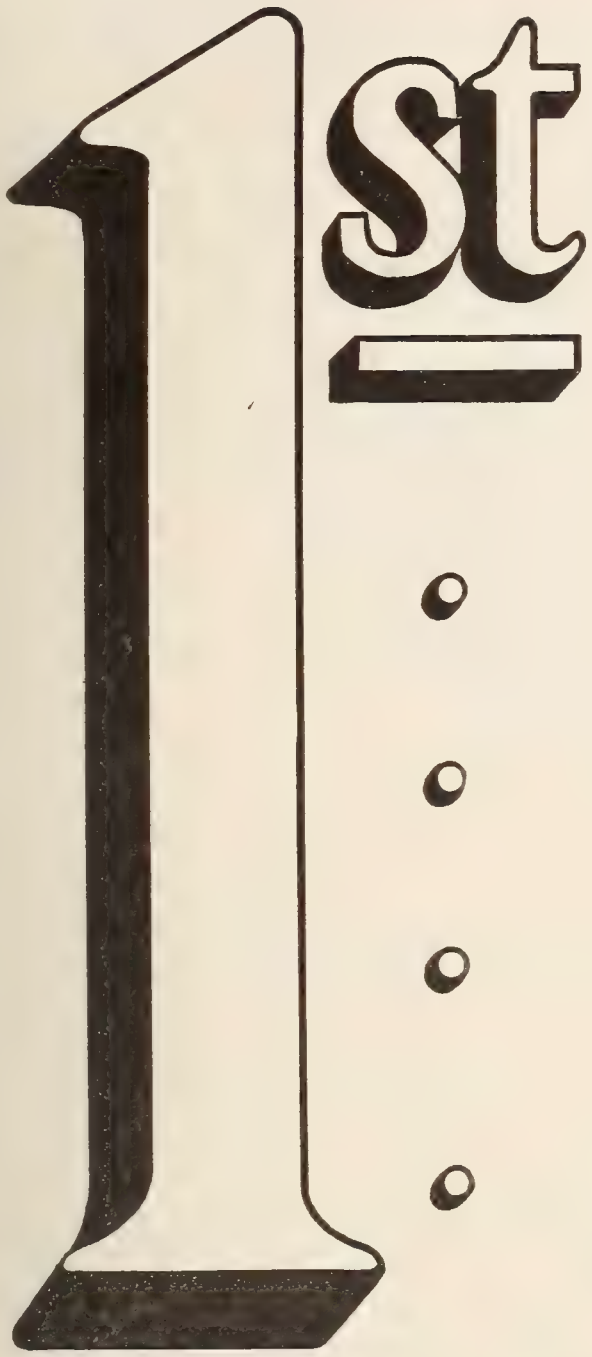
*according to the latest U.S. Census figure

WOWO *the* HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

Rochester's First Station

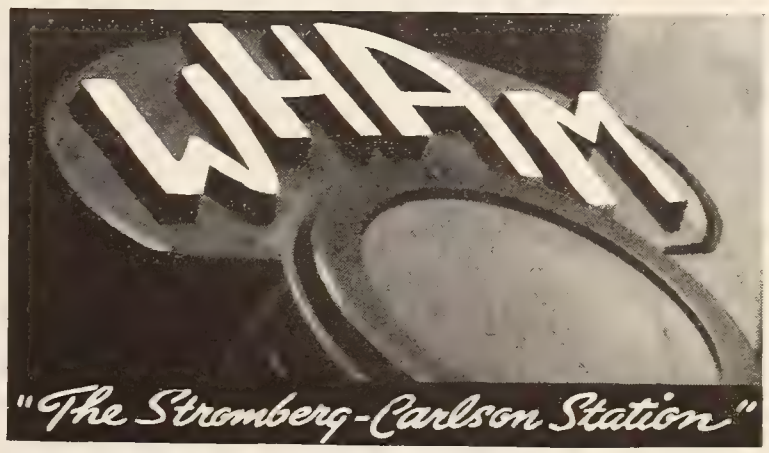


- *in power and coverage* of this prosperous trading area with over 250,000 families who are able to buy.
- *in coverage* of 631,200 radio families, as shown by the N.B.C. System of Audience Measurement by 'Aireas'.
- *in community service.*
- *in education.* The Rochester School of the Air is now in its fourth year of broadcasting lessons to pupils in their classrooms in all Rochester schools and in more than 200 schools outside of Rochester. Courses include Science, from 4th thru 12th grades, Social studies, English, Art Appreciation, Literature and Music.
- *in religious broadcasts.* All denominations have participated in WHAM's "Kindly Thoughts" period, furnished without charge to the churches of Rochester.
- *in medicine.* Weekly broadcasts by members of the Monroe County Medical Society have aided thousands in the care of their health.
- *in music.* Broadcasts by the Rochester Philharmonic Orchestra under the direction of both resident and prominent guest conductors, the Rochester Civic Orchestra, and the Eastman School Orchestra are sent to the NBC Network weekly during the fall, winter and spring season.
- *in agriculture.* WHAM has been a leader in broadcasting activities of the 4-H Club to the farmers of the fertile lands in WHAM's area.
- *in sports.* WHAM has carried a daily comprehensive sports review for five years and covers such sports events as hockey, lacrosse, golf, football, major league baseball and Lake Ontario yachting events of which the latest was the International Star Class Championship Regatta with twelve countries participating.
- *IN LISTENING AUDIENCE.* COMMUNITY SERVICE HAS GIVEN WHAM THE BIGGEST LISTENING AUDIENCE IN THE ROCHESTER TRADING AREA. TO INCREASE SALES IN THIS PROSPEROUS TERRITORY, SEND YOUR MESSAGE OVER WHAM.

ASSOCIATED N B C

50,000 WATTS

1150 KILOCYCLES



CLEAR CHANNEL

FULL TIME

Owned and operated by the Stromberg-Carlson Telephone Manufacturing Company

CHICAGO— *Transamerican Radio and Television Corporation, 333 N. Michigan Avenue*

NEW YORK— *Craig and Hollingbery, Inc., 250 Park Avenue*

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN . . . . . WITH PROOF

CHAPTER TWO

McCluskey Brothers, Clothiers
Second Floor, Bremer Arcade Building
Seventh at Robert
Saint Paul, Minn.

June 11, 1936

STATION WTCN
Minnesota Building
St.Paul,Minn.

Gentlemen:

As one of the factors in helping to make the past year one of the best of our twenty-one years in doing business, we think you are entitled to an expression of gratitude on our part.

We have advertised McCluskey Clothes over WTCN for more than a year. Results have been more than satisfactory.

To our way of thinking, WTCN is gradually building itself into a position of dominance in the radio field comparable to that now enjoyed in the newspaper field by the St.Paul Dispatch-Pioneer Press and Minneapolis Tribune.

Very truly yours,
Jay L. McCluskey
J.L. McCluskey, President
McCluskey Clothes Shop.

◆ ◆ ◆

WTCN

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.
National Representatives

Average Cost of Station Installations Surveyed By National Advisory Council

PHYSICAL costs of installing and maintaining various classes of broadcasting stations are tabulated by the advisory council on engineering developments of the National Advisory Council on Radio in Education in a revision of *Listen and Learn*, one of its information series booklets, just off the press. Only average costs are given, based on the best facts available when the report was compiled in 1935. Costs of personnel are not included.

The Council's engineering committee is headed by Dr. Alfred N. Goldsmith, former RCA chief engineer, now a consulting engineer in New York. Its other members are: Prof. Edward Bennett, University of Wisconsin; Prof. Walter G. Cady, Wesleyan University; Dr. O. H. Caldwell, editor, *Radio Today*; Howard A. Chinn, assistant to director of engineering, CBS; E. K. Cohan, director of engineering, CBS; Robert D. Duncan Jr., chief engineer, Wired Radio Inc.; Lloyd Espenschied, director of radio transmission department, Bell Laboratories; William E. Harkness, consultant, New York; Dean Erich Hausmann, Brooklyn Polytechnic Institute; John V. L. Hogan, consulting engineer, New York; C. W. Horn, director of research and development, NBC; Lewis M. Hull, president, Aircraft Radio Corp.; C. M. Jansky Jr., Jansky & Bailey, Washington; Dr. C. B. Jolliffe, former FCC chief engineer, chief of RCA frequency bureau; H. Gard Knox, vice president, ERPI; Ray H. Manson, chief engineer, Stromberg-Carlson Telephone Mfg. Co.; Edward L. Nelson, radio development engineer, Bell Laboratories.

Costs of erecting and operating stations, it is pointed out, depend upon many factors such as elaborateness of station, location, type of service to be rendered, local material and labor costs, etc., and they are subject to many variations. Here is the table of average capital investments required for plant:

Capital Investment	100 Watts	1 Kw.	5 Kw.	50 Kw.	500 Kw.
1. Plant:					
a) Transmitter	$4,000	$12,500	$29,000	$120,000	$375,000
b) Speech input equipment	None	2,000*	2,500	3,500	5,000
c) Installation of above (labor costs vary greatly according to locality)	$ 200	1,000	3,500	10,000	25,000
2. Antenna:					
Height of vertical radiator	150 ft.	250 ft.	300 ft.	500 ft.	800 ft.
a) Antenna, including insulation, transmission line, if used. painting, lighting, and erection	$2,000	$ 4,000	$ 6,000	$ 15,000	$ 40,000
b) Ground system—material and installation	None	1,500	2,000	3,000	5,000
3. Land. outside of city	None	3 acres*	7 acres	20 acres	30 acres
4. Station building:					
a) Structure	None	$ 7,500*	$15,000	$ 40,000	$ 75,000
b) Furnishing, fittings, etc	$ 100	400	1,000	3,000	6,000
5. Service:					
a) Power lines, substation, etc	None	None	2,000	20,000	30,000
b) Water system	Dependent upon local conditions				
c) Telephone lines	Dependent upon local conditions				
6. Engineering services, surveys, etc	$ 100	$ 500	$ 1,000	$ 3,000	$ 6,000
7. Miscellaneous	200	600	1,000	6,000	15,000
Total (exclusive of studios, service, and real estate)	$6,600	$30,000	$63,000	$224,000	$582,000

* These items unnecessary if transmitter is located in same building with studios.

Capital Investment	100 Watts	1 Kw.	5 Kw.	50 Kw.	500 Kw.
8. Studios and control rooms, including acoustical treatment, air conditioning, reception rooms, and offices	Costs in connection with these items are entirely dependent upon the specifications adopted.				
9. Studio speech input equipment	$2,000	$4,000	$6,000	$12,000	$12,000
10. Outside pickup equipment	None	1,600	1,600	3,200	3,200
Total (Studio and pickup equipment only)	$2,000	$5,600	$7,600	$15,200	$15,200

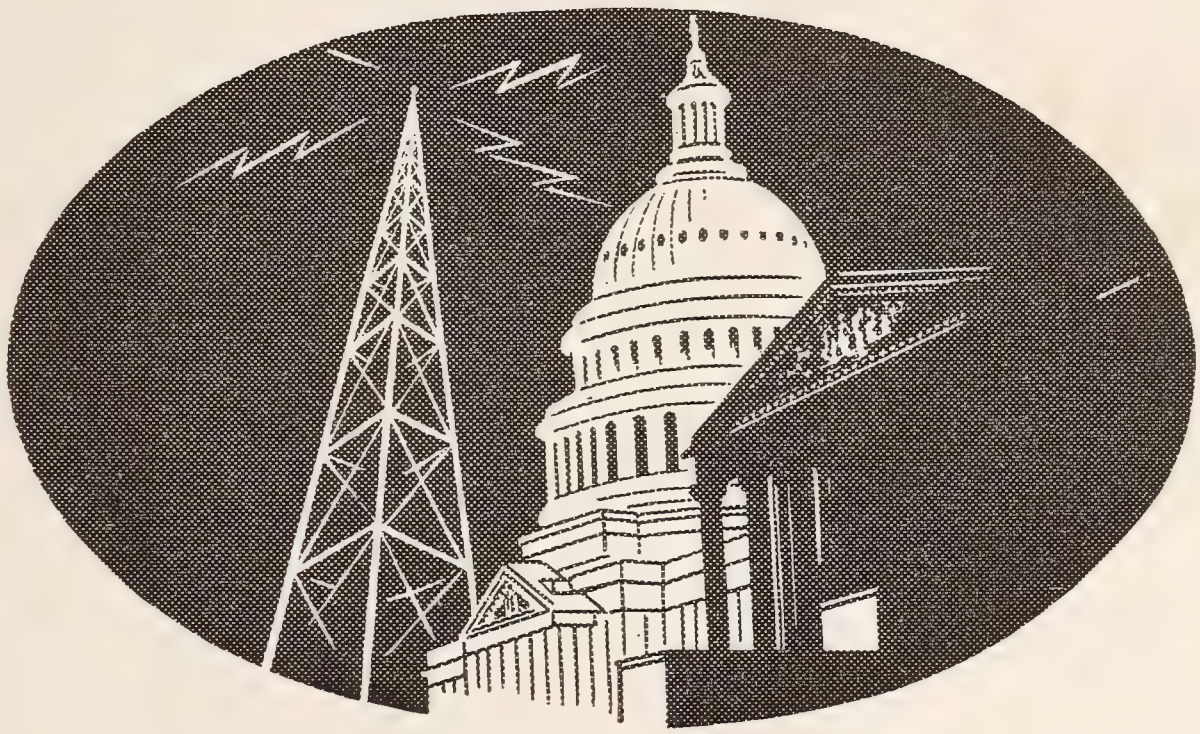
Estimated Average Maintenance Costs

Maintenance costs of studios and offices, of course, depend upon the type of service the station is rendering and the size of personnel required for that service. The report fixes interests on capital investment at "about 5%" and maintenance of office and studio equipment, depreciation of furniture, insurance and taxes at 10%. The other factors which cannot be computed are rental, salaries, telephone and telegraph, printing, publicity and wire lines for local pickups. Here are the committee's tables of average plant maintenance costs:

Maintenance (Plant)	100 Watts	1 Kw.	5 Kw.	50 Kw.	500. Kw.
Number of hours of operation on which following figures are based (for longer periods the costs are proportionately greater)	8 hrs.	8 hrs.	12 hrs.	16 hrs.	18 hrs.
1. Interest on capital investment but exclusive of real estate, at 5%	$ 325	$1,500	$3,000	$10,200	$ 27,600
2. Depreciation and obsolescence:					
a) Transmitting plant at 20%	1,320	6,000	12,000	40,800	110,400
b) Other buildings	3%	3%	3%	3%	3%
c) Furnishings at 10%	$ 10	$ 40	$ 100	$ 300	$ 600
3. Rental	Varies according to local conditions				
4. Salaries—transmitter supervisor and staff of services*	(1) $4,100	(2) $7,300	(3) $10,600	(6) $20,000	(10) $ 30,000
5. Power	400	1,500	4,000	19,000	100,000
6. Maintenance of plant:					
a) Electrical	300	1,000	2,000	5,000	8,000
b) Structural	100	200	300	500	1,000
c) Tubes	600	2,000	4,000	10,000	60,000
7. Wire lines—studio to transmitter	None	.....	3,600	7,500	15,000
8. Miscellaneous, including telephones, telegraph, insurance, taxes, heat, and traveling	.....	.....	.....	350	1,000

* Numbers in parenthesis indicate personnel.

CENTERS OF POWER



Washington is not only a center of governmental power, but of purchasing power—due to its rapidly increasing wealth and population. With WMAL and WRC behind local and spot campaigns, advertisers reach the moneyed customers in Washington as well as those in the adjoining suburbs in Maryland and Virginia.

WRC
1000-500 WATTS
NBC Red Network

WMAL
500-250 WATTS
NBC Blue Network

WASHINGTON, D. C.

Completely programmed by NBC

3 Outstanding

WOL

Features are now available for Sponsorship*

1. TONY WAKEMAN . . . .

SPORTS RESUME . . . every night 6:00 to 6:15 P. M. Mr. Wakeman comes to WOL from WJAS, Pittsburgh. His successful sports broadcasts since 1926 give authenticity to his news and views on Sports.

2. FRANCES TROY NORTHCROSS

Mon.-Wed.-Fri. . . . 10:30 to 10:45 A. M. . . . Has lectured in every key city in America while with the Home Economics Service Corp. Mrs. Northcross is now Home Counsellor for the Washington Herald and Her Homemakers Club has an enrollment of over 20,000 Active Members!

3. TRANS-RADIO NEWS . . .

In either 5-minute periods or quarter-hour periods. This News Service has a large listening audience through its consistency as "First with the News in Washington."

★ Phone or wire for details immediately

WOL *Announces*

AFFILIATION WITH THE MUTUAL BROADCASTING SYSTEM. The removal to new and larger, air-conditioned, soundproof studios — 1627 K Street, N. W., October 15, 1936. These new studios are equipped with every modern facility for broadcasting.



AMERICAN BROADCASTING COMPANY

ANNAPOLIS HOTEL

WASHINGTON, D. C.

Butler and Rogers Buy KOY, Phoenix

Option Exercised; Installation Of New Equipment Planned



Mr. Butler

PURCHASE of KOY, Phoenix, Ariz., by a partnership of Burridge D. Butler, president of WLS, Chicago, and Naylor Rogers, former vice president and general manager of KNX, Los Angeles, will be effected as of Oct. 1, subject to FCC approval.

Having decided to exercise an option to purchase held by Mr. Butler, the two well-known broadcasters on Sept. 26 announced formation of a new corporation which would take over the station upon approval of the transaction by the FCC Broadcast Division. It is understood the deal involves an expenditure of approximately $50,000.

KOY has been on the air for about 12 years as an independent station, operated by the Neilson Radio & Sporting Goods Co., of which Earl A. Neilson is president. The station, however, has been owned by Neilson and certain other associates. It operates on the 1390 kc. channel with 1,000 watts until local sunset, and 500 watts at night.

New Equipment



Mr. Rogers

MR. BUTLER and Mr. Rogers have incorporated the Salt River Valley Broadcasting Co., of which the former is president and the latter vice president. The corporation has a $100,000 capitalization and at first will be engaged only in the operation of KOY, with Mr. Rogers as active head. It is possible that other broadcast operations will be undertaken by the corporation.

Preparatory to exercising the purchase option, the partnership detailed E. C. Page, consulting radio engineer, to make a field strength survey of the station under the direction of Homer Courchene, chief engineer of WLS. It is planned to install completely new equipment and studios.

Many of the features on WLS, as well as much of that station's talent, likely will be "vacationed" at the new station initially as part of the building-up process. Moreover, Mr. Rogers has in mind using considerable of the talent he previously employed on KNX, last month taken over by CBS pursuant to the sales arrangement consummated by Mr Rogers and his associate, Guy C. Earl Jr., with the network.

Both Mr. Butler and Mr. Rogers are familiar with the Phoenix market and with the state. Mr. Butler, publisher of the *Prairie Farmer* and several other farm publications, as well as the owner of WLS, resides in Phoenix six months each year. For several months, it is known, he has been desirous of acquiring the station as an independent venture to be devoted to civic interests of the city and state. A pioneer figure in radio, Mr. Butler was the former publisher of several Midwestern newspapers.

Mr. Rogers early in his newspaper career was business manager of several Arizona papers, and afterward became the business manager of the *Los Angeles Express*. Along with Mr. Earl he took over KNX ten years ago, and was its active operating head until the recent sale to CBS. He resides in Los Angeles, but expects to spend considerable time at the new station.

Selection of personnel for KOY and other plans will await formal FCC approval of the transfer, it was indicated.

TILLIE'S ROMANCE
Food, Food Everywhere But No One to Drink

IF TILLIE, the dachshund, could talk, she'd probably tell you that radio is the greatest contribution not only to mankind but to dogdom. And here's why.

On Sept. 18, Tillie, who lives in Cincinnati, gave birth to a litter. They died shortly afterward. A veterinarian told Mrs. Thomas H. Birch, her owner, that Tillie would die too unless some pups were obtained to suckle her. The distraught woman called the *Cincinnati Post*, which sponsors National Dog Week, and asked that something be done over the *Post's* station, WCPO.

A "mercy" bulletin was broadcast at 9:30 p. m., over the Cincinnati local. By 9:32 there were 16 unweaned pups at the disposal of Mrs. Birch and Tillie. By 9:35 the number ran to 30. Out of the lot two nondescript pups, with plenty of bars sinister, were delivered to Tillie on the morning of Sept. 19. She had been in a coma most of the night and sniffed suspiciously at the two hungry visitors nudging her. When a pup's hungry, he has to eat. And that's just what the vet ordered for Tillie.

AUTOMATIC VOTING BUYS TIME ON WGY

IN ANTICIPATION of election the Automatic Voting Machine Corp., Jamestown, N. Y., has contracted for four quarter-hour evening periods on WGY, Schenectady. This is the first time the organization, which has made automatic voting equipment for more than 40 years, has utilized radio to convince voters that machines are "absolutely fool proof, fraud proof and tamper proof."

The talent consists of Clarence Knapp, former Democratic mayor of Saratoga Springs, N. Y., and John Sheehan, tenor. Mr. Knapp reintroduces his popular discussion of the "Sob Songs of the Gay Nineties" and Mr. Sheehan is the soloist.

In the broadcast of Sept. 29, Col. Jim Healey, WGY commentator, was introduced as a guest. Healey discussed, for example, the great expense involved in recounts in communities where voting machines are not in use as compared with the negligible cost of a voting machine recount. Leighton & Nelson, Schenectady, placed the business with WGY.

Political Campaign Rather Drab From Radio Standpoint

Roosevelt Now Making Political Talks; Al Smith Joins Foray

WITH President Roosevelt beginning his first "political talks" of the campaign over a small regional hookup from Syracuse Sept. 29, and scheduled to speak from Pittsburgh over combined NBC-Red and CBS networks Oct. 1, 9-9:30 p. m., the political campaign on the radio is now entering into its final month in relatively unexciting fashion.

Except for the few regular series previously scheduled, neither Democrats nor Republicans are creating any great stir in radio schedules, though both are concentrating these days on one-time bookings for their top men — Roosevelt, Knox and Landon—according to the strategy of their respective campaigns.

Al Smith Switches

ONE INSTANCE of disruption of popular programs occurred with the booking of President Roosevelt for the Thursday night (Oct. 1) period, which necessitated the dropping of the *Show Boat* hour on NBC-Red and half the *Maj. Bowes Amateur Hour* on CBS. Former Gov. Al Smith, speaking on behalf of the Independent Coalition of American Women, an anti-New Deal group headed by Mrs. E. T. Meredith, wife of Wilson's Secretary of Agriculture, had previously booked the 9-10 p. m. period the same day on NBC-Blue, but in deference to the President shifted that time to the 9:30-10:30 p. m. period. This is expected to be the first of a series of perhaps five radio speeches by Mr. Smith, the others to be from Philadelphia Oct. 8; Chicago, Oct. 15; New Haven, Oct. 22, and Albany, Oct. 31.

Gov. Landon during the last fortnight made regular appearances and was broadcast over various networks, with stations in the towns where he spoke all making elaborate arrangements to pick him up. His Sept. 22 speech from the Iowa State Fair grounds at Des Moines led WHO to arrange special remotes to pick up the event in full locally before and after the speech was fed to the network. WHO had 19 engineers and announcers and mobile units on the scene, and its broadcasts were picked up off the air by its Corn Belt Wireless Network.

Similarly, while Gov. Landon was in Council Bluffs, KOIL picked him up from his special train. John M. Henry, county Republican chairman and general manager of KOIL-KFAB-KFOR, was on the platform with Gov. Landon.

Despite their elaborate early arrangements and big radio division setup, the Republicans are concentrating on the Landon and Knox appearances and apparently depending heavily on the William Hard series on CBS, during which the noted commentator is offering prizes now for letters on "Why I Changed From Roosevelt to Landon." Mr. Hard's previous contest asked for letters on "Why I Am for Roosevelt."

The Republicans on Sept. 14 started sponsorship of the *Landon Radio Club* on 46 NBC-Red stations, Mondays through Fridays, 4:30-4:45 p. m., to run for seven weeks; their women's division is also sponsoring *Every Woman Knows* over NBC-Red every weekday, 3:30-3:45 p. m. Over WGN, of the *Chicago Tribune*, on Sept. 14 it began sponsoring a man-on-the-street program titled *Republican Volunteer*, a thrice-weekly evening program in which Quin Ryan, WGN manager, handles the microphone.

While the G. O. P. has committed itself to placing its programs through agencies, its headquarters have not divulged the names of the agencies handling its various placements. Democrats continued to use agencies for nearly all accounts, as previously reported, and it is understood the agencies are being reimbursed practically as fast as the bookings are completed despite the Democrats' previous refusal to put up guarantee funds. The Al Smith program was placed through Publicity Associates Inc., New York, publicity representatives for the former governor.

Entering into the campaign on Sept. 17, the Crusaders, 100 E. 42d St., New York, through Marschalk & Pratt Inc., New York agency, booked a schedule of talks by Andrew F. Kelley as the *Horse Sense Philosopher* over varying groups of three Mutual Network stations on staggered schedules, using seven MBS stations in all. [See Network Accounts.]

Starting Sept. 28, a combination of the Progressive National Committee headed by Senator La Follette, Labor's Non-Partisan League, headed by Maj. George L. Berry and the Good Neighbor League represented by Stanley High, began a series of nightly 10:30-10:45 p. m. programs each weekday on 36 CBS stations, featuring talks by various pro-Roosevelt speakers. This series is in addition to the Labor Non Partisan League's sponsorship of similar talks over a special hookup of WIP, Philadelphia; KQV, Pittsburgh; WOL, Washington; WEVD, New York, and WCFL, Chicago. In the Sept. 15 BROADCASTING it was erroneously reported that these stations were carrying the programs on transcriptions and that WEVD and WCFL were donating time while the others were being paid. This is corrected by Chester M. Wright, Washington radio director of the League, who reports that organized labor is buying a wire hookup and paying each of the stations.

Getting Out the Fans

TWENTY hours of radio time devoted by WCCO to the "On to Nicollet Park" contest, designed to stimulate attendance from nearby cities at the games of the Minneapolis Millers Club of the American Association, were closed Sept. 24 with a parade in downtown Minneapolis in which visiting delegations from the various towns participated. For largest total attendance at the ball games, gross and per capita, WCCO awarded two trophy cups to New Ulm and Madison Lake, while local merchants joined in awarding prizes for the parading delegations.

NEWS YOU CAN BUY!

IF you're having trouble finding news to sponsor in this territory, we have it. That is, we still have two of our five daily news spots available. Our news programs will be especially adaptable to your product, if you are seeking to reach the farmers and small-town people in South Dakota, Iowa, Minnesota, Nebraska and North Dakota. And don't forget that the coverage of WNAX in the four states surrounding South Dakota, is as important as its coverage in its home state. That is because WNAX is a farm station, with all programs, including the news, styled to a farm audience. We do not have to cater to both a metropolitan and a rural audience. Thus our large following among the farmers in the Northwest. Ask us about detailed information on these news periods.

Representatives
•
WILSON
•
DALTON
•
ROBERTSON

WNAX

570 Kilocycles
5000 Watts (LS.)
Regional Channel

YANKTON, S. DAKOTA

Roadwa

SOUND ENGINEERING

Stretching from ancient Rome to Brindisi is the Appian Way. This famed Roman road, laid about 312 B.C., is still in use, having endured centuries of bloody warfare and the crushing forces of Time and Nature. Sound engineering built it . . . preserved it through the ages, just as sound engineering by RCA built a world-wide road that will endure . . . one through the sky . . . RCA's domestic and international communications services.

ys that Endure

"VIA RCA"... these words atop message blanks are familiar to millions who, each year, depend on the swift service provided by RCA Communications, Inc. This giant radiotelegraph system spreads across land and sea, linking 11 American cities with 47 foreign countries. It is another RCA service; a rapid, unseen roadway through the sky!

When you employ this service, you know that while home may be a thousand miles away, fast communication brings it within a few minutes' reach. You know that time and distance and the raging seas can be conquered with winged words sent "Via RCA." To you—and the other millions who use this service—RCA owes its standing as a large conductor of the world's radiotelegraph business.

Transoceanic and domestic communications are but one of the diversified activities of RCA. This organization is engaged in *every* phase of radio. When all its services are surveyed, RCA's intimate knowledge of all radio becomes apparent. And, because RCA knows radio so completely, it has the confidence of the American people.

It is with warm feeling that RCA regards this confidence. It supplies the incentive for still greater achievement and service, and makes RCA dealers in every American city, town and hamlet *busy* dealers. For confidence spurs sales.

Remember—in radio RCA ranks first. The Radio Corporation of America has pioneered the large majority of radio's most noteworthy advances—is, at this very moment, experimenting with facsimile reproduction by radio—and the sound engineering of RCA will some day pioneer *sight!*

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. S. T.

Covering the World "Via RCA"

RCA Communications, Inc., offers direct radiotelegraph service between

11 AMERICAN CITIES

New York	New Orleans
Boston	Detroit
Philadelphia	Chicago
Baltimore	San Francisco
Washington	Los Angeles
Seattle	

—plus efficient, fast transfer service to hundreds of communities

and

47 FOREIGN COUNTRIES

Argentina	Italy
Belgium	Japan
Brazil	Macao
Chile	("Via RCA" Manila)
China	Mexico
Colombia	Norway
Cuba	Panama
Curacao	Philippines
Czechoslovakia	Poland
Dominican Republic	Porto Rico
Dutch East Indies	Portugal
Dutch Guiana	Russia
Fiji Islands ("Via RCA" Honolulu)	Siam ("Via RCA" Manila)
France	Society Islands
French Indo-China	("Via RCA" Honolulu)
Germany	Spain
Great Britain	Sweden
Guatemala	Switzerland
Haiti	Syria
Hawaii	Turkey
Holland	Venezuela
Hong Kong ("Via RCA" Manila)	

—plus rapid transfer service to all other points in the world!

RADIO CORPORATION OF AMERICA

Radio City, New York

EVERYTHING IN RADIO
FOR SERVICE IN COMMUNICATIONS, BROADCASTING, RECEPTION

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Dual Rate Duel

LOCAL versus National Rates! More words about that issue have been spilled since radio became an advertising medium than there have been "Knock, Knocks" during the last couple of months.

A couple of dozen times during the last five years we have led with our chin by espousing elimination of the differential between local and national rates. And we're still holding it out.

Now a new man is in our corner. He is George Bijur, vice president of Fletcher & Ellis Inc. and former sales promotion manager of CBS. He has an article in this issue on the subject. Never have we seen a more clear-cut or courageous discourse on it than this piece of research interpreted in the plainest of language.

Mr. Bijur aptly sums up the whole issue in these words: "Why not fix broadcasting rates for the benefit of the great majority, not the minority?"

And why not! we echo. Mr. Bijur says three out of four national advertisers prefer to deal with the station that quotes the same rate to everyone. And by getting the same rate, stations stand to take in more money. That being so, we fail to see why the minority of stations still adhering to dual rates should not join with the trend so ably expounded by Mr. Bijur.

Of course, there are many examples which stations can and do cite as to why there should be a differential. Perhaps it is too much to expect the industry to go pell mell into a one-rate group. The signs, however, are all in that direction, and we expect to see the day when rates not only will be on a single, uniform basis, but also correspondingly higher because of the constant improvement in service to advertisers.

On the Right Track

ONE OF these days, we hope, those business concerns with goods to peddle, will come to the realization that broadcasting stations sell time and that they don't propose to give it away in exchange for transcriptions or on the basis of "per inquiry" business. Of course that time won't come until all stations get in the habit of rejecting any proffers of business offered at other than card rates.

A fortnight ago, the NAB blasted forth against questionnaire sent out by Warner Bros. motion picture interests, which Managing Director James W. Baldwin described as having all the earmarks of a "free offering". The upshot was a discussion of the matter between a Warner representative and Mr. Baldwin. And the outcome, Mr. Baldwin hopes, will be the development of business from motion picture exhibitors at *card rates.*

We are pleased to see that happen. While there is yet no guarantee that the business will develop, it nevertheless is a showing of what a trade association might do for an industry by way of tapping new sources of business.

New A. T. & T. Tariff

EVERYONE in the industry will rejoice over the new broadcast line tariffs filed by the A. T. & T. with the FCC, to become effective Nov. 1. This is a big step in the right direction, and meets the demands of broadcasters for an explanation of the reasons for particular rates for particular types of line charges.

As far as we can ascertain, the A. T. & T. recognizes, perhaps for the first time, the plight of broadcasters in attempting to utilize telephone facilities when they do not know the basis for the charges. In its new tariffs the A. T. & T. explains clearly what it proposes to do and tells why. There are reductions for certain types of service, notably on connection charges, and the A. T. & T. estimates that broadcasters and their clients should save at least $250,000 a year.

But, as we see it, the liberalizations of policy are of even greater import. By allowing stations to link together without being penalized for connection charges and mandatory use of A. T. & T. apparatus at their studios or on remote jobs, the A. T. & T. takes heed of one of the broadcasters' most serious plaints. It is also allowing networks to interconnect different classes of facilities, heretofore prohibited.

Great impetus should be given regional networks by the altered charges and methods. It will now be possible for regional groups to become aligned for a month at a time, or for seasons of the year, without being obliged to contract for a whole year in order to get rate advantages. Stations will be in better position to provide "tailor-made" regional coverage to advertisers desiring such service.

We have been rather vehement in these columns over the last five years in criticizing the A. T. & T. for its arbitrary methods in dealing with its broadcasting clients. That it finally has become articulate in explaining these matters, and has taken action to the extent of reducing certain rates and liberalizing inflexible practices, is gratifying. We trust it is but the forerunner of other changes which will continue the liberalization of practices and rates to keep pace with the rapidly changing technique of broadcasting.

The RADIO BOOK SHELF

ASSERTING that the progress of radiotelephony will shortly present new opportunities to the educator, Levering Tyson, director of the National Advisory Council on Radio in Education, announces the publication of the fourth revision of *Listen and Learn* as No. 5 in its Information Series. It deals with technical phases of broadcasting, as prepared by the Council's engineering committee and includes synchronization, high and ultra-high frequency broadcasting, transcriptions, wired radio, facsimile, television, school receiving systems and sound movies, with an appendix tabulating costs of various classes of broadcasting stations, definitions of technical terms and Council publications.

QUITE appropriately titled *Retrospect and Forecast in Radio Education,* the 15th in the Information Series published by the National Advisory Council on Radio in Education, 60 E. 42d St., New York, is based on Director Levering Tyson's paper on "Ten Years of Educational Broadcasting" and Col. William Donovan's paper on "What Does the Future Hold", delivered before the American Association for Adult Education convention last May. Both pose and seek to answer the question of radio's past and future role in democracy, with the dangers of autocratic and political rule cogently pointed out.

AN ELABORATE brochure titled *California For Sale* and detailing full facts about the California radio market and the service to it of the four Don Lee stations, was published by the Don Lee Broadcasting System late in September as a guide to time buyers.

An Honest Appraisal

TO EVERYONE connected with American radio who has been called upon to defend its methods of catering to the tastes of the masses while trying also to please the classes, we commend the article on "The Art of Pleasing Everybody" in the October *Atlantic Monthly* reviewed elsewhere in this issue. The author, Richard Sheridan Ames, states the case for radio so thoroughly and so honestly that the arguments of the most highbrow, let alone the carping critic, quickly collapse. This is the same publication whose article on the "Level of the 13 Year Old" aroused such glee among and furnished so much fodder for the crusading element a few years ago. We all know that radio's leaders for the most part, as Mr. Ames writes, "regard their stewardship of the air as a serious, sometimes a dangerous, trust and that they are seeking punctiliously to uphold the ethics of commercial broadcasting." We all know that radio must give the people, all of them, what they want to maintain interest and retain sponsors. And we believe with Mr. Ames that the intelligentsia gets only what it deserves by concentrating on adverse criticism rather than pointing out proper ways and becoming articulate about what they *do want* rather than what they *don't like.*

We Pay Our Respects To —



ANDREW DONALD RING

IF THERE were such a title in American radio as "Keeper of the Kilocycles", or perhaps "Warden of the Watts", it would go hands down to Andrew Donald Ring. As assistant chief engineer of the Federal Communications Commission in charge of broadcasting, he's the man more than any one else who, so to speak, sits on the radio lid.

Dig into any question of technical broadcasting since 1929 and inevitably you'll find that big, raw-boned Tennessean interwoven in it, for ever since he joined the old Federal Radio Commission seven years ago he has been identified with broadcast allocations, operations and engineering regulation.

"Andy" Ring is figuring prominently in the broadcast news these days because of the approach of the so-called "allocation hearings" which begin before the FCC Broadcast Division Oct. 5. Those hearings culminate two years of actual planning and preparation. And in that planning Assistant Chief Engineer Ring has been the key figure, initially under his former chief engineer, Dr. C. B. Jolliffe, and now under T. A. M. Craven, who became the FCC engineering head the first of this year.

Few men in any profession are considered as well qualified for a particular post as is "Andy" Ring for the niche he happens to fill. His background is almost ideally suited for the job—admittedly one of the anchor positions in American radio because it has to do with the fundamentals of allocations and assignments. Any time a station wants to change the location of its transmitter, install a new antenna, procure a shift in frequency, increase power, or in fact change its operating status even one mite, the application must pass over the desk of the Assistant Chief Engineer. And obviously all new station applications pertaining to broadcast, whether they be experimental television or facsimile, relay broadcasting, pickups, or whatnot must procure a recommendation from the same individual. Matters of technical broadcast policy, other than programming and pure legal aspects, also originate more or less from Mr. Ring's office. Because broadcasting activity constitutes the bulk of the FCC's work, the broadcast section of its engineering department is unquestionably the busiest unit of the entire organization.

Andrew Donald Ring first saw the ether that was to be his life work on Sept. 2, 1899, on a farm at Franklin, Tenn., just 12 miles from Nashville. It was the family homestead, his father and his grandfather having been born there, and having engaged in agrarian pursuits for generations. The family remains at Franklin, with an elder brother now operating the farm. He was one of four brothers, and has two sisters.

After attending rural grammar schools and the Middle Tennessee Normal School at Murfreesboro, Tenn., Andrew Ring followed three older brothers to the University of Tennessee, where he enrolled in 1919. One brother — Ned — had been all-Southern fullback in 1914 and another also became a football star, but Andy spent his spare time tinkering around radio and things electrical, paying his way through school.

While at the University, the cat's whisker grew on radio, and then it sprouted the vacuum tube. Young Ring blossomed forth as a radio "manufacturer" by assembling composite sets from parts bought in bulk. Ring's radio receivers, he advertised "Run Rings Around Any Other". He sold about 150 of them. He also "manufactured" equipment for radio amateurs and otherwise served as a general public service radio man.

The first of a long line of Ring transmitter installations began in 1924, when the young engineer, still at the University, installed the magnificent new "super-power" 50-watt transmitter in Knoxville, Tenn., for the First Baptist Church. Its call was WFBC—the progenitor of the WFBC now at Greenville, S. C., where it subsequently was moved. That started him seriously into radio engineering, for the same year, when General Electric Co. made its annual scouting expedition for likely engineering talent at colleges, it picked up Mr. Ring.

To Schenectady went the gangling youth as a member of GE's student training corps at 50 cents per hour. With him at that time were such present day figures in broadcasting as Joseph A. Chambers, former WLW chief engineer and now a consulting engineer in Washington; A. B. Chamberlain, CBS chief engineer; I. R. Baker, chief of transmitter sales of RCA, and Harold Vance, RCA branch head in Chicago.

Young Ring first found himself as an assistant at WGY, GE's clear-channel station. Shortly afterward he installed at that transmitter the first automatic crystal control designed to keep the station on its frequency without manual operation. That was his first accomplishment. Next he was assigned to the engineering department of the company and went into high-power broadcast transmission. WGY, during early morning hours even in those days of 1927 and 1928, operated with variable superpower of 50,000 to 400,000 watts, to test the efficacy of such energy.

The first 100 kw. vacuum tube developed in GE's laboratory received its tests on this transmitter, under supervision of Engineer Ring. There were modifications aplenty and before the experimentation was completed, GE had spent something like $100,000 for

(Continued on page 59)

PERSONAL NOTES

JOHN SHEPARD 3d, president of Yankee Network, was severely shaken in an automobile accident Sept. 13 when his sedan crashed into a tree on Jamaicaway, Boston. The car was badly wrecked, but Mr. Shepard was released from the hospital after a short stay.

LUELLA LAUDIN, secretary and prime mover of the Women's National Radio Committee, has resigned that post and Miss Ruth Rich is now serving as acting secretary. A meeting will be held this month to select Miss Laudin's successor.

RODNEY P. LIEN, treasurer of Iowa Network, has returned to banking, becoming executive vice-president of The First National Bank of Lima, O. His duties are being taken over by Luther B. Hill, executive vice-president of the network, with Robert Tincher promoted to the assistant treasurership. Duane Peterson takes Tincher's place, with Shirley Greenberg as assistant.

EDGAR JACOBS has been named commercial manager of WFBL, Syracuse, to succeed Charles Glover Delaney, who returned to WESG, Elmira, to become commercial manager of that station.

FRED PABST, general manager of the Don Lee organization in Northern California, has returned to San Francisco after a conference in Chicago with officials of Mutual Broadcasting System, where he discussed plans for the active affiliation of the two networks, scheduled for Dec. 29.

JOHN M. DOLPH, formerly with the N. W. Ayer & Son organization in the East, late in September was appointed Pacific Coast sales manager of CBS at San Francisco.

ROBERT LELAND, who served his apprenticeship at KLX, Oakland, has joined the commercial department of KYOS, Merced, Cal., new local station which started operating in September.

EDWARD M. KIRBY, sales promotion manager of WSM and the National Life and Accident Insurance Co., Nashville, on Sept. 17 married Miss Marjorie Arnold, of Nashville.

WILLIAM H. WEST, manager of WTMV, E. St. Louis, has been named a governor of the Advertising Club of St. Louis.

LAMBERT B. BEEUWKES, effective Oct. 1 was appointed sales promotion manager of KYW, Philadelphia, and John H. Hinchey, formerly sales manager of WCBA-WSAN, Allentown, Pa., joins the station on the same date as a member of the sales staff. Mr. Beeuwkes was formerly with Conquest Alliance Co. and WHAT, Philadelphia.

FRANCIS P. MALONE, recently news editor of WIOD, Miami, and formerly city editor of the *Miami Daily News*, has been named acting manager of the station, succeeding Jesse Jay, who has sold his entire interest in WIOD to the newspaper owners. Executive director of the station is Hal Lishon.

LORRIN THURSTON, general manager of KGU in Honolulu, who is also publisher of the *Honolulu Advertiser*, operating the station, and his brother, Robert S. Thurston, were in San Francisco last month for several days, combining business and pleasure. Lorrin Thurston returned to Honolulu Sept. 25 but his brother, who is national advertising director of the *Honolulu Advertiser* and takes an active part in the station's management, is remaining for several weeks to visit New York and other eastern cities.

DONALD THORNBURGH, CBS vice-president in charge of Pacific coast operations, returned to his headquarters at KNX, Hollywood, late in September after visits to Chicago and New York headquarters of the network.

RALPH WONDERS, head of the CBS Artists Bureau, New York, arrived in Hollywood in mid-September on a business trip. Peter de Lima has been transferred from New York to Hollywood to take charge of the department.

TED MATHEWS, program director of WNAX, Yankton, S. D., has been promoted to commercial manager of that station, succeeding Kenneth L. Marsh, resigned.

HAROLD SCOTT, formerly of KGNC, Amarillo, Tex., has joined the sales staff of KFYO, Lubbock, Tex., also owned by the Plains Broadcasting Co. Quanah Parker has rejoined the sales staff of KFYO.

DEWEY LONG, for three years with the sales department of WBT, Charlotte, has been named sales manager. Ray C. Koon, of Philadelphia, and a former artist on New England stations, has joined the WBT sales staff.

LEON B. STONE, formerly in band booking and artist bureau activity, has been named sales manager of WIBA, Madison, Wis.

MARTIN CAMPBELL, director of WFAA, Dallas, is a member of the faculty of the Little Theater of Dallas as a lecturer on radio in its school of the theater which started its fall term Sept. 17.

Clifford N. Wise

CLIFFORD N. WISE, 26, son of Russell B. Wise, announcer on the staff of WTAM, Cleveland, died in August as the result of a fall over an embankment in a rocky ravine in Bainbridge, near Cleveland. In the Sept. 15 issue of BROADCASTING, it was erroneously reported that the youth was Charles Wise, formerly public relations director of WKRC, Cincinnati. The latter has just returned from a two months' trip in Europe where he studied continental broadcasting, and now has in mind reentering radio in this country. Clifford Wise was connected with the Cleveland office of Associates Investment Co., South Bend. The accident occurred Aug. 16, Wise dying Aug. 24 without regaining consciousness. His skull was fractured in the fall, which occurred when he slipped and fell into a ravine. During the winter of 1933-34, he was identified with a children's program on WDRC, Hartford.

BEHIND THE MICROPHONE

ALUN WILLIAMS, announcer of WIP, Philadelphia, has been named production director, taking the place of Howard Jones, named news editor and special events chief. Jeff Baker, formerly of WIP, has joined WTAR, Norfolk.

ARTHUR Q. BRYAN, announcer of WHN, New York, and formerly of WIP, Philadelphia, leaves Oct. 1 for Hollywood where he will become a scenario writer for Paramount.

GORDON DE BORDE BROWN, announcer of KJBS in San Francisco, who conducts the *Night Owl* program on that station, suffered a broken right shoulder and other injuries in an auto accident Sept. 20.

JACK RILEY, formerly press agent for Ben Bernie and Olsen & Johnson, has been appointed publicity director of WINS, New York, succeeding Harriet Menken who resigned to rejoin King Features Syndicate as a writer of radio continuity.

BOBBY GRIFFIN, one of the two original announcers of WHO, Des Moines, has returned to the station after an absence of six years. During two years of his absence he was chief announcer of the Century of Progress in Chicago. The remainder of the time was spent with KYW, Chicago, and KSD and KWK, St. Louis.

KENNY HIGGINS, announcer at KYA, San Francisco, has gone to KFRC, that city, taking the post vacated by the resignation of Grant Pollock, now on the NBC announcing staff.

ROCK ULMER, formerly of WHO, Des Moines, has joined the announcing staff of KSTP, St. Paul.

LUCILLE EDWARDS, in charge of commercial announcements at KSTP, St. Paul, is to be married in Holy Name Cathedral Oct. 3 to Pat Murphy, NBC leading man and a former KSTP announcer. They will live in Chicago.

HAMPTON KEATHLEY, formerly of KMAC, San Antonio, and James Harris, formerly of WBAP, Fort Worth and Ohio stations, have joined KFJZ, Fort Worth.

NANCY GREY, news commentator of WTMJ, Milwaukee, and G. E. Stedman, vice president in charge of marketing, Cramer-Krasselt Co., Milwaukee, spoke at the fall conference of the Women's Advertising Club of Milwaukee, held Sept. 19-20.

ART SMITH, announcer of KRNT, Des Moines, is to marry Miss Loretta Wettengel, of Appleton, Wis., Oct. 3.

MAY-FLOYD SINEX has joined the continuity staff of the Iowa Network.

JACK KERRIGAN, formerly of WOC, Davenport, has joined WHO, Des Moines.

JOSEPH PIERSON, formerly with WHAS, Louisville, has joined WNOX, Knoxville, as program director, succeeding John Mayo, resigned.

LES BIEBL, announcer of WPTF, Raleigh, was to be married Oct. 1 to Miss Lucy Sacco, of Red Bank, N. J.

JAMES F. CLEMENGER, announcer of WMCA and Inter-City Group, has been named production supervisor for a series of WPA movies and has been given a leave of absence.

GEORGE GUNN, formerly of WFLA, Clearwater, has been named assistant program director of WCSC, Charleston, S. C. He was succeeded at WFLA by Paul Jones.

DON WILSON has signed as master of ceremonies for the fourth consecutive year with Jack Benny and the *Jell-O* program. He went by plane from New York to Hollywood for the opening program Oct. 4 from the Hollywood NBC studios.



OBSERVE ANNIVERSARY—Executives of KTSM, El Paso, had themselves photographed in honor of the station's completion of seven years on the air. Left to right are Roy Chapman, assistant program director; Carl Wyler, manager; Fern Lamberson, secretary; J. M. Qualtrough, announcer; Van Des Autels, chief announcer.

RAY LACKLAND, formerly of KRLD and WRR, Dallas, and other southwestern stations, has joined the radio staff of the Texas Centennial, Dallas. James Crocker, formerly of WOAI, San Antonio, is directing Centennial grounds programs, succeeding Bob Coleson, named director following the resignation of Clyde Vandeburg.

JERRY GARNJOBST, announcer of WNAX, Yankton, S. D., was married in August to Miss Marjorie Jordan, of that city.

WILLIAM MURRAY, in charge of radio for the William Morris theatrical agency, New York, arrived in Hollywood late in September in connection with talent for the new Eddie Cantor and Al Jolson shows.

HOWARD SWART opened offices at 6411 Hollywood Blvd., Hollywood, late in September with a radio script service.

JACK ODELL, news reporter and announcer at WAAF, Chicago, has been seriously ill with pneumonia. Milton Morris is substituting.

HECTOR CHEVIGNY, staff writer for Radioaids Inc., Hollywood transcription producer, has been appointed continuity editor for CBS with quarters at KNX, Hollywood.

DENNIS A. WOOD, formerly of WMT, Waterloo, and WHBF, Rock Island, has been named studio director of WIBA, Madison, replacing Gordon Swarthout, now in the Chicago office of *Radio Guide*.

EDWARD ROBINSON, with KNX, Hollywood, two years in the promotion department, has been appointed head of radio activities for the G. Stanley Jones Artist Agency, Fox-Wilshire Bldg., Beverly Hills, Cal.

CLINTON TWISS, NBC announcer in San Francisco, late in September was transferred to the Hollywood division of the network.

JACK RADCLIFFE, formerly with WHO, Des Moines, and WROK, Rockford, has joined the announcing staff of KFAB and KFOR, Lincoln, Neb. Dick Smith, announcer, left radio in September to return to Harvard Law School.

SHEELY & ROYCE, Hollywood program agency, has become Sheely & Co. and will continue quarters at the same location. Miss Betty Woods, for two years office manager of Radio Release Ltd., has been added as office manager.

HAROLD BRATSBERG, announcer-writer at KFRC in San Francisco, is spending his spare time writing a series of essays on broadcasting.

BRIAN ELLIOTT, formerly with CJRC, Winnipeg, has joined the production staff of KLZ, Denver.

JOSEPH BELL, member of the NBC production staff in San Francisco, has collaborated with Josef Honti, staff conductor, in composing the theme song of the new mystery series *The Bishop & the Gargoyle*.

HARRY VON ZELL has been signed as announcer for the new Sunday night series on NBC-Blue sponsored by General Foods Inc. (Minute Tapioca) and featuring *Col. Stoopnagle & Budd*.

HOWARD BAILEY, active in dramatics at the College of the Pacific last year, has joined KFBK, Sacramento, as an announcer.

HAROLD SPARKS, announcer of KFYO, Lubbock, Tex., was married recently to Miss Fay Fleming, of Lubbock.

WILLIAM H. CLIFFORD, new to radio, has been added to the announcing staff of KGGC, San Francisco, taking over the duties of George Tolin, transferred to special features.

RAY APPLEBY, formerly with CBS in Chicago, on Sept. 16 became program director of KEHE, Los Angeles, a newly created post. Mayfield Kaylor continues as production manager.

ROBERT ARMSTRONG, formerly of WMAZ, Macon, Ga., WFBC, Greenville, S. C., and WRDW, Augusta, Ga., has joined WDNC, Durham, N. C.

HOWARD PERRY, director of radio and publicity for McFadden Publications, New York, was in San Francisco Sept. 21-22 in the interest of the NBC network *True Story Court of Human Relations*.

ADRIAN J. FLANTER, formerly sales promotion manager of WBS and Columbia Phonograph Co.'s transcription division, has opened an office in the RKO Bldg., New York, to specialize in radio relations, including sales promotion, publicity and artist representation. Among his first clients are Bernhard Levitow and Veronica Wiggins.

WAYNE GRIFFIN, script writer for NBC in San Francisco, late in September joined KHJ, Los Angeles, in its continuity department. Ted Bliss, chief announcer, will hereafter devote his time to writing and producing. Bill Kuser has been propromoted to the post of chief announcer.

RUSH HUGHES, doing the Langendorf *Pictorial of the Air* via NBC from San Francisco five quarter-hours a week, late in September moved his family to Los Angeles and will broadcast the series from the Hollywood studios during the winter months.

HARRIETT HARRIS joined the continuity staff of KFWB, Hollywood late in September.

ROBERT TAPLINGER, head of Robert S. Taplinger Inc., New York and Hollywood public relations firm, arrived in Hollywood late in September on a brief trip in connection with the *Nelson Eddy* program.

ARCH OBOLER, author of NBC's *Lights Out* and other programs, has written his first book, *Everything Happened to Him*, a novelized biography of Tex Rickard, to be published early in October.

DELL KING, formerly of KMOX and KWK in St. Louis, recently joined the announcing staff of WAAF, Chicago, where he is announcing the *Breakfast Express*.

CLAIR SHADWELL will act as program director of WBT, Charlotte, N. C., when Charles H. Crutchfield is away from the station for Atlantic Refining Co. football broadcasts.

MARGARET SICELOFF, formerly of WWNC, Asheville, N. C., has joined WBT, Charlotte, N. C., as secretary to Dewey Long, newly-appointed sales manager for the station.

JEAN PAUL KING, free lance announcer who is heard on NBC, CBS and MBS, is announcing for Warner Brothers' pictorial and travelogue shorts between broadcasts. His first one, *Sweden*, will be released in October.

EDMUND TURNER, formerly of Iowa Broadcasting System, has joined WNOX, Knoxville.

FRANCIS PETTAY, formerly of WJW, Akron, and WBNS, WCOL, Columbus, has joined WKRC, Cincinnati.

ROBERT WALSH has resigned as staff announcer of WAAT, Jersey City, to take over the programs of the Michaels Credit Department Store, Newark, and will alternate his shows between WAAT and WNEW.

NBC West Coast Shifts

JERRY McGEE, formerly sound effects man in the NBC's Hollywood studios, has been transferred to San Francisco, replacing Joseph Thompson, producer, who resigned to devote his time to free lance writing. Edward Ludes, announcer in San Francisco, has gone to Hollywood to take over McGee's post. He will also announce and produce several programs. Clinton (Buddy) Twiss, on the San Francisco announcing staff since 1934, has also been transferred to the Hollywood studios in a similar capacity and will write and assist in production. Twiss takes over the duties of Walter Bunker Jr., who has gone to the network's production department there. Melvin Vickland, San Francisco junior announcer, has been promoted to full seniority. James F. Matthews, formerly with KIRO, Seattle, has been brought in to fill the juniorship vacated by Vickland. Grant Pollock, announcer at KFRC in San Francisco for several years, has joined NBC in that city in a similar capacity.

Heads CBS Service

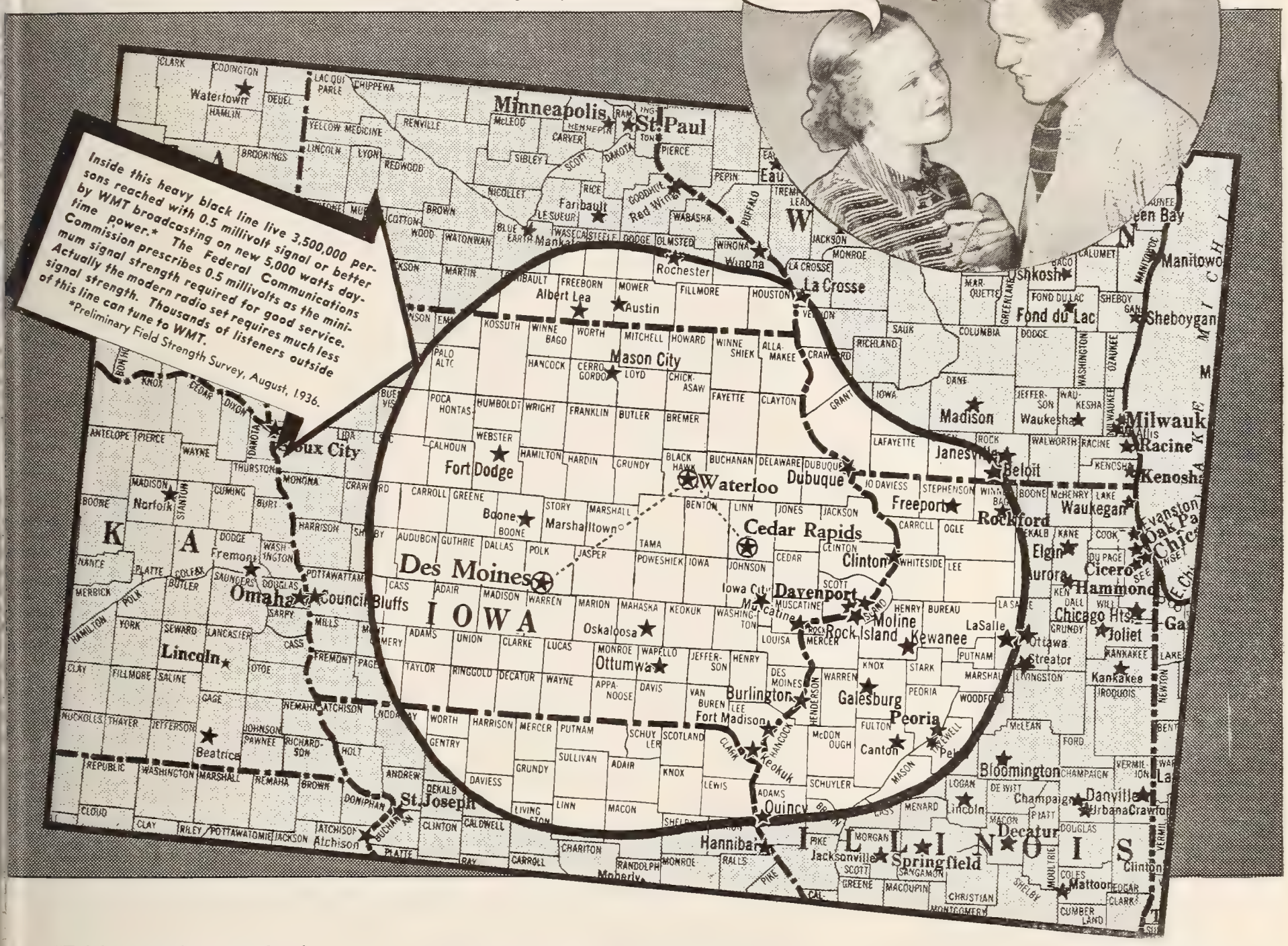
WILFRID DAVIS, San Francisco artists manager, has been appointed western representative of the Columbia Community Concert Service, a subsidiary of CBS. He will continue to make San Francisco his headquarters. Appointment was made by Arthur L. Wisner of Columbia Concerts Corp.

CUBA is planning a high-power government - owned broadcasting station to spread tourist propaganda in the United States.

WMT 600 KILOCYCLES -daytime- is now Iowa's LARGEST station

NOW more people can listen to this key station of the Iowa Network in the daytime than any other Iowa radio station. Doubled daytime power (5,000 watts*) increases total potential listeners in Iowa, Illinois, Minnesota, Wisconsin and Missouri to 3,500,000 persons.

*Nighttime power 1,000 watts.



"Tain't enough to make 'em hear you. If you want to get 'em you've gotta interest 'em." —Milford Beeghley, twice State Champion hog-caller of Iowa.

RIGHT YOU ARE, Mr. Beeghley. We are the first ones to cite power as proof of radio popularity. Our policy has always been to *interest* them. WMT's mail report long ago proved that 0.5 millivolts is unnecessary if the programs are right.

In publishing this preliminary field strength survey, and in publishing the completed field strength survey which will follow, we are not insinuating that all radio sets within the 0.5 millivolt line tune to WMT. We look upon our increased area as a challenge. A challenge which we are thrilled to meet. For after all, the listeners must be able to hear us before we can interest them. Doubled power means that now our old friends can hear us better—and that we have an opportunity to make a lot of new friends. We are depending on our programs to do the rest.

Naturally this boost in daytime power for WMT means that the Iowa Network is even a better buy for the advertiser than formerly. One station of the Network, WMT, with studios in Cedar Rapids and Waterloo, throws a 0.5 millivolt signal into five states to make the above map. Now visualize the map with either KRNT or KSO in Des Moines added to the picture. Duplicate coverage, yes. But duplicate coverage in one of the most important sections of the state. Also, remember that with a Network hookup of WMT and KRNT it is possible to reach both NBC and Columbia audiences. But that is a separate story. If you are interested in hearing it, write or wire now—or get in touch with the nearest office of our representatives: E. Katz Special Advertising Agency.

THE IOWA NETWORK



Two Network combinations available: WMT, Cedar Rapids-Waterloo linked with either KRNT or KSO in Des Moines.

CBS Basic | NBC Basic Blue | NBC Basic Blue

21 Proved Radio Markets in One Easy-to-Buy Package

The twenty-one member stations which are links in the ABC Radio market chain were long established in listener acceptance and proved sales fertility before this network's formation. ABC has "packaged" these markets in easy-to-buy form. One order, one program, one point of contact replaces twenty-one, reaches ten million listeners simultaneously.

Market accessibility is ABC's basic reason for existence. Add availability of greater program resources, the economy of one program — whether "live" or transcription — serving twenty-one outlets, a centralized source of market and other data, and it becomes evident that we've got something.

Already several major advertisers (listed below) have seen our point. An ABC sales representative will need very little of your time to make it clear to you. It's good business to grant him that time.

CAMPANA — OVALTINE
REMINGTON RAND
PRINCESS PAT

AFFILIATED BROADCASTING CO.

42nd Floor, Civic Opera Building, Chicago.

MEMBER STATIONS

WRJN Racine
WKBH LaCrosse
WCLO Janesville
WHBY Green Bay
KFIZ Fond du Lac
WKBB Dubuque

Illinois
WROK Rockford
WTAX Springfield
WHBF Rock Island

WCLS Joliet
WIL St. Louis
WJJD Chicago

Indiana
WTRC Elkhart
WEOA Evansville
WBOW Terre Haute
WLBC Muncie
WGRC New Albany
WIND Gary
WWAE Hammond

Wisconsin
WOMT Manitowoc
WHBL Sheboygan

Broadcast Series Boost Business of Pacific Auto Firm

First Radio Venture Leads to Big James F. Waters Drive

THE SUCCESS of one of the largest automobile distributors in the world, who is moving his merchandise at an unprecedented rate through radio, bears out the value of fireside advertising. The sponsor, James F. Waters, Northern California distributor of the De Soto and Plymouth automobiles, in San Francisco, became radio minded about a year ago after running a test announcement on KJBS, announcing a sale of new cars. The spontaneous response was beyond all expectations.

Pleased over the success of the initial venture, the company, through suggestion of its advertising director, James H. Diamond, began sponsorship of a quarter-hour program of recordings six days a week over that station.

It clicked in every way, with the result that the sponsor immediately decided to expand his radio activities, and signed with two other San Francisco stations, KYA and KGGC, for a similar type of program supplementing its KJBS broadcasts, and in less than six months piled up a huge audience of pleased listeners and potential automobile purchasers. Commercials on the programs are brief and to the point. A large part of the success of the KJBS program, Mr. Diamond stated, is the presentation of the company's message to the public by Announcer Harry Wickersham.

Big Dividends

AFTER a six-months' period of these quarter-hour programs on the three stations, the Waters company found its radio broadcasting was paying such large dividends, that, through instigation of Diamond, they doubled their time on KJBS, signing a contract for two quarter-hour broadcasts a day, six days a week, for an indefinite period on KJBS.

Diamond, the radio-minded advertising director, pointing out the success the Waters company has enjoyed in its San Francisco Bay region broadcasts, has urged every De Soto and Plymouth dealer in Northern California to supplement his advertising with radio to get his message to the public. As a result, Diamond stated, dealers from Eureka to Monterey are including either spot announcements or quarter-hour broadcasts on stations in their vicinity.

On occasion of the one-thousandth James F. Waters program over KJBS recently, Diamond, Wickersham, the "drive a new De Soto" voice, and Ralph R. Brunton, general manager of that station, staged a special short ceremony during the broadcast. Diamond, at that time, speaking in behalf of James F. Waters, president of the auto company, commended the use of radio in reaching the potential buyer.

"Mr. Waters is highly pleased with the success that our radio broadcast advertising has been, and will continue to use this medium of reaching the public," Mr. Diamond said. "He has not sliced any of his newspaper or periodical advertising, but is maintaining the radio advertising in conjunction with other media.

"But don't get the idea by that that he considers radio supplementary to newspapers. On the contrary, radio advertising stands on its own legs in this field, and we believe should be so recognized in planning an advertising campaign. This organization, to a man, is convinced that radio can do a real job for large merchandise just as it can for small merchandise found on the grocer's shelf."



ONE-THOUSANDTH — Broadcast on KJBS, San Francisco, observed by James F. Waters, world's largest auto distributor, handling De Soto and Plymouth. Left to right are James Diamond, advertising director of the sponsor; Ralph R. Brunton, KJBS manager, and Harry Wickersham, KJBS program manager and announcer of the twice-daily program.

Gas Utility NBC Program Extended to West Coast

SIX Pacific Coast gas companies serving 896,000 domestic meters have joined the NBC-Red network carrying the *Mystery Chef* program sponsored through Regional Advertisers Inc., gas utility promotion association. New local sponsors are Southern Counties Gas Co., Los Angeles Gas & Electric Corp., both of Los Angeles; Seattle Gas Co.; Portland Gas & Coke Co.; Mountain Fuel Supply Co., Salt Lake City.

The series now covers territory including 6,850,000 domestic gas meters, 45% of all domestic meters in use, with 136 gas and electric companies as sponsors. The program is designed to stimulate home cooking, build good will and provide prospect lists for gas appliances. Since it started Sept. 4, 1935, under sponsorship of 87 eastern utilities, 822,000 copies of "Be an Artist at the Gas Range" have been requested by listeners at offices of the companies. McCann-Erickson Inc., New York, places the program, which switched Sept. 16 to Tuesdays and Saturdays, 11:30-11:45 a. m.

Chain Store's Success

FIRST NATIONAL STORES Inc., with headquarters in Somerville, Mass., on Sept. 30 started a series of 120 quarter-hour homemakers programs on six Yankee Network stations, Mondays, Wednesdays and Fridays, 9:30-9:45 a. m. The chain claims an increase of more than 18% in shipments as a result of its broadcasts last year on WNAC, WORC and WTIC, and has expanded the network to include WNAC, WEAN, WICC, WTAG, WCSH, WTIC. Richardson, Alley & Richards Co., Boston, has the account.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



IF IT'S SIZE YOU WANT—
WE HAVE THAT, TOO!

THE Standard Program Library and related services* make available, in the course of a year, the impressive total of almost 2,000 separate and distinct musical selections.

But it's not size alone—it's the *content*, the *novelty*, the *showmanship* of Standard transcriptions which have placed Standard *first* in sales this season:

43 Library contracts signed within the last sixty days alone!

*The LIBRARY provides 800 initially (no deadwood) and from 400 to 500 within the year: SONS OF THE PIONEERS, 275; ORGAN TREASURES, 200 (more to follow); KAY KYSER and KING'S MEN, 200. And—at the lowest per-program cost!

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO
INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

Oyster Shell Spots

OYSTER SHELL PRODUCTS Co., New York (poultry grit) on Sept. 14 began a series of one-minute live daytime announcements twice weekly on 25 stations. This series will run until Dec. 15 with another schedule to take the air in January, 1937. The stations are: KOA, WLS, WGBF, WFBM, WHO, KMA, WMT, WIBW, WBZ-WBZA, WJR, WCCO, KFVS, KFRU, KFEQ, KWTO, KMMJ, KFAB, WJAG, WGY, WKBH, WCLO, WTMJ, KSCJ, WHKC. Husband & Thomas Inc., New York, is the agency.

MUSIC 'HATES' OF LISTENERS

CBS Poll Finds 23% Despise Ultra-Modern Types Most, With Jazz a Close Runnerup

RESULTS of the poll of listeners to the CBS Sunday afternoon *Everybody's Music* concert series show that radio followers of serious music are not agreed on their dislikes. To the question, "What in music disturbs, puzzles, and displeases you?" 23% named ultra-modern music as the most unpopular type.

While listeners were polled only on concert music, 19% voted against jazz, putting it in second place as "controversial music". Concertos followed with but 5% preferring not to hear them; while "hackneyed" masterpieces came next with objections from 4% of the correspondents. Dislikes as to composers were spread so evenly that none could be barred from continued hearings on the basis of the poll.

Henry M. Neely, commentator of the *Everybody's Music* series, said: "Well, we might as well be frank: There wasn't any verdict. A lot of letters came in and they told us what the writers hated in music. But the disagreement was remarkable.

"The figures don't prove that Conductor Howard Barlow should stop playing any particular kind of music. But our listeners told us *why* they were annoyed by certain pieces, and that has helped us enormously in planning what to say and what to illustrate on these programs. The letters were fascinating, and they were extraordinarily intelligent. What we liked the best was the great number of letters that said, 'We haven't any hates in fine music. We don't understand all of it perhaps, but we want to hear it all. Play old music, new music, romantic music, but give us music by all the fine composers'. Well, that made us feel in a new way that this program was achieving its purpose—to help make the best music *Everybody's Music*."

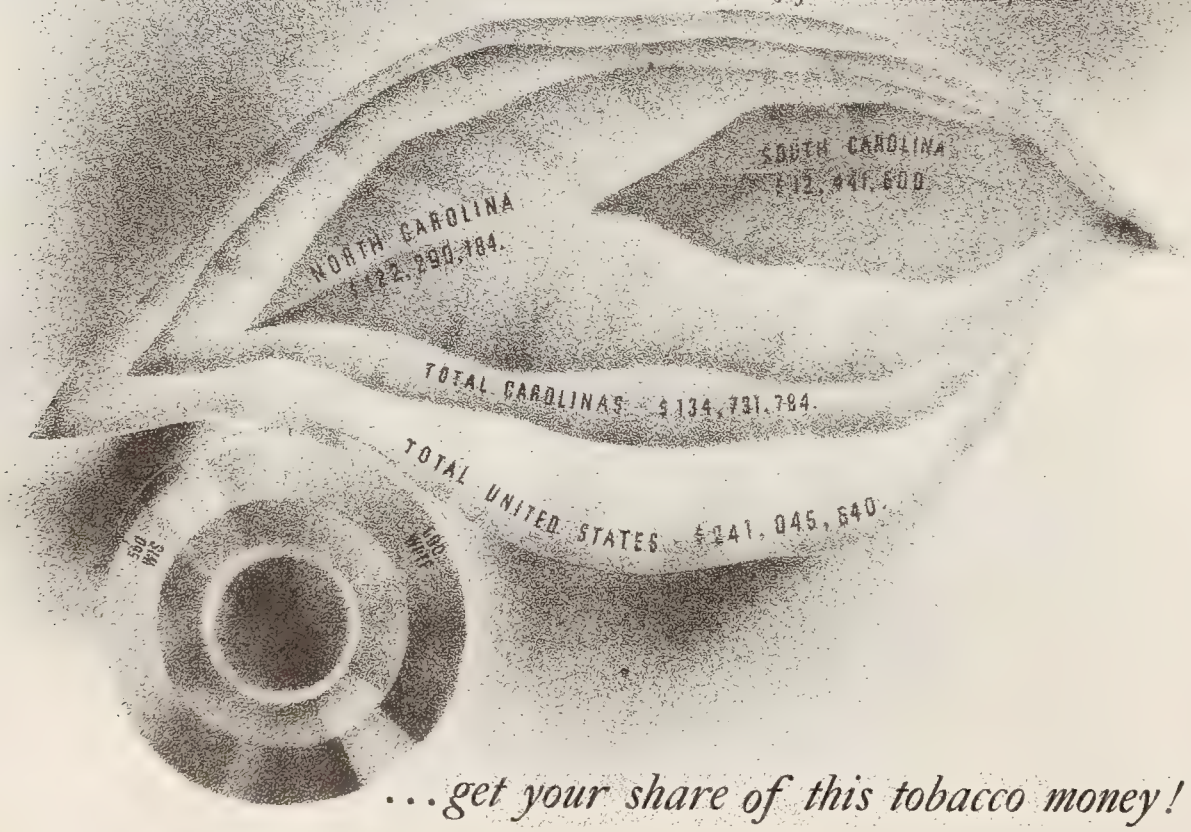
The CAROLINAS present *a Combination Market*..... here is the combination to open it.

WIS COLUMBIA, S.C. **WPTF** RALEIGH, N.C.

A "COMPETITIVE" COMBINATION RATE

Carolina rural listeners like HIGH average tobacco prices and LOW frequency radio stations . . . they're getting both. But they get a double dose of the latter from **WPTF**'s 680-kc and **WIS**'s 560-kc. These *two* dominant Carolina NBC stations are now available at *one* combination rate.

REPRESENTED BY
FREE, JOHNS & FIELD, INC.



. . . get your share of this tobacco money!

Legion Auxiliary Award Is Given to CBS School

THE FIRST radio award of merit offered by the American Legion Auxiliary has been bestowed upon the *American School of the Air*, CBS educational feature which is resuming its fall semester this month with afternoon broadcasts each weekday designed for classroom reception. The presentation was made by Mrs. William H. Corwith, radio chairman of the Auxiliary, who said the award was being given to the program having "the greatest appeal to the patriotism of our people" and providing "a benefit to the children of the nation."

William S. Paley, CBS president, in accepting the award said that it was an added incentive to all broadcasters and told the Auxiliary that "it is a source of great encouragement to us to know that, as our responsibilities increase, we have your interest, cooperation and support." Mr. Paley paid tribute to the *School of the Air* work of Dr. William C. Bagley, professor of education at Teachers' College, Columbia University, and his advisory committee, and to Miss Helen Johnson, director of the series.

Harris Soap Plans

HARRIS SOAP Co., Buffalo, N. Y., sponsoring the *Mrs. Ross: Your Friend and Mine* program locally, has appointed Armand S. Weill Co. Inc., Buffalo agency, as advertising counsel. Now promoting its soap chip and flake products, with a 10-inch chromium-plated copper skillet offered as a radio premium, the company has plans for expanded use of the radio, particularly to promote its Ready Suds a granulated powder soap.

EDWIN FRANKO GOLDMAN composer and conductor of the famous Goldman Band concerts in Central Park, heard over NBC networks, on Sept. 14 was decorated with the medal of the Order of the White Lion by the Czechoslovak Republic in recognition of his interest in Czechoslovakian music.

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

YEARBOOK Number Included

- ☐ Two years for $5
- ☐ Check is enclosed
- ☐ One year for $3
- ☐ Send bill

NAME .....

ADDRESS .....

.....

FIRM ..... TITLE .....

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

No cow pasture

TOUCHDOWNS



Gridiron gladiators never make the "All-America" by barging on beyond the goal line. It's what they accomplish within the chalk lines of the playing field that counts.

And so it is with radio advertising. Touchdowns out in the cow pastures are just so much waste effort (not to mention how the ad-appropriation is thrown for a loss).

But here is one thing more and more advertisers are discovering. They can play all over Northern Ohio . . . but the scores are made where the play can be concentrated . . . in seven counties . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . the area covered thoroughly and most economically by WGAR.

Here smart advertisers play to nearly two million humans (better than ⅓ Ohio's population). Here their audience is made up of people who spend one of every three dollars rung up by Ohio retailers.

When we "call signals," they register one-half millivolt or better in these seven counties, *the state's richest market.* And, because we mass our attack inside the scoring zone . . . WGAR is the teammate of advertisers who want more sure-score touchdowns in Northern Ohio.

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

NAB Commercial Section Expanded

New Groups For Sales Forms And National Sales Methods

ADDING two committees to the new Commercial Section of the NAB, President C. W. Myers on Sept. 19 made public the full memberships of the NAB units, supplementing his announcement a fortnight ago of four committee chairmen. All of the committees, under the plan, will function under H. K. Carpenter, general manager of WHK, Cleveland, chairman of the Commercial Section.

In addition to the Committee on Radio Research, the Division of Sales Managers and the Committee on Radio Promotion, previously announced [BROADCASTING, Sept. 15], Mr. Myers jointly with James W. Baldwin, NAB managing director, announced the formation of the Committee on National Sales Methods and Costs and the Committee on Standardization of Sales Forms. John F. Patt, general manager of WGAR, Cleveland, and an NAB director, was named chairman of the former committee, with Martin B. Campbell, manager of WFAA, Dallas, as chairman of the standardization of sales forms unit.



Mr. Patt



Mr. Campbell

Previously, Arthur B. Church, president of KMBC, Kansas City, had been named chairman of the Radio Research Committee, to which is entrusted the task of developing a plan for a cooperative bureau to authenticate station coverage and listener habits. J. Buryl Lottridge, sales manager of KFAB and KOIL, had been designated chairman of the Sales Managers' Division, and John J. Gillin, manager of WOW, Omaha, and an NAB director, had been named chairman of the Committee on Radio Promotion.

At the same time, the NAB announced the membership of the Committee of Five, selected from the membership of the Radio Research Committee, which will carry on the active cooperative campaign with the Association of National Advertisers and the American Association of Advertising Agencies for the creation of the audit bureau. Each of the trade associations has a membership of five on the Joint Committee on Radio Research, which now is being financed through contributions of NBC and CBS with a pledged fund of $30,000.

Mr. Church was reappointed chairman of the committee. Others reappointed were H. K. Boice, CBS sales vice president; Roy Witmer, NBC sales vice president, and J. O. Maland, vice president of WHO, Des Moines. The fifth member named was Mr. Baldwin, since his appointment was ordered by resolution at the last NAB convention. Alfred J. McCosker, president of WOR, and chairman of Mutual Broadcasting System, previously had served on this committee.

The NAB's Research Committee comprises seven members, aside from Mr. Baldwin. In addition to those already named serving on the Committee of Five, are William J. Scripps, radio director of WWJ, Detroit; Theodore C. Streibert, vice president of both WOR and Mutual, and John Elmer, WCBM, Baltimore, also an NAB vice president.

Membership of the other units of the Commercial Section were announced as follows:

Committee on Radio Promotion—Mr. Gillin, WOW, chairman; Gardner Cowles Jr., KSO, WMT, KRNT; John E. Fetzer, WKZO; Harrison Holliway, KFI-KECA; Donald Withycomb, WFIL; Don Searle, WIBW; Edgar T. Bell, WKY.

Committee on National Sales Methods and Costs — Mr. Patt, WGAR, chairman; C. M. Everson, WHKC; J. H. Ryan, WSPD; Edwin M. Spence, WBAL; E. B. Craney, KGIR; Dale Robertson, WIBX; Rev. James A. Wagner, WHBY.

Committee on Standardization of Sales Forms—Mr. Campbell, WFAA, chairman; Barry Bingham, WHAS; I. R. Lounsberry, WGR-WKBW; William S. Hedges, NBC; John J. Karol, CBS; Harry Stone, WSM; Earl J. Glade, KSL.

Division of Sales Managers — Mr. Lottridge, KOIL-KFAB, chairman; L. H. Avery, WGR; Hale Bondurant, WHO; J. Leslie Fox, KMBC; H. M. Feltis, KOMO-KJR; John W. New, WTAR; Edward A. Allen, WLVA.



LIKE A CAT with ONE KITTEN, you'll think that your account is the only one we have!

There's Fur Flying When WIBW Starts Delivering Your Sales Message

● WHY? Because we're not content with simply putting your program or sales message "on the air." Anyone could do that! Instead, we determine the *type* of purchaser who will be most interested in your product. Then we schedule your message at a time when there is an *already* established audience of this type listening to entertainment of proved appeal.

● BUT that's not all! Results are checked and rechecked. We're continually seeking improvement. WIBW has an enviable reputation for doing an outstanding selling job and this reputation must be preserved. That's why we're never satisfied. That's why the results we get for you will make you think that your account is the only one we have.

● LET us deliver your sales message. We'll stick out our claws, put up our back and fight for the increased business that you have a right to expect from this rich Kansas area.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

Rochester School of Air Under WHAM Auspices Enters Its Seventh Year

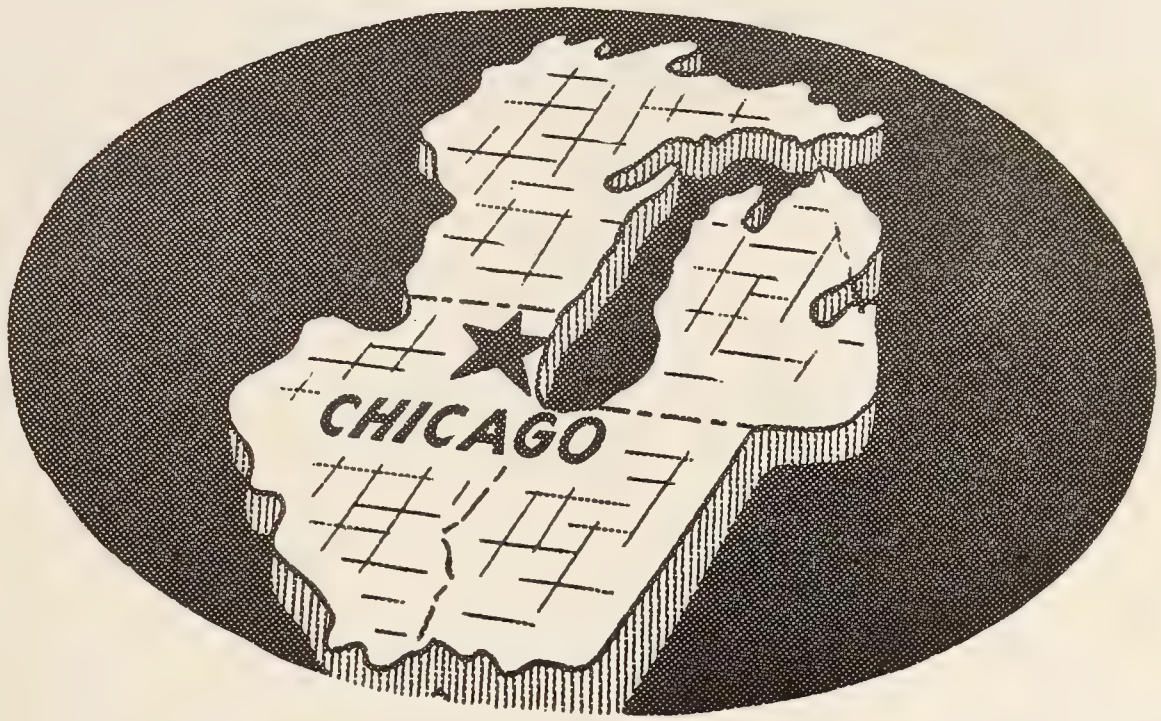
ROCHESTER'S largest and most widely attended school was called to order Sept. 14 from the studios of WHAM as the *Rochester School of the Air* resumed its broadcasting schedule, opening its seventh consecutive scholastic semester of radio education.

The 1936-1937 schedule of the *Rochester School of the Air* not only features lessons in science, music appreciation, educational and vocational guidance, current events and art appreciation for elementary grades, but also for the first time includes radio lessons in science, English, music and social science for students of the secondary schools. The school is supervised by administrative staff of the Rochester public school system and Lew Stark, WHAM educational director, and it is presented by teachers and supervisors who have a particular interest in, and aptitude for radio teaching.

For the eighth season, musical classes of the *Rochester School of the Air* will be presented by the Rochester Civic Orchestra broadcasting through the facilities of the NBC-Blue network, on alternate Tuesdays. 1:45-2:15 p. m. beginning Oct. 20, and will be a part of the secondary school division intended primarily for pupils of high school classes. Concerts for pupils of the fifth, sixth and seventh grades will also be played by the Rochester Civic Orchestra and will be broadcast locally on alternate Tuesdays beginning Oct. 20, 2:30-3 p. m.

Starting in 1933, the ethereal school went on the air with lessons in science, geography and civics. Since then registration and subjects have continued to increase until at present Rochester School of the Air classes are participated in by all of Rochester's 55 schools and are utilized in classrooms as far distant as East Holyoke, Ill.

"THANK YOU, MR. SACHS"



"We are pleased to forward the attached 39-week extension of our contract on WENR. On September 6th we celebrate our second year on the air with the Sachs' Amateur Hour. During the 20 weeks it has been on WENR, we have been very enthusiastic over the results obtained.

"We are confident that WENR will make the weeks to come as pleasant and prosperous as those just past."

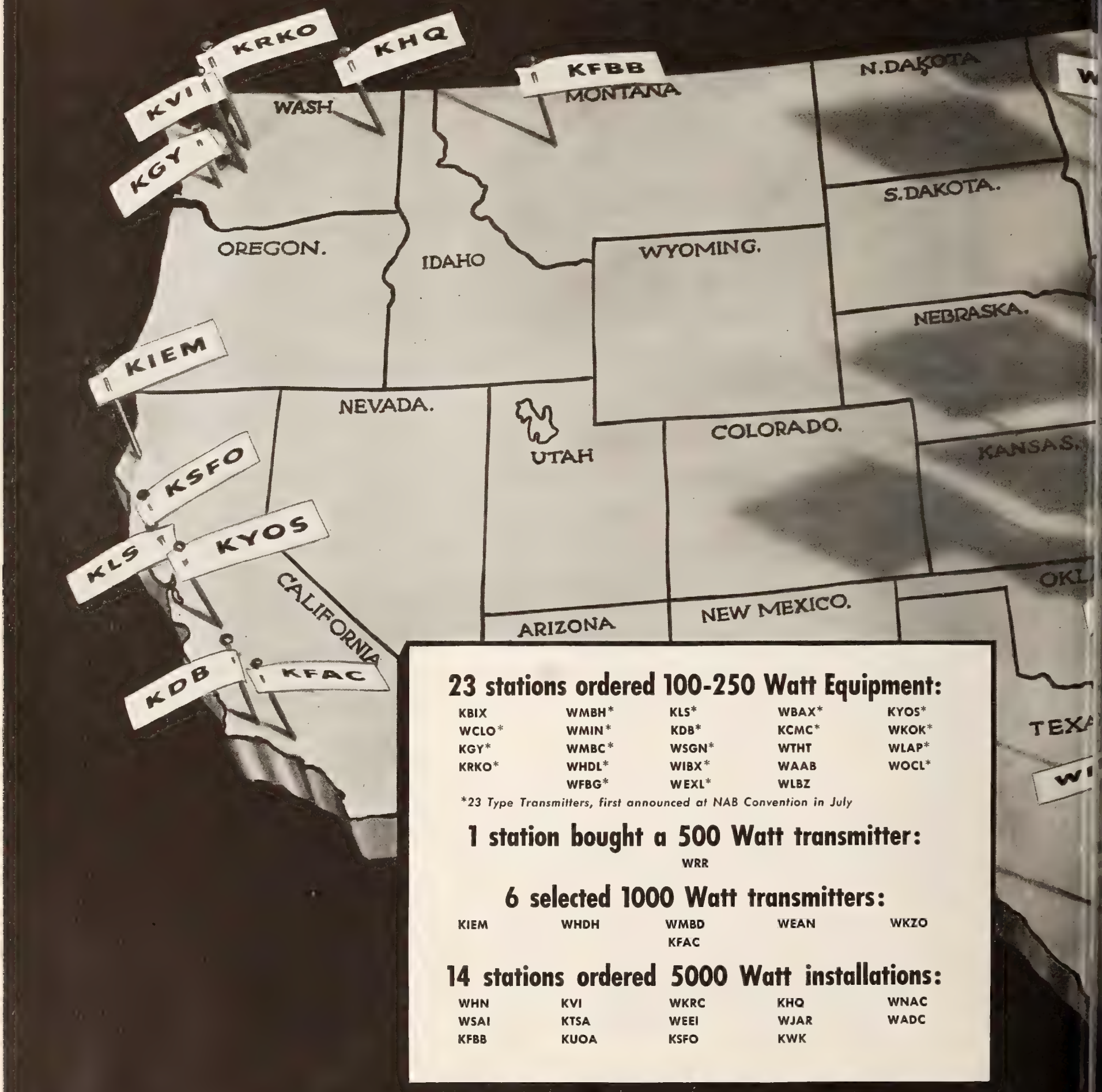
In Chicago, it's

WENR **50,000 WATTS**

A Blue Network Station

Completely programmed by NBC

There must be
44 stations elected to
in the last nine



23 stations ordered 100-250 Watt Equipment:

KBIX	WMBH*	KLS*	WBAX*	KYOS*
WCLO*	WMIN*	KDB*	KCMC*	WKOK*
KGY*	WMBC*	WSGN*	WTHT	WLAP*
KRKO*	WHDL*	WIBX*	WAAB	WOCL*
	WFBG*	WEXL*	WLBZ	

**23 Type Transmitters, first announced at NAB Convention in July*

1 station bought a 500 Watt transmitter:

WRR

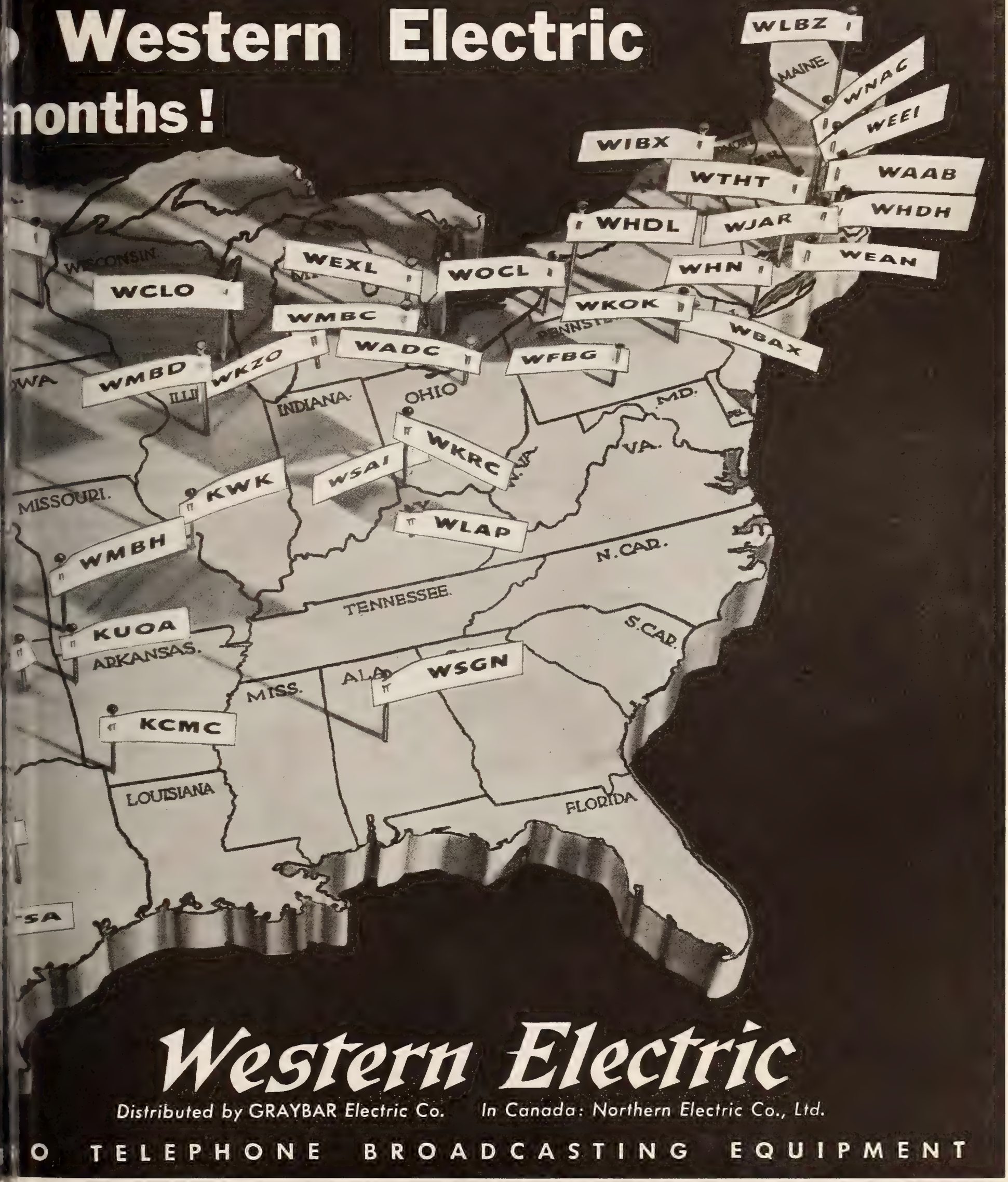
6 selected 1000 Watt transmitters:

KIEM	WHDH	WMBD	WEAN	WKZO
		KFAC		

14 stations ordered 5000 Watt installations:

WHN	KVI	WKRC	KHQ	WNAC
WSAI	KTSA	WEEI	WJAR	WADC
KFBB	KUOA	KSFO	KWK	

reason!
Western Electric
months!



Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

TELEPHONE BROADCASTING EQUIPMENT

Full Schedules and Improved Programs Brighten Autumn Vista on West Coast

WITH MANY new advertisers signed up, and others inquiring into the possibilities of broadcasting, independent stations in the San Francisco Bay region as well as the Pacific Coast networks, start the autumn with a general feeling of optimism and well-filled time schedules. NBC western division executives in San Francisco, and those from Don Lee's KFRC, the CBS outlet in that city, state that prospects for radio business are the best in history and predict a big year ahead. This, it was explained, does not include politicals.

Present difficulty is not to find the clients so much as to find enough hours—the time desired by clients, station managers assert. Time already sold and reserved precludes any possible slump during the coming season's high spots, it was pointed out. There remains the task of selling additional daytime spots to improve further the season's receipts and also the business of continuing to sell late evening hours, such as 10:30 p. m. and after.

Desirable Daytime

DON E. GILMAN, NBC western division vice president in San Francisco, stated that national advertisers are becoming more radio-conscious all the time with many new ones joining the ranks of sponsors for the coming year.

"One of the most gratifying things about the start of the new season is the manner in which new broadcast fields are opening before us," he said. "For years we have felt that since women do 95% of the world's buying, sponsors have underestimated the value of daylight hours for broadcasting. This year, the manufacturers of food and all products which women buy have begun to realize that value, and consequently morning and afternoon hours are being rapidly acquired by farsighted sponsors. They feel that while the daylight audience may be a smaller one it is a very responsive one.

"Available time from 6 p. m. is becoming harder and harder to get; evening hours are filled, solidly, most days, and there is a growing tendency by advertisers to utilize the later hours to the utmost, on the basis that these are the household's hours of relaxation, and programs heard at these times will be listened to with attention."

Harry Anderson, the network's western division sales manager in San Francisco, reports activity on both of NBC's chains, with 10 transcontinental commercial programs on the Blue network and more on the Red than ever before.

"Eastern sponsors," he said, "demand schedules that will bring their products before western audiences, and consequently our greatest difficulty is finding time for all the new transcontinentals.

"Local advertisers seeking to reach the entire community by radio are more numerous than in previous years. The half-hour program is still the most popular with western sponsors, though the 15-minute strip, five days a week, is holding its own, and probably always will meet the requirements of certain sponsors."

Tom Breneman, manager of KFRC, the CBS San Francisco outlet, declared that business today is the best he has witnessed in more than 11 years in radio.

"With time practically 'sold out' KFRC faces the best fall and winter in its history," Breneman said. "We are elated over prospects for the coming season. There is a decided trend to better programs, with advertisers, realizing that radio has become an integral part of every day American life, planning better entertainment features, giving a fuller measure of cultural and educational value."

Independent stations such as KYA, KSFO and KJBS, all in San Francisco, and KROW and KLX, Oakland, Cal., report a decided increase in business and are laying plans for a big fall schedule, including many live talent programs. Other independent stations such as KGGC in San Francisco, and KRE, Berkeley, Cal., also state that prospects for fall are very bright, with new advertisers taking time and others increasing their present schedules.

* * *

Shifts in Programs

WITH RETURN of standard time in eastern cities, virtually a complete new alignment of NBC and CBS network programs is greeting western dealers. Eastern broadcasts, now reaching the Pacific Coast one hour later, necessitated switching of many NBC and CBS western programs. In addition, a number of presentations on both NBC and CBS will make their debut during the next few weeks, thereby necessitating further revision.

Among NBC Pacific Coast sponsored programs heard at a new time are *One Man's Family* (Standard Brands Inc.), Sundays, 9:30 p. m. and Wednesdays 5 p. m.; *Hal Burdick, the Night Editor* (Cardinet Candy Co.), Sundays, 9:15 p. m.; *Sperry Sunday Special* (Sperry Flour Co.), Sundays, 1 p. m.; *Hawthorne House* (Wesson Oil & Snowdrift Sales Co.), Mondays, 7:30 p. m.; *Death Valley Days* (Pacific Coast Borax Co.). Tuesdays, 9 p. m.; *Winning the West* (Occidental Life Insurance Co. of Cal.), Wednesdays, 8:30 p. m.; *Sperry Special* with Hazel Warner and Charles Runyan and Martha Meade's *Household Headlines*, Mondays and Fridays, 1 p. m.; *Langendorf Pictorial* (Langendorf United Bakeries Inc.), Mondays through Fridays, 4:45 p. m., and the *Woman's Magazine*

Benny's Levity

"KIDDING" the sponsor and the product has long been Jack Benny's successful stock-in-trade. The comedian for Jello, who resumes his Sunday shows on NBC-Red Oct. 4, with no objections from his sponsor, is going to do some tall kidding of the radio business in his latest movie *The Big Broadcast*. He plays the part of an advertising agency official staging a series of programs, of which Gracie Allen is sponsor. In the cast also are Bob Burns, Bing Crosby and Sam (Schlepperman) Hearn.

NOW more than ever

the KEY

to the Spokane Market

. . . to the Grand Coulee Dam development
. . . to the thriving $400,000,000.00 Inland Empire trading area

KFPY

—PIONEER broadcasting station of the Inland Empire is now operating on

5 KW

THIS INCREASED POWER and the new, immensely higher vertical radiator erected outside Spokane guarantee to KFPY the GREATEST COVERAGE in the Spokane area.

KFPY representatives

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 1358 Russ Bldg., SAN FRANCISCO

of the Air, Mondays through Fridays, 3 p. m., under sponsorship of the following: Mondays — George W. Casewell Co.; Thursdays—Sperry Flour Co.; Fridays, Van Camp Sea Food Co. All these are NBC-Pacific Red network features. *Watanabe & William* (Dr. Miles Laboratories) is heard at 9 p. m., Mondays through Fridays, on the NBC-Pacific Blue network. The *House of Melody* (Bank of America National Trust & Savings Association), will be heard at 9:30 p. m. over NBC's KPO & KFI, starting Oct. 2.

CBS Pacific Coast sponsored programs heard at a new hour are *Eddie Cantor* (Texas Co.), Sundays, 8 p. m.; *Goose Creek Parson* (Colgate-Palmolive-Peet Co.), Mondays, Wednesdays and Fridays, 7:45 p. m.; *Lux Radio Theater* (Lever Bros. Co.), Mondays, 6 p. m.; *Camel Caravan* (R. J. Reynolds Tobacco Co.), Tuesdays, 6:30 p. m.; *Burns & Allen* (Campbell Soup Co.), Wednesdays, 9:30 p. m.; *Hollywood Hotel* (Campbell Soup Co.), Fridays, 6 p. m.; *Good Morning Neighbor* (Durkee Famous Foods Inc.), on 12 CBS-Don Lee network stations, Tuesdays and Fridays, 2:45 p. m.

Hill for Real Silk

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery & lingerie) will feature Edwin C. Hill, commentator, Harry Sosnik's orchestra and a dramatic cast in a new series, *Behind the Headlines*, which begins on 19 NBC-Blue network stations, Oct. 4, Sundays, 9-9:30 p. m. Leo Burnett Inc., Chicago, has the account.



FISH FOOLISHNESS — First impressions aren't always correct ones, you'll learn from this picture. Left to right you see W. Walter Tison, executive vice president of WFLA, Clearwater, holding a giant red-fish caught on the banks off Clearwater, and Keith Kiggins, NBC station relations, New York, gingerly holding a "radio fish", otherwise known as a grunt. The facts, we are informed, are that Mr. Tison caught the little fellow while the City Slicker towed in the 20-pounder.

FIRE damaged the studios of KMTR, Hollywood, late in September when a blaze started in the control room on the United Artists lot. Damage was estimated at $2,500.

KSD

IN ST. LOUIS

Carried 6 of the 10 BIG AIR SUCCESSES

According to the recently released semi-Annual report of the Cooperative Analysis of Broadcasting the first 6 of the ten leading national network air successes were on KSD. The report covered the six month period ending April, 1936. The record on St. Louis Stations follows:

KSD 6
Second Station 3
Third Station 1

KSD listeners habitually tune in the Distinguished Broadcasting Station for the best on the air.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



DO YOU BELIEVE IN SIGNS?

The signs of the zodiac may, or may not, have anything to do with it—but here is ONE sign you can bank on:



That is proved by the fact that KDYL consistently carries a larger number of local advertisers and a larger volume of local advertising. Alert national advertisers are profiting by this guide.

KDYL

An N.B.C. Station

Salt Lake City

•

Representatives

JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

Agency's View of Dual Rates

(*Continued from page 9*)

Lady Esther Co.; Shell Oil Corp.; Goodyear Tire & Rubber Co. Inc.

Texas Co.; Sun Oil Co.; Wasey Products Inc.; Swift & Co.; Frigidaire Corp.; Studebaker Corp.; Coca-Cola; Standard Oil of Indiana; National Dairy Products Co.; American Home Products; Metropolitan Life Insurance Co.; B. F. Goodrich Co.; National Biscuit Co.

Eastman-Kodak Co.; Frankfort Distilleries Inc.; Norge Corp.; E. R. Squibb & Sons; Electrolux Refrigerator Sales; Vick Chemical Co.; Pillsbury Flour Mills Co.; Quaker Oats Co.; Armour & Co.; Gillette Safety Razor Co.; The Borden Sales Co. Inc.; Lehn & Fink Products Co.; Packard Motor Car Co.; Gulf Refining Co.; Standard Oil Co. (New Jersey); Radio Corp. of America.

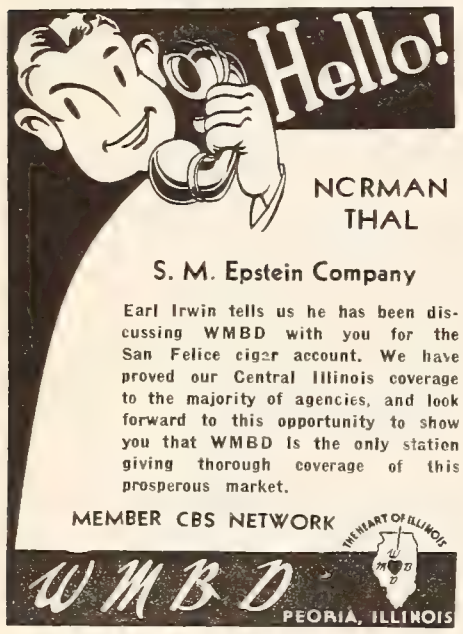
Dr. Miles Laboratories Inc.; Park & Tilford; Canada Dry Ginger Ale Inc.; General Cigar Co.; American Tel. & Tel. Co.; United States Rubber Co.; Corn Products Refining Co.; Westinghouse Electric & Mfg. Co.; Continental Oil Co.

California Fruit Growers Exch.; E. I. Du Pont de Nemours Inc.; Libby, McNeil & Libby; Northam Warren Corp.; Premier Pabst Sales Co.; Cudahy Packing Co.; Greyhound Management Co.; American Oil Co.; Coty Inc.; Hiram Walker Ltd.; Philip Morris Ltd. Inc.; Continental Distilling Corp.; Congoleum-Nairn Inc.

Ralston Purina Co.; International Harvester Co.; Grove Laboratories Inc.; Ex-Lax Inc.; Johnson & Johnson; Scott Paper Co.; Household Finance Corp.; Atlantic Refining Co.; Cream of Wheat Corp.; Kotex Co. and Kleenex Co.; Bon Ami Co.; Loose-Wiles Biscuit Co.

The total advertising expenditures of the 15 advertisers who have exclusive distributorships and might on some stations be able to save by having the distributor place broadcasting at local rates amounts to $45,714,011. The total of the other 85 national advertisers who must distribute through dozens and hundreds and thousands of outlets in a given city rather than one, is $143,877,230 —or more than three times as much. And to these, the differential between local and national rate is not a benefit but a hardship, for each of these advertisers must pay a compensatingly greater amount to offset the lower rate given to the local advertiser.

WHY not fix broadcasting rates for the benefit of the great majority, not the minority?



Go to Church

WNOX and the Knoxville News-Sentinel are broadcasting cooperatively a Go to Church series, using the *Sunday Players* series produced by Mertens & Price Inc., Los Angeles disc concern. Local ministers cooperate by supplying sermonettes to tie in with the religious plays, and are announcing the broadcasts in their churches.

For every advertiser who might gain and be pleased by the rate differential, there will be dozens that lose. Three out of four national advertisers prefer to deal with the station that quotes the same rate to everyone. Inevitably, otherwise, the advertiser feels he is asked to pay an unjust premium because the station is failing to charge the local advertiser a fair amount of the station's overhead.

There is another important difference between the radio and newspaper situations. The newspaper case was ably stated by James A. Coveney, of the George A. McDevitt Co., when he said: "The advertising of a leading merchant in any city is followed by a greater number of people than is the average editorial page * * * Retail merchants advertising not only makes a paper increase in circulation, but it increases the additional value of the advertising columns of that newspaper * * * The national advertiser brings to the people no such added value. He secures an audience which has been assembled, but he contributes little to the assembly."

But in the case of radio, the situation is exactly opposite. The *national* advertiser has contributed most of all — far more than the local advertiser—to the assembling of the audience. The local advertiser is the man who, in Mr. Coveney's words, "secures an audience which has been assembled, but contributes little to the assembly."

The prime attraction which sells a *newspaper* is the editorial content devised by the paper itself—the front page stories, the "Advice to the Lovelorn" columns, the punch-by-punch accounts of the Big Fight, the exciting news photographs of battles and bathing beauties, the habit-forming comic strips.

Luring the Listener

BUT IN RADIO, the attraction that tempts the listener to tune in a station is seldom the sustaining program, seldom the entertainment which the station itself provides, but usually the four-star programs presented by national advertisers.

Here the newspaper situation is exactly reversed. The station which can attract the greatest amount of *national* business, with all the big name stars that only nationally sponsored programs can afford, simultaneously attracts the largest number of local listeners and makes itself the most desirable station for *local advertisers.*

Again and again it has been shown that the station which carries the best programs develops the largest following and can justify the highest rate. "Programs —rather than power—build popularity" verges close to a broadcasting axiom.

Of course the station that carries network programs starts off with a decided advantage. It builds its regular listening audience by being able to offer such four-star tidbits as Rudy Vallee, Major Bowes, Jack Benny, Burns & Allen. It isn't easy for the non-network station to boost its popularity to a par with the network station's. Its best chance lies in getting a major share of the spot business placed by national advertisers. If it can consistently present to its audience transcriptions of Fred Waring, Harry Richman, Dick Tracy, or Easy Aces, it can do a lot more to increase the station's following and the station's desirability not only for national but for local advertising, than if it overcharges the national advertiser and loses national spot business.

In radio, local business follows national business. Local advertisers are attracted by the glamour of well-known programs. Again we have the reverse of the newspaper field where national business follows local.

Cost of Handling

HOW decidedly good transcriptions can build up a station's following was revealed by Prof. Elder's recent Audimeter study in Boston [BROADCASTING Jan. 15]. The Audimeter is an instrument which, when attached to a home radio set, automatically records every minute of that radio's operation. It shows which station is tuned in. It shows which program is listened to—and for how long. When Prof. Elder studied 1,000 Boston homes for two weeks, he found that the most popular daytime program of all (Sundays excepted) was Dick Tracy, and that the next most popular program was Jack Armstrong. In the Boston area, both these programs are on transcriptions.

From a cost-of-handling angle, national spot advertising is usually more profitable to the station than local. For while in a few cases, the national spot program calls for live talent, in a great many more instances it consists of transcriptions. Local shows, on the other hand, nearly always have to be produced by the station staff, a procedure which absorbs much more profit than simply placing a transcription on a turntable.

Fortunately for the station, broadcasting production remains unhampered by some of the weird union regulations which enmesh newspapers. A newspaper, for example, may receive a mat or an electrotype for an advertisement. All it has to do is to make a stereo from this mat. No type setting is required. The type has already been set. But union regulations compel the paper to have the entire ad set up in type by local compositors. This is often done *after* the advertisement has actually appeared in the paper. Nobody ever sees this type set, nobody ever proof-reads it, no use is made of it—it is junked as soon as it is set up.

The equivalent, of course, in radio broadcasting would be for the Musicians' Union to insist that

3rd in the UNITED STATES!



...but just "Bill and Mary" to you!

A hand-and-face lotion manufacturer, in the fall of 1935, bought nineteen different local shows on nineteen of the nation's leading stations. In the spring of 1936 this advertiser ran a fourteen week contest, which called for a carton front with each entry. "Bill and Mary", on KVOO, won third place! The only stations pulling more carton fronts were WLW, Cincinnati, and WGN, Chicago. This five-day-a-week show is now available over KVOO, or keyed out of KVOO to the entire Southwest. Get in touch with KVOO or Edward Petry and Co., Inc.—New York, Chicago, Detroit, and San Francisco.

KVOO

"THE VOICE OF OKLAHOMA" . . . . . TULSA

In Baltimore, it's WFBR

BASIC N. B. C. RED NETWORK

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising YEARBOOK Number Included

- ☐ Two years for $5
- ☐ Check is enclosed
- ☐ One year for $3
- ☐ Send bill

NAME .....

ADDRESS .....

.....

FIRM .....TITLE.....

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

every recorded program be played again by local live musicians hired in each broadcasting studio. If this should ever come, the cost of handling national advertising may approach that of handling local advertising, but at present it costs considerably less—which makes it even more of an absurdity for the national advertiser to be charged more.

Another reason why a rate differential is far less profitable for the radio station than for the newspaper is frequently overlooked. Newspapers rarely pay a commission on local advertising placed at local rates. Radio stations frequently do. If they pay a commission, it reduces their net income 15% below that which would be received by the newspaper. If they don't pay a commission, the agency which handles local accounts not only has no interest in promoting broadcasting but, being human, is likely to actively oppose it. And since the local advertiser isn't nearly so able to produce his own radio program as to write his own newspaper copy, he frequently doesn't use radio.

Dealer Cooperation

IN 1928 when WMAQ, then owned by the *Chicago Daily News*, changed from its newspaper-pattern policy of local rate and national rate to a single uniform rate, not only did its national business go up, but its local business showed a quick and decided upswing—the result of stimulating interest among agencies that handled local accounts.

When a decided differential exists between national and local rates, and the national advertiser turns the radio appropriation over to the dealer, the radio station frequently loses all the billing it might otherwise have had—because the dealer ends up by spending the money for things other than radio.

In the automotive field, there have been repeated examples of this sort: Noticing a decided difference between local and national rates, the factory started out by having the dealer place its radio advertising locally at local rates. The following season, to simplify its own operation, the factory simply gave the dealer a credit of $450 a month representing his advertising allowance based on cars sold, and allowed him to spend it in any way he wanted so long as he could produce the corresponding vouchers. The dealer, not being trained in advertising, spent the appropriation on clam bakes, paper hats for kids, monogrammed sweaters and other give-aways. The local station lost the business—and has not yet gotten it back.

So from a purely selfish point of view it's to the radio station's advantage to see that national advertising is actually placed by the national advertiser's home office. The advertising manager and the advertising agency, with their long background knowledge of radio case histories, are much more likely to be sold on radio broadcasting than is the local dealer.

Some salesmen argue that the station which does not give local advertisers a preferential rate cannot secure local business. But facts don't bear this out. In Chicago WBBM gives no local discount —and carries three times as much local business as all major network stations in Chicago combined. In New York, WOR for years maintained a daytime rate that was actually higher than those of WEAF, WJZ, WABZ — and sold twice as much day time as either of the other stations — and without any hint of a local discount.

Price seems to be less of a factor in selling radio time than almost any other commodity. Perhaps it's because the advertiser considers the cost of his radio advertising to be the lump sum of program cost and time. Perhaps it's because what you get when you buy a quarter-hour of radio time cannot be exactly weighed or measured.

Just how much more coverage the advertiser gets from station ABCD as compared to station EFGH is highly debatable. With all the conflicting methods of measuring coverage there is still no way which permits exact comparison. When the advertiser's purchasing department buys a carload of steel from an Alleghany mill, he knows exactly how many tons he's getting, how much ferrous content, how much carbon content as compared with a Bethlehem shipment. But when he buys radio time, he has no way at all of computing just how much radio he is receiving per penny spent.

Usually when a station hasn't obtained its share of local business, it's not because local accounts regard its rates as being too high. It's because they haven't been sold on radio. It's because the station hasn't proven to them how they can use radio profitably. In the case of department stores, for example, that are *not* using radio, it's probable that a 25% rate cut wouldn't cause 5% of them to switch from newspapers into broadcasting. On the other hand, a 25% increase in selling ingenuity and program planning ingenuity on the part of the stations, or a 25% greater insight into the store's merchandising problems, might well produce a 50% increase in the number of stores sold.

The most satisfactory rate structure from the all-around point of view of the station, the local advertiser and the national advertiser, seems to be the sliding scale. The advertiser then receives, for example, a 5% discount on 13 broadcasts during the year, 10% discount on 26, 15% discount on 52, and 20% discount on 100. Or some such basis as that whereby the advertiser receives 15% discount for three broadcasts per week, 25% discount for six broadcasts per week, with additional discounts if the program runs 13 weeks, 26 weeks, or 52 weeks.

A quantity discount seems as logical in selling radio time as in selling peanuts, rides on a railroad or carloads of sugar. In this way the customer who does the most to help the station pay its overhead, regardless of whether his office be in the station city or 1,000 miles away, receives, as he should, the lowest rate. The sliding scale serves as a continual inducement both to the local and the national advertiser to broadcast more frequently. It gives every advertiser the best chance of making his radio advertising pay—which is the biggest step a station can take toward increasing its own profit.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — All America Cables — Mackay Radio

DON'T EVEN TRY TO HEAR WAVE!

If you live in Chicago or New York, don't waste your time trying to "get" Station WAVE! But next time you're *here*—well, simply walk up and down the streets and *listen!*. That's partly because we carry the best features of both the Blue and the Red N. B. C. networks. Partly because we broadcast from the *very center* (not the outskirts) of Louisville. And—there are 830,080 potential listeners in our first airea—1,132,692 total potential—with rates as low as $18.75 per quarter hour! Interested?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Minnesota Gets 2 New Stations, Regional Net

COMPLETING the triumverate of stations licensed to the interests owning WEBC, Duluth, the new W H L B, Virginia, Minn., is the second new broadcasting station scheduled to go on the air in Minnesota early in October. The other is WMIN, St. Paul, 100-watter on 1370 kc., licensed to Edward Hoffman, St. Paul furniture dealer, who has named Robert F. Schulz, former commercial manager of WDAY, Fargo, as manager and commercial manager; Charles Irving, formerly with WTCN, Minneapolis, as program director, and Glen E. Martin, formerly with WDAY, as chief engineer.

The new WHLB, operating full time with 100 watts on 1370 kc., completes the Arrowhead Network, a northern Minnesota regional hookup including also WEBC and WMFG, Hibbing. Harry S. Hyett, WMFG manager, will supervise the station, with Barney Irwin, formerly of WMT, Cedar Rapids, and WIND, Gary, as commercial manager. Maurice Connelin, former WMFG staff announcer, is program director.

A proposed new station for Duluth, to be known as WDAL, has not yet been moved into that city due to failure to find a site. This station is to be the former KGFK, Moorhead, Minn., 100-watt full-time outlet on 1500 kc., which was purchased earlier this year from the WDAY and *Fargo Forum* interests by a group headed by Dalton LeMasurier, manager of KFJM, University of North Dakota station at Grand Forks.

Giving jobs to thousands
Attracting millions of visitors
Stimulating business in all lines

Two Huge Centennial Shows
make
Dallas--Fort Worth
The Plus Value Market of 1936!

50,000 Watts
WFAA--WBAP
DALLAS FORT WORTH

National Representatives:
Edward Petry & Co., Inc.

From Far Away

THAT FELLOW who would walk a mile for a Camel has nothing on WFAM, South Bend, Ind. 100-watter, which is going all the way across the country this fall to pick up and broadcast the Notre Dame - Southern California game from Los Angeles. Sponsored by Ohio Oil Co., the station is sending its crack sports announcer, Jim Britt, to the coast for a separate wire pickup of the game, which it will feed to WIND, Gary, Ind., and perhaps to other stations. WFAM, operated by the *South Bend Tribune*, is the sister station of WSBT, South Bend. This season it will pick up direct the nine Notre Dame games, all except the game with Army and Navy being under Ohio Oil sponsorship.

New Abilene Station

SCHEDULED to go on the air on or about Oct. 1, KRBC, new 100-watt station on 1420 kc. in Abilene, Tex., has completed the installation of equipment and has selected its staff. Howard Barrett, manager, has been detached from the *Abilene Reporter-News*, whose publishers own the station, and he will also act as commercial manager. Gene Heard, program director, formerly was with WFAA, Dallas, KGKO, Wichita Falls, KFYO, Lubbock, and XEPN, Villa Acuna, Mexico. Chief engineer is W. W. Robertson, formerly with KOMA, Oklahoma City. The station is equipped with an RCA transmitter, International Derrick Equipment Co. vertical radiator, RCA speech input, RCA and WE microphones and General Radio Co. frequency monitor. Bernard M. Hanks, who owns 51.13% of the stock in the licensee corporation, is also a principal stockholder in the *Sweetwater Reporter*, *Big Spring Herald*, *Paris News* and *Corpus Christi Caller-Times*.

New WFIL Studios

WFIL, Philadelphia, will construct a suite of modern studios and offices on the 18th floor of the Widener Bldg., to be ready for occupancy early in 1937 in time for the station's second anniversary. General plans were designed by Frank V. Becker, chief engineer, and Horace Trumbauer, architect. Period motifs will predominate and all mechanical developments will be incorporated. A new operations system will eliminate superfluous wiring and materials. All studios will be of the floating type. The suite will include three large studios, combination studio and clients' audition room each with individual control, master control room, laboratory, news room, sales promotion and clients' exhibition room, music library and rooms for various station departments.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

SYNCHRONIZED TRI(OF STATIONS ASKE

CLAIMING that the synchronize operation of three 250-watt st tions on 1570 kc., one of the thre experimental broadcast frequencie in the 1500-1600 kc. band, will pr vide 30% better coverage than on 1,000-watt station in that ban the *Trenton Times* has applied t the FCC for authority to ere these stations in Trenton, Princ ton and Burlington, three neigh boring New Jersey communities.

The newspaper proposes to uti ize a new radio frequency sy chronizing method developed by C. McNary, Washington consul ing engineer. No wires would b utilized to connect the three st tions, according to George Sutto counsel for the applicant.

A similar application for 10 watt booster stations for W1XB operated by the *Waterbury* (Conn. *Republican & American*, is no pending. W1XBS operates wit 1,000 watts in the same band o 1530 kc., and proposes to insta Western Electric synchronizin equipment but will connect the st tions by wires.

KANS Now on Air

KANS, Wichita, Kan., went on th air for full schedule program tes on Sept. 19, and will be official dedicated Nov. 1, according to a nouncement by Herbert Hollist general manager, who former owned WLBF, Kansas City, Ka The station operates on 1210 k with 100 watts, and is owned b Charles Theis, Wichita investme official. Jack Todd, formerly WHB, Kansas City, and KGG Coffeyville, is program directo Other staff members include Ja McElroy, announcer, formerly WMBH, Joplin, Mo., and KGG Coffeyville, and Vic Rugh, forme ly of KFH, Wichita, as sports a news announcer. The transmitt and speech equipment was man factured by Collins Radio Co., t vertical radiator by Lehigh Stru tural Steel Co., with RCA tur tables.

New California Station

GOING on the air with prelim nary broadcasts in September, t new KYOS, Merced, Cal., 250-wa daytime station on 1040 kc., is no in full operation, with Don Ro bins as manager and Jack Burr as chief engineer. Commerci manager is Robert Leland, forme ly with KLX, Oakland, and pr gram manager is Marion Woo ling, formerly with KJBS, Sa Francisco. and KQW, San Jos Cal. The station is owned by Ra Hugh and Peter McClung, w publish the *Merced Sun-Star*.

New Alabama Station

WJRD, new 100-watt daytime st tion on 1200 kc. at Tuscaloosa, Al recently authorized by the FC will go on the air on or about O 6, according to announcement James R. Doss Jr., owner and ma ager, who also operates WMF Decatur, Ala. An RCA high-fideli transmitter is being installed. M Doss announced that J. L. Do will be commercial manager; T R. Woodward, program and pr duction director; Eston Page, chi announcer, and E. H. Eddy, chi engineer.

TEXAS CRICKETS
Not Only Chirp, But Also Put PA System Off Air

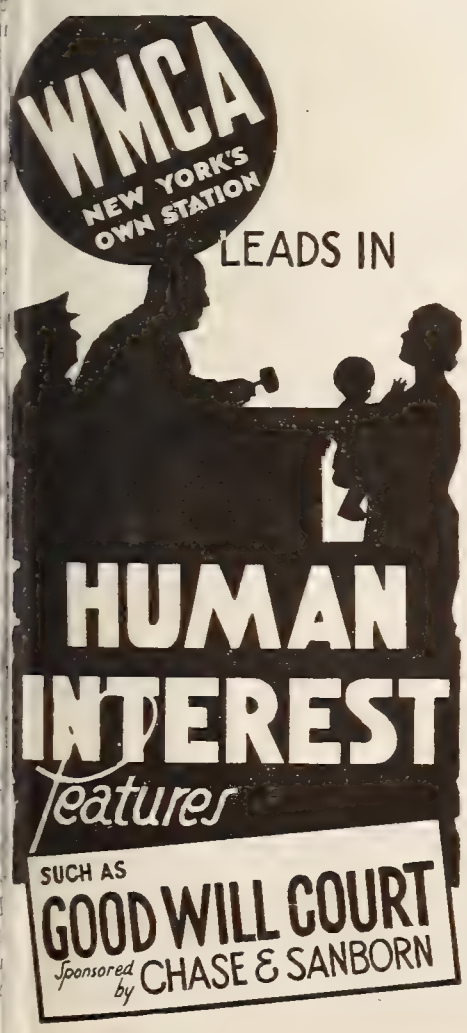
CRICKETS, of all things, have put five sound pylons out of commission at the Texas Centennial Exposition within a week.

"A cricket is just the right length and disposition to give us plenty of trouble," explains Jack Phillips, engineer on whose shoulders falls the burden of keeping the pylons on the air. "The body of the insect will just reach from the high voltage plate to a ground terminal, thus causing a short circuit. His habit of climbing every wall he sees costs him his life, but also costs us an hour of hard work and a new fuse."

When the cricket completes the circuit between the ground terminal and the plate, 1,250 volts of electricity passes through him, leaving only a crisp, hollow shell, but the connection lasts just long enough to burn out the fuse. One of the victims, a little tougher than the rest, caused damage to the plate transformer when he burned too long.

KOVC in N. Dakota

WITH elaborate new studios and offices built in the Rudolph Hotel, KOVC, new 100-watt station on 1500 kc. recently authorized by the FCC for Valley City, N. D., is tentatively scheduled to go on the air Oct. 1, equipped with Collins Radio Co. apparatus throughout, including a vertical radiator. George B. Bairey, onetime Westinghouse engineer, heads the enterprise as general manager. LaVell Waltman, recently with KBIX, Muskogee, Okla., will be chief announcer and program director. W. E. Fritch, former newspaperman, is commercial director, and Carl Curley will be news commentator. Michael McCarthy has been placed in charge of special events.



Andrew D. Ring

(Continued from page 43)

the development of the giant valve —now in everyday use at 50,000 watt stations.

As the engineer in charge of high-power broadcast transmission, Mr. Ring installed the original 50,000 watt transmitter for WEAF in 1927, and a similar job for WENR, Chicago, the following year. Among other installations he handled about that time were those of WHAS, Louisville, and a 5,000 watt station in Toronto, Canada, which initially used the call CKGW.

Further proof that laboratory work on television is not as new as most people suspect is evidenced in the fact that in 1928 GE was developing a 5,000 watt visual transmitter, with Engineer Ring in charge. The station was operated experimentally on the 2,000-2,100 kc. television band.

And while at GE, Engineer Ring was responsible for the development of several radio patents including the modulation meter now in general use on all stations; a system of neutralization for tubes to eliminate the whistle in amplification stages, and super-modulation methods.

It was in July, 1929, that Andy Ring was called to the Radio Commission as a senior radio engineer under Capt. Guy Hill, then acting chief engineer. He was immediately assigned to broadcast allocation matters and has been in that work since. Three years later he was promoted to principal engineer and in 1934 became assistant chief when V. Ford Greaves, incumbent in that post, was transferred to the Pacific Coast as chief radio inspector there.

Aids Technical Progress

THERE have been many reforms in technical radio operation since Mr. Ring became associated with the Radio Commission and its successor FCC. Among these have been the reduction in permissible frequency deviation from 500 to 50 cycles, resulting in highly improved operating methods; mandatory installation of frequency monitors to check deviation; new requirements respecting antenna installations; checking of modulation of stations; cleaning up of equipment to protect life and property, location of transmitter sites, and similar regulations and requirements. All these may be summed up under the heading of "empirical standards" for stations, which has been Mr. Ring's chief work, looking toward a standardization of engineering practices in keeping with modern radio technique.

If Andy Ring has any radio philosophy it is that allocations should be devised to provide maximum service for the radio listener, whether he be an urban resident or a remote dweller, taking into account that there are only a limited amount of radio facilities available. Only with that object in view, he contends, can the terms of the law calling for an equitable distribution of both transmission and reception among all the people be fulfilled.

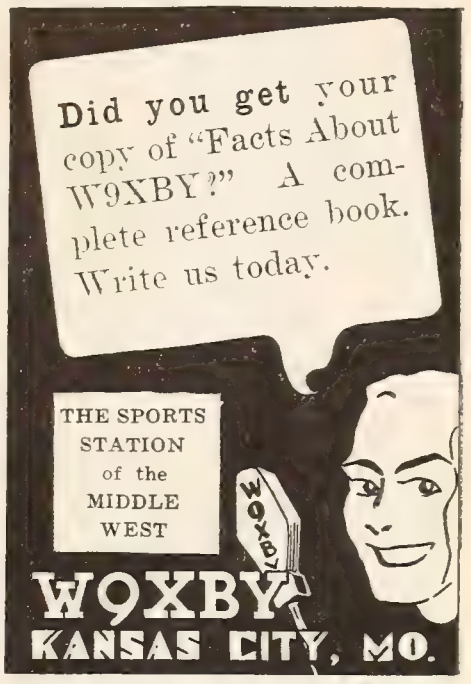
Away from the office, Andy Ring is very much a family man. Married in 1933 to Anne Appel, they made the honeymoon a trip to Mexico City where he attended the North American Broadcasting Conference as a technical advisor to the American Delegation. They have one son, Robert Andrew, aged 4 months. A "ring-leader" in FCC social activities, Andy maintains a summer cottage on the Chesapeake Bay about 30 miles from Washington which is the favorite retreat of Washington's broadcasting fraternity. He is an ardent golfer and belongs to Kenwood and Annapolis Roads country clubs, and goes in also for fishing and boating. He is a Mason, and attends the Presbyterian Church.



MINE DISASTER — Dave Ward (left) and Frank Eschen (right) of KSD, St. Louis, interviewing miner at recent Moberly, Mo., mine disaster. KSD fed NBC-Red during the rescue work and KMBC, Kansas City, fed CBS [see BROADCASTING Sept. 1].

New KGFI Management

CONTRACT for the management of KGFI, Corpus Christi, Tex., a 100-watter on 1500 kc., was entered into in September by Tilford Jones, executive head of KTRH and KXYZ, Houston, and T. Frank Smith, manager of KXYZ, with E. E. (Jack) Wilson, owner of the station. Mr. Jones, nephew of Jesse Jones, Houston publisher and head of the Reconstruction Finance Corp., and Mr. Smith are partners in the venture. Mr. Smith will supervise the operation of KGFI, with Cliff Taton as local manager and Paul Allison as program director, both from KXYZ. H. B. Lockhart continues as chief engineer.



Pittsburgh Is A Stadium . . .

. . . nestled in the foothills of the Alleghanies. And whether they have seats on the fifty-yard line or back of the goal-posts, more* Pittsburghers tune to WCAE, week in and week out, than to any other radio station in the world. (*Ross Federal)

WJAY

Cleveland • 610 Kilocycles

more

Foreign Programs

than all other three Cleveland stations combined.

TWELVE AND ONE-HALF HOURS WEEKLY SPENT BROADCASTING FOREIGN PROGRAMS—sponsored locally and nationally—

Polish
Bohemian
German
Hungarian
Slovenian

and six other nationalities.

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

THEATRE FLOATS
CBS Keeps Gotham Noise Out Of New Studio

TO OVERCOME the roar of Manhattan, CBS built a floating studio in its new Radio Theatre, formerly the Hammerstein, located in one of the noisiest sections of Manhattan. Rock-wool walls, sound-lock doors and cork cushions were used by engineers.

The studio was first used for the first *Major Bowes* program under Chrysler sponsorship Sept. 17, the eve of CBS' ninth anniversary. Design was by Edwin K. Cohan, CBS engineering director, in cooperation with William Lescaze, architect.

The stage floats on an eight-inch cushion of noise-deadening material and on the original floor was placed a layer of felt, layer of wooden beams, layer of felt, and another layer of beams. Crevices were filled with rock wool Next came a layer of asbestos, a wood floor, a third layer of felt and a final cover of linoleum. The cyclorama has been treated with cement and studded with felt to prevent vibration and is insulated from the floor.

The 53d St. wall was lined with pressed rock wool and exits have double lead-lined rubber sealed doors. Blocks of cork support beams while floors are padded with rock wool on the under side. Baffleboards over the stage prevent kickback.

POPULARIZED on CBS where it is sponsored by Wasey Products Co., the *Voice of Experience* has become a daily column feature under the same name in the *New York Mirror.*



SOUND, THEN AND NOW—A decade ago NBC obtained sound effects from bowling pins, and other primitive equipment, as shown in the top photo. Nowadays a few pieces of refined equipment will produce barnyard yowls, locomotive chuggs or any other noise you can think of. Here is Eric Don Pam, NBC sound engineer, in action. Behind him is the new wind machine, which makes hurricanes or gentle breezes.



No Man Can Serve Two Masters.

● AND — a one hour "farm program" does not make a farm station.

● KFNF dons its overalls —rolls up its sleeves and goes to work, serving the farmer from 5:30 in the morning to bed time at night. No "top hat and tails" in the night programs either.

● THIS policy ought to make or break a station. *Our August* 1936 *Business beat any August since* 1927 *and exceeded the high month of the* 1935-36 *winter season by* 5.6 *percent.*

● Reason enough for any advertiser to investigate before placing *any* account in the Middle West.

KFNF The Friendly Farmer Station SHENANDOAH, IA.

University Radio Course

FOR THE first time in its history, the University of California Extension Division in San Francisco is including radio in its schedule and on Sept. 16, under direction of Andrew C. Love, NBC continuity editor in that city, a ten-week course in all branches of continuity writing was started. Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives in San Francisco, starts on Oct. 13 a course in "Commercial Broadcasting", giving the business side of the industry. Marvin Young, NBC producer in Hollywood, is conducting classes in radio writing and production at the University of California Extension Division in Los Angeles.

CONSISTENT
in results obtained for advertisers

***you get* ACTION when you use**

WSOC
Charlotte, N. C.
An NBC Affiliate

Penn Tobacco Expands

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, Kentucky Club tobacco, Eight Brothers tobacco), is sponsoring a daily-except-Sunday series of news broadcasts, using United Press service, on WMAQ, WOW, WJR, KMOX and WTMJ, beginning Sept. 28, and a man-in-the-street program on KFAB. Penn is also using a half-hour of the Saturday night barn dance program on WLS and is continuing its three-a-week early evening sports review on WGN. Agency is Ruthrauff & Ryan Inc., Chicago.

BBC Commentator Here

ANOTHER "roving ambassador" from the British Broadcasting Corp. is in America, and is broadcasting his observations over NBC networks preparatory to doing a series on the BBC. He is Comdr. Stephen King-Hall, BBC commentator, author and economist and retired naval officer, now on a motor tour of this country during which he is contacting people in all walks of life.

HARVARD'S tercentenary celebration last month led NBC to issue a brochure detailing the network programs carried from Cambridge with a foreword by President Lenox R. Lohr felicitating Harvard on celebrating its 300th birthday while NBC was observing its tenth.

Government Data Reveal Soundness Of NAB Figures

Relative Total of Non-network Time Sales Is Confirmed

BECAUSE the name of Dr. Hettinger was prominently associated by BROADCASTING *with its original story [Aug. 15 issue] regarding the disagreement between the Census and NAB apportionment of national and local business in the non-network field, we have asked him to present his own personal analysis of the significance of the recent check study made on this point by the Census at the request and with the cooperation of the NAB.*

By HERMAN S. HETTINGER

THE Census-NAB check has revealed the soundness of the relative proportion of non-network net time sales reported by the Census for the national and local categories respectively.

It likewise has revealed that the NAB figures have underestimated the volume of local business placed over stations, when calculated at the one-time rate, and that consequently local volume has represented too small a proportion of the NAB non-network and total industry volume.

Comparison of Volume

THE CHECK in question constituted a comparison between the proportion of national and local volume represented in the non-network business reported to the Census by the identical group of stations comprising the NAB 1935 sample and the proportion as recorded for these stations by the NAB. The theory underlying the check was that if the proportion of national and local non-network business showed a marked correspondence in the two cases, then the difficulty must lie with the fact that the NAB sample was of such a nature as to underemphasize local volume, since comparable groups of stations had yielded generally similar results. If not, further checks would be required.

Allowing for the fact that Census figures were collected at net and the NAB at gross, the results of the check showed ample correspondence to confirm the above conclusion. Census *net sales* for the group of stations in question were 43.2% national and 56.8% local. NAB *gross sales* for the same group were 46.5% national and 53.5% local. It must be remembered in this connection that discounts from the gross on national business are higher than on local accounts on the whole, so that any presentation of data at the gross will tend to show a larger proportion of national than will the same business presented at the net. Thus a difference of 3.3% between the proportion of the national business on the two sets of compilations is not significant as such.

Upward adjustment of local figures is readily possible and permanent future correction of the tendency to underemphasize local volume can be made on the basis of the improved sampling and estimating procedure which can be developed on the basis of the final detailed Census breakdowns when they become available.

It should be noted that the underemphasis of the NAB local figures does not impair the value of the national figures, which previously have been shown to correspond rather closely to the Census net sales when estimated projections of these are made to a gross volume. It likewise does not affect the value of NAB figures as a measurement of trends, since the rather constant nature of the sample for some time, has made the local underemphasis a relatively constant one. Separate national and local analyses should yield significant results where examination of trends is the interest. The NAB industry total gross for 1935 and for 1936 thus far is undoubtedly low by reason of the local underemphasis, and therefore represents a conservative picture of the medium.

S. C. Grant Suspended

PROTEST by a rival applicant has led the FCC to suspend its July 2 grant to O. Lee Stone, outdoor advertising man of Florence, S. C., authorizing him to erect a new 100-watt daytime station there on 1200 kc., and to order his application set for hearing. The other applicant is Pee Dee Broadcasting Co., whose president is Dr. James A. Bradley, heading a group of local tobacco, banking and mercantile men, asking for 1,000 watts daytime on 950 kc.

Auto Trailer Concern Planning to Use Radio

STARTING with a campaign in automotive trade papers and farm publications, the newly established Home-mobile Division of Edwards Iron Works, South Bend, Ind., is also planning to use radio with newspapers and magazines after Jan. 1, 1937, according to Carter, Jones & Taylor, South Bend agency handling the account. The company has just started to manufacture the Edwards Home-mobile house trailer to take advantage of the growing demand for auto trailers, its production for October being scheduled at 500 units which it expects to step up to 1,000 per month by Jan. 1.

FTC Stipulations

THE Federal Trade Commission has ordered Foster-Milburn Co., Buffalo, to cease claiming its Doan's Pills give quick relief and will "wash out 15 miles of kidney tubes", as well as certain other representations. Kelvinator Corp., Detroit, and Leonard Refrigerator Co., Grand Rapids, agree to cease claims regarding government use and tests involving their electrical refrigerators. Foley & Co., Chicago, agrees to cease certain claims made for its rectal salve and honey and tar cough remedy. Mantle Lamp Co. of America Inc., Chicago, agrees to cease claiming its Aladdin lamps give 10 times more light than the old luminous flame lamp, and uses less oil; that it is the world's finest light, does not cost a penny, is nearest to sunlight of any light known, and the nearest approach to daylight.

Best Business in Seven Years

$100,000,000 Cotton Crop In Mid-South Brings • Smiles to Memphis

Choose WREC TO SELL THIS RICH MARKET FOR YOU

If Your Campaigns Won't Work Over WREC in The Responsive Mid-South Market —They Won't Work In Any Market Anywhere.

Wide-Range Transmission 5,000 Watts Power

"THE VOICE OF MEMPHIS"

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

ONE always STANDS OUT

KFH long ago took its place as an outstanding advertising medium in the Kansas and Northern Oklahoma area because it has been operated for public service and convenience.

In its many years of service KFH has built—because of this policy—a large, loyal audience which is responsive to the advertising messages of its sponsors.

One always stands out—and in this market that *one* is KFH.

5,000 Watts Daytime
1,000 Watts Night

KFH

WICHITA · KANSAS

Affiliated with CBS
Nationally Represented By
EDWARD PETRY & CO.

STUDIO NOTES

WBNX, New York, will give the young folks a chance to show their elders how to run the nation. A new program titled *Youthopia* is based on a mythical city run by youths, who incidentally acquire knowledge of civics. Youths will have a say in the management of Youthopia providing they take out "citizenship" by writing to the station. Citizens will vote for officers and participate in debates on governmental functions.

A QUICK audience developed for *The Air Is Yours*, new feature conceived by Harold Fair, program director of WHO, Des Moines. It is built from seven three-minute manuscripts submitted by listeners who treat any subject they wish. A jury of four selects seven papers from the hundreds that pour in each week, each one selected netting the writer a $5 check.

WBT, Charlotte, N. C., has issued a new rate card creating three classes of discounts to clients, with a few changes in rates included. Discounts are weekly volume dollar, weekly frequency, and discount for consecutive weeks. The new arrangement gives sponsors more opportunity to earn discounts with announcement business in connection with programs. The card is easy to figure, according to Manager William Schudt. WBT maintains only one rate card, having abandoned its local card two years ago.

WITH aeronautical interest high in Texas, KFJZ, Fort Worth, has started *Aviation Topics*, presenting air news for the layman. Prominent airline and other speakers participated in the opening program, which will introduce visiting aviation personalities. Elbert Haling is in charge of the series.

ON THE *Hollywood Whispers*, narrated by George Fischer and recently transferred from KFWB, Hollywood, to KHJ, Los Angeles, a "Hollywood Whispers Medal" will be given each month to the most popular film actor or actress. Fan mail votes will be the base of awards. Listeners send in name, address and birth date. On their birthday Fischer sends an autographed picture of their favorite star.

DURING the recent Texas elections KFRO, Longview, fed a Texas network composed of 19 stations. This is believed to be the largest hookup in Texas history and the first time a local 100-watt station has fed a big hookup.

"PLEASE, oh, please let me have my baby back again," pleaded the mother of 20-month-old Harry Browe, Detroit kidnaping victim, over a mobile unit of WWJ, Detroit. The frantic mother was making the plea in the hope that kidnapers would be listening. The assignment was one of the first given the new No. 1 mobile unit, which had been used to interview children on the subject: "Are you glad to go back to school?"



TO NEW YORK STATE NET — Photo taken during Sept. 13 program originating at Strand Theater, Albany, and WABY for the recently formed New York State Broadcasting System, cooperative network of Empire State stations [BROADCASTING, Aug. 1]. Left to right are: Eugene Jelesnik, orchestra leader; Harold E. Smith, manager of WABY; Andy Roy, theatre manager; William E. Fitzsimmons, president Albany Chamber of Commerce; Royden Rand, announcer; Charles A. Smakwitz, Warner executive.

WKBW and WGR, Buffalo, recently broadcast by shortwave from local headquarters of two major political parties. Roger Baker, special features director, broadcast election returns from the studio as quickly as they were compiled at the city hall. Party officials and candidates were interviewed in the shortwave programs.

A NEW series of medical talks has been started Sunday evenings on WHAM, Rochester, under auspices of the Medical Society of the County of Monroe. The progress of preventive medicine during the past century will be reviewed and general medical information will be given.

WCCO, Minneapolis, cooperating with Minnesota Educational Association, is presenting a weekly discussion series titled *North Star School*, designed to inform the public on educational problems and to demonstrate work of Minnesota public school musical groups. N. R. Ringdahl is chairman of the association's radio committee.

THE KOIL, Omaha, *Man on the Street* is now called *The Curb Exchange* and instead of the announcers having all the best of it, the people interviewed ask the announcer one question.

WWVA, Wheeling, broadcasts a 15-minute *Everybody Sings* in connection with its stage presentation of the WWVA *Saturday Night Jamboree*. During this sing a musical poll is conducted. A familiar chorus is selected and Republicans are asked to show their colors musically, after which the Democrats are called upon to sing the same tune.

FORMATION of High school radio clubs was effected by WNEW, Newark, Sept. 22 at a convention arranged by the station. Clubs will be invited to attend WNEW broadcasts and station employes will visit clubs to lecture on various phases of radio. Programs representative of different high schools are to be arranged.

WKRC, Cincinnati, is installing a temporary studio in the Hotel Alms to take care of the increase in studio programs. Construction is under direction of Frank Dierringer, chief engineer. The studio also will be used during building of the new WKRC studios.

WSOC, Charlotte, N. C., used two mobile units to cover the recent visit of President Roosevelt, with Charles Hicks, announcer, and S. T. Carter, engineer, moving along the station platform and among the crowds. The President's address was handled by Paul Norris, announcer, and John Ward, remote engineer.

IN OBSERVING its 14th birthday in September, WOAI, San Antonio, presented Ken McClure, news editor, talking and playing a recording over the 1922 microphone and acoustican, then repeating the same words and a transcription of the same piece on modern equipment.

IN A two-way experimental shortwave relay over W6XMK and W6XML, working on a 5 meter band, KROW in Oakland, Cal., broadcast the 250 National Stock Car Race from the Oakland Speedway on Sept. 20. Bill Meyer, sports announcer, in the racing car, handled the KROW rebroadcast which is said to be the first of its type on the Pacific Coast.

WHIO, Dayton, has started a series of political forums in cooperation with the local YMCA. It is designed to give viewpoints of various groups, presented under nonpartisan auspices.

WITH little fuss, WBNX, New York, went on 1,000 watts Sept. 21, increasing its signal strength an estimated 12 times with the aid of a directional antenna above the Palisades in Cliffside, N. J.

AUXILIARY studios will be installed by WDNC, Durham, N. C., at Duke University, Durham High School and for colored talent. Regular studios are located atop the Washington Duke Hotel.

ALTHOUGH the next Olympic Games will not occur until 1940, Japan Broadcasting Corp. announces that it has already started preparations for broadcasting the results to the world.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis to broadcast an "Inquiring Reporter" Program!

1000 Watts KIRO 710 KC
SEATTLE, WASHINGTON
KIRO LOOIE says:
"And do they like it."


KIRO . . . with exclusive broadcasts of baseball, basketball, track and hockey games, has consistently carried ten times the sport events of any other station in Western Washington!
NEW YORK DETROIT
NATIONAL REPRESENTATIVES
John Blair & Co.
CHICAGO SAN FRANCISCO



THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

Success of Tests Led to Expansion Of Lipton Program

One-Station Series Expanded To Network by Tea Sponsor

WHEN Frank Presbrey Co. was flirting with a radio idea for its client Thomas J. Lipton Inc., New York (tea), there were two things it wanted to know: First, whether its test program on WJZ featuring Ralph Kirberry had an audience; second, was the program actually selling merchandise.

Newspaper spotlight ads were used for a while to inform readers of radio pages that a new series was beginning.

"Another ingenious and economical idea was to reproduce the same drawings from which the spotlight ads were made, on 9 by 11½-inch sheets, for retail grocery outlets in the territory covered by the program," according to NBC's *Broadcast Merchandising*. "These were used as window poster reminders at the point-of-sale. This was another two-way method of reminding listener-buyers of the program.

"In order to get an answer to the first question (whether an audience really existed for the program), announcements were made for one week that a standard-size package of Lipton's Tea, or a carton of individual tea bags, could be secured free—one to a family. Results from this offer far exceeded expectations.

"Having satisfied themselves that a good audience existed, Lipton made their second test to determine whether the program was actually selling merchandise. An offer was made of an attractive 24-page booklet, 'Your Future in the Tea Cup.' Listeners were required to send in a boxtop. The agency estimated that if one-tenth as many people sent in boxtops for this booklet as had for the free sample this would be sufficient evidence that the program was selling merchandise.

"The returns proved to be very satisfactory and caused Lipton not only to renew the three evening programs over WJZ but also to extend the same program to the NBC-Red Network on Thursday morning, at 11:30-11:45 a. m.

"Although no special survey has been made among retailers, many indications point to the wisdom of careful preliminary testing. In several territories, an increased interest in Lipton's Tea has been shown by dealers. This interest was purely a reflection of consumer sales created by the radio program because this medium was the only advertising used in these markets.

"The agency is continuing to merchandise the program carefully and soundly. A new window poster has just been produced and is being used to promote the second 13-week series which was recently renewed."

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS



SENOR PUENTE

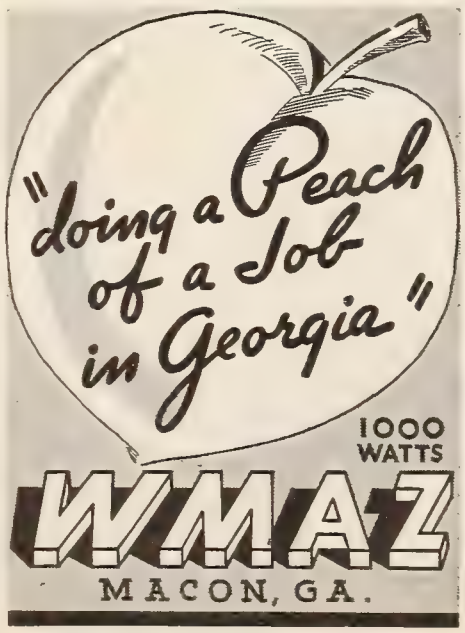
RECORD REMOTE
Argentine Station Picks Up Long Island Polo

LR4, Buenos Aires, made a record remote control broadcast last month when it carried the International Polo Matches between Argentina and the United States direct from Westbury, Long Island, to Buenos Aires.

The broadcast was arranged through cooperation of NBC, RCA and Conquest Alliance Co. Juan Manuel Puente, ace sports announcer of LR4, flew to New York to broadcast the games in Spanish. Puente's description of the polo matches was carried to NBC studios and relayed to the RCA shortwave transmitter at River Head, Long Island. At Buenos Aires the account was picked up by an RCA subsidiary and sent on telephone wires to LR4.

Details of the 7,000-mile broadcast were handled by Phillips Carlin, program manager of NBC; W. W. Lundell, NBC special events director, and A. M. Martinez, secretary in charge of export relations for Conquest Alliance, which represents the station. The U. S. Polo Association gave LR4 exclusive foreign broadcasting rights to the series.

LONGINES - WITTNAUER Co., Inc., New York (clocks and watches) is planning to place time signals, on a cash basis, through J. Lewis Associates, New York.



HONORED BY WTMJ
New Series Pays Tribute to Station's Clients

A NEW weekly series of testimonial programs dedicated to leading Milwaukee radio advertisers by WTMJ, Milwaukee, bears the title *Reviewing the Leaders in Radio.* Wadhams Oil Co., Milwaukee, as the station's largest and most consistent advertiser, was the first client to be honored. Wadhams has done a year-round job on the air, sponsoring baseball, football and basketball broadcasts for eight years. The second "guest of honor" was Sanders Clothing Co., Milwaukee, which set an all-time record for spot broadcasts with 1,000 announcements in a single year on WTMJ.

The programs are a full hour on Saturday evenings, featuring orchestra, male chorus and soloists. The highlight is a dramatized history of the firm singled out for attention, stressing its position in the community, and tying up its business leadership with its consistent radio advertising.

The program will continue indefinitely, honoring all advertisers who have used WTMJ for four years or more.

Simpers to New York

SIMPERS Co., Philadelphia, has opened offices in New York at 444 Madison Ave. to handle the Anthracite Industries account and on Oct. 5 plans to close its Philadelphia office entirely and move the entire staff to New York where it will service all accounts.



The Golden Leaf brings to central North Carolina millions of dollars!

More than 65% of all domestic cigarettes are manufactured within fifty miles of WBIG's transmitter . . . Camels, Luckies and Chesterfields . . . all these famous brands are sponsoring great programs over this station.

Place your advertising where it will be heard by listeners with spending power and with the station that will give you intelligent merchandising service.

WBIG in Greensboro, N.C.
EDNEY RIDGE, Director
"The Favorite Station in the Favored Region"

We Solve Problems Daily

DID YOU EVER HEAR OF A *RUBBER* DOLLAR?

NEITHER DID WE—but we do know that any old dollar, intelligently spent, takes on an elastic quality.

And many wise advertisers have learned that it is possible to stretch their appropriations—without sacrificing the quality of their purchases — simply by choosing the *right* market.

WSPD

is exclusive in Toledo and Northwestern Ohio

—and the rates are *dollar-right.*

Ask for one of our new 500 microvolt contour maps

Studios: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

National Representatives
JOHN BLAIR & COMPANY
New York Chicago Detroit San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBZ-WBZA, Boston-Springfield

Wm. W. Lee & Co., Troy, N. Y. (Save-the-Baby), 6 weekly *t*, thru Leighton & Nelson, Schenectady.
Oyster Shell Products Corp., New York (poultry feed), 26 *sa*, thru Husband & Thomas Inc., N. Y.
Parker Bros., Salem, Mass. (games), 6 weekly *sa*, thru John W. Queen, Boston.
Frye Co., Watertown, Mass. (Pancreo-Bismuth), 50 *sa*, thru Lawrence M. O'Connell, Springfield.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 100 *sa*, thru Lawrence N. O'Connell, Springfield.
Zenith Radio Corp., Chicago, 36 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Block Drug Co., Brooklyn (Omega Oil), 52 *sp*, thru Husband & Thomas Inc. N. Y.
Boston & Maine Railroad, Boston, 26 *sa*, thru Doremus & Co. Inc., Boston.
Florence Stove Co., Florence, Mass., weekly *t*, thru Wm. B. Remington Inc., Springfield, Mass.
Hudson Coal Co., Scranton, 2 weekly *sp*, thru Leighton & Nelson, Schenectady.

WNAX, Yankton, S. D.

American Gas Machine Co., Albert Lea, Minn. (stoves), weekly *t*, thru Greve Adv. Co., St. Paul.
H. C. Garrott Inc., St. Paul (candy), 3 weekly *t*, thru Midwest Recordings, Minneapolis.
Mother's Home Life, Chicago (magazine), 100 *sa*, thru Albert Kircher Co., Chicago.
Mantle Lamp Co. of America, Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Northern Pacific Railway, St. Paul (Immigration dept.), 6 *sa*, thru McCord Co., Minneapolis.
Omaha Flour Mills Co., Omaha, 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Uncle Sam Breakfast Food Co., Omaha (O-Kay flakes), 6 weekly *sa*, thru Bozell & Jacobs Inc., Omaha.
Procter & Gamble Co., Cincinnati (white naptha), 390 *ta*, thru Blackman Adv. Inc., N. Y.

KGO, San Francisco

Albers Bros. Milling Co., Seattle (dog food), 2 weekly *t*, thru Erwin, Wasey & Co. Inc., Seattle.
H. R. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.
Gilmore Oil Co., Los Angeles (Red Lion gas), weekly *sa*, thru Botsford, Constantine & Gardner, San Francisco.

KFBK, Sacramento

Wheatena Corp., Rahway, N. J. (cereal), 3 weekly *t*, thru Rohrabaugh & Gibson Inc., Philadelphia.
Chanslor & Lyon Stores, San Francisco (Crosley radios), 4 daily *sa*, thru M. E. Harlan Adv., San Francisco.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KGA, Spokane

General Mills Inc., San Francisco (cereals), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.

WNAC, Boston

Oakland Chemical Co., New York (Dioxogen cosmetics), 3 weekly *t*, thru Small, Kleppner & Seiffer Inc., N. Y.
R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 6 weekly *sa*, thru Broadcast Adv. Inc., Boston.
Granada Vineyards Inc., Cambridge (Bear Creek wine), 23 *sa*, thru Stoddard-Sampson Co., Boston.
F. B. Washburn Co., Brockton, Mass. (Walico candy bars), 52 *sa*, thru Broadcast Adv. Inc., Boston.
Dodge Bros. Corp., Detroit (autos), 5 *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Greyhound Management Inc., Cleveland (bus line), 26 *sa*, thru Beaumont & Hohman Inc., Chicago.
E. Fougera & Co., New York (Vapex), weekly *t*, thru Small, Kleppner & Seiffer Inc., N. Y.
Johnson Educator Food Co., Cambridge (Crax), 364 *sa*, thru John W. Queen, Boston.

WHIO, Dayton

MidStates Steel & Wire Co., Crawfordsville, Ind. (fence posts), 6 weekly *sa*, thru Mace Adv. Co., Peoria.
Shell Petroleum Corp., St. Louis, 4 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WEAN, Providence

Granada Vineyards Inc., Cambridge, Mass. (Bear Creek wine), 7 weekly *sa*, thru Stoddard Sampson Co., Boston.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
National Carbon Co., New York (Prestone), series of *sa*, thru J. M. Mathes Inc., N. Y.

WKRC, Cincinnati

Dodge Bros. Corp. (autos), 11 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Foley & Co., Chicago (Honey & Tar), 130 *sp*, thru Lauesen & Salomon, Chicago.
Chocolate Products Co., Chicago (Stillicious), 3 weekly *t*, thru J. L. Sugden Adv. Agency, Chicago.
General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.
Pinex Co., Fort Wayne, Ind. (cough medicine), weekly *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.
American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Wheatena Corp., Rahway, N. J. (Wheatena), 3 weekly *t*, thru Rohrabaugh & Gibson, Philadelphia.
Swift & Co., Chicago (Sunbrite), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.

WHK, Cleveland

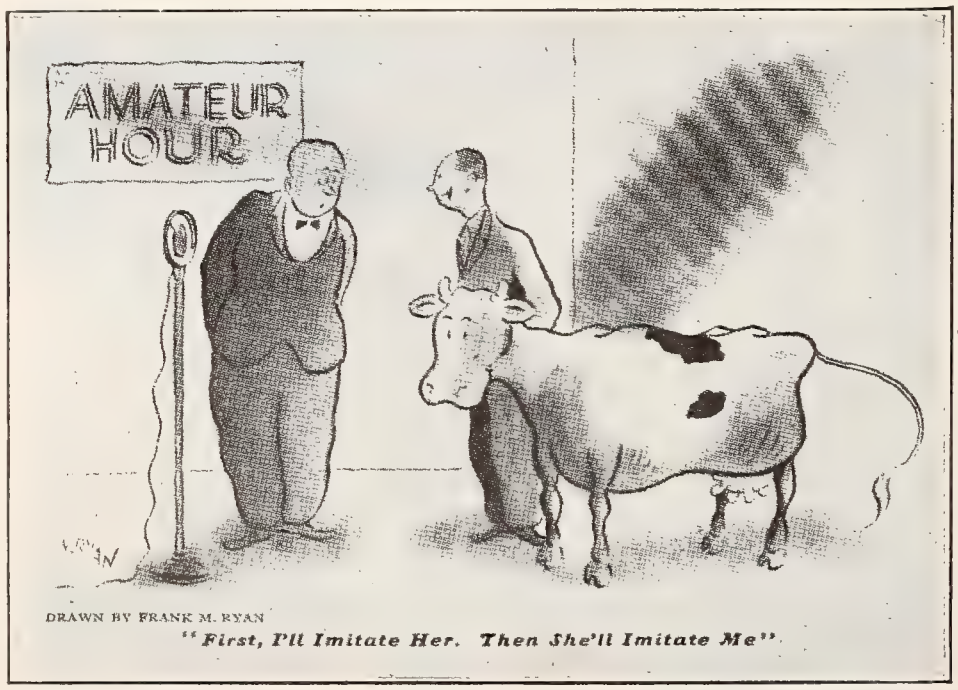
Willard Storage Battery Co., Cleveland, 3 daily *sa*, thru Meldrum & Fewsmith, Cleveland.
Compagnie Parisienne Inc., San Antonio (cosmetics), 6 weekly *t*, thru Northwest Radio Adv. Inc., Seattle.
Kenton Pharmacal Co., Covington, Ky. (Brownatone hair dye), 3 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
General Mills Inc., Minneapolis, weekly *sp*, thru Simons-Michelson Co., Detroit.

WOAI, San Antonio

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Southland Life Insurance Co., Dallas, weekly *sp*, direct.
Humble Oil & Refining Co., Houston, weekly *sp*, thru Franke-Wilkinson-Schiwetz Inc., Dallas.
General Mills Inc., Minneapolis (Wheaties), weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

WICC, Bridgeport

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 100 *sa*, thru Broadcast Adv. Inc., Boston.
Continental Baking Co., New York (Wonder Bread), 120 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.



DRAWN BY FRANK M. RYAN

"First, I'll Imitate Her. Then She'll Imitate Me"

From Saturday Evening Post

KFRC, San Francisco

Roman Meal Co., Tacoma, Wash. (Speed-I-Mix flour), 2 weekly *sp*, thru Milne & Co., Seattle.
Germfree Products Co., San Francisco (sanitary toothbrush holder), 5 weekly *sp*, direct.
American Tobacco Co., New York (Rio Tan Cigars), 5 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Old Homestead Bakery, San Francisco (bread), 6 weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.
Taste Good Bakeries, San Francisco (bread & pastry), weekly *sp*, thru Joseph J. Tissier Adv. Agency, San Francisco.
Hirsch & Kaye, San Francisco (optical supplies), weekly *t*, thru Long Adv. Service, San Francisco.
Granat Bros., San Francisco (mfg. jewelers), weekly *sp*, thru Long Adv. Service, San Francisco.
Hastings Inc., San Francisco (men's clothing), weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Boldemann Chocolate Co., San Francisco, weekly *sp*, direct.

WOR, Newark

Drums Inc., Detroit (cleaner), 3 weekly *sa*, thru C. C. Wingham Inc., Detroit.
W. K. Kellogg Co., Battle Creek (cereal), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Drug Trade Products Inc., Chicago (Peruna, Kolor Bak), 2 weekly *sp*, thru Benson & Dall Inc., Chicago.
Sterling Products Inc., New York (Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, N. Y.
Pechter Baking Co., New York, weekly *sp*, thru Mackay-Spaulding Co. Inc., N. Y.
Sterling Products Inc., New York (Haley's M-O, Phillips toothpaste, Danderine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

KGMB, Honolulu

National Carbon Co., New York (Prestone), 3 weekly *sa*, thru J. M. Mathes Inc., N. Y.
Sperry Flour Co., San Francisco (cereal), 3 weekly *sa*, thru Westco Adv. Agency, San Francisco.
Carleton & Hovey Co., Lowell, Mass., 182 *sa*, thru John W. Queen, Boston.
Oakite Products Inc., New York, 13 *sp*, thru Calkins & Holden Inc., N. Y.

WBT, Charlotte, N. C.

American Gas Machine Co., Albert Lea, Minn., 3 weekly *sp*, thru Greve Adv. Agency, St. Paul.
Mantle Lamp Co. of America, Chicago, weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Pinex Co., Fort Wayne, Ind. (cough syrup), 12 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Sherwin-Williams Co., Cleveland (paint), 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.

KFYR, Bismarck, N. D.

H. C. Garrott Inc., St. Paul (candy), 13 *t*, thru Mid-West Recordings Inc., Minneapolis.
General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Independent Grocers Alliance, Chicago (IGA), 26 *t*, direct.

KOA, Denver

Duart Sales Co. Ltd., San Francisco (Creme of Milk Facial Cream, Permanent Waves), 2 weekly *t*, thru Howard E. Williams Advertising, San Francisco.

WENR, Chicago

Duart Sales Co. Ltd., San Francisco (Creme of Milk Facial Cream & Permanent Waves), 2 weekly *t*, thru Howard E. Williams Adv., San Francisco.

KJR, Seattle

General Mills Inc., San Francisco (cereals), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.

Grid Games Snarl Baseball Schedule

Football Commitments Clash With World Series Oct. 3

WITH numerous non-network affiliated stations added in order to give the benefit of the broadcasts to local dealers, Ford Motor Co., Detroit, on Sept. 30 began sponsorship of the World Series over combined NBC, CBS and MBS networks and a total of about 200 stations. Through N. W. Ayer & Son, its agency, the Ford company paid $100,000 to be divided up in the series financial pool for the privilege of carrying the games and is paying full rates for network and station time. It is the third successive year of Ford sponsorship of the series.

New York, Chicago and Detroit offices of the agency were handling the station lineup details, which became somewhat complicated at the eleventh hour due to previous commitments by some stations for sponsored football broadcasts scheduled for Oct. 3. In some cases, notably WOR, the baseball broadcasts of that day must be dropped in favor of football.

Handling the details from Detroit was Frank Scott, Ayer manager, with H. G. McCoy handling special publicity. The broadcasting of the games was timed to start at 1:15 p. m. (EST), or 15 minutes before each game.

Assigned by NBC to handle the microphone are Tom Manning, of WTAM, Cleveland; Ty Tyson, of WWJ, Detroit, and Warren Brown, sports editor of the *Chicago Herald & Examiner*. Handling the games for CBS are Boake Carter, Philco commentator; France Laux, ace sports announcer of KMOX, St. Louis, and Bill Dyer, WCAU, Philadelphia.

The Mutual Network's group of stations signed for the games includes WOR, WGN, CKLW and WOL, with WHN, New York, taking its accounts. WLW, the other basic MBS station, is taking the NBC reports. Mutual announcers are Gabriel Heatter, WOR commentator; Bob Elson, WGN, and Tony Wakeman, WOL.

Pickard-Gannon Firm

BUYING spot announcements and studio programs on various stations, Pickgan Labrofacts Inc., 250 E. 43rd St., New York, a new proprietary manufacturer and distributor now marketing Allay, an aspirin product, is planning expansion of its line. The company is owned by Sam Pickard, CBS vice president, and Charles Gannon, radio director of Arthur Kudner Inc., a contraction of whose names forms the company name. Mr Pickard is no longer active in CBS affairs, spending most of his time on his farm near Flat Rock, N. C

WILLIAM S. PALEY, CBS president, and Mrs. Paley returned to New York on Sept. 21 aboard the *Queen Mary*.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

STORE'S BIRTHDAY
Marshall Field Gives Radios And Messages

MARSHALL FIELD & Co., Chicago department store, currently holding its second annual radio show, Sept. 25 to Oct. 3, has installed an RCA shortwave transmitter and offers all visitors the chance to send a message to any part of the world free of charge, transmission being handled by members of the United States Shortwave Relay League. Casts of such popular programs as *Stars of the Milky Way, Bachelors Children, Nothing But the Truth*, Marshall Field's own *Musical Clock* (two-hour breakfast time program now in its seventh consecutive year) and others make personal appearances each afternoon.

Visitors owning sets manufactured by any of the seven companies displaying at the show (Crosley, General Electric, Philco, RCA-Victor, Sparton, Stromberg Carlson, and Zenith) are invited to register their receivers' serial numbers, and oldest set of each make registered during the week will be exchange for a new model of the same make. The antique models will be presented to the Museum of Science and Industry.

Show is being advertised in all Chicago dailies and the shopping news as well as on *Musical Clock*. Details of the exhibition were worked out by G. R. Schaeffer, publicity director of Field's, and Miss Frances Baker of the store's advertising department, and W. O. Maxwell of Aubrey, Moore & Wallace Inc., Chicago, in charge of the store's advertising.

Union Party on Air

THE UNION PARTY is sponsoring Dave Edelson's *Sidewalks of Chicago* broadcasts, Tuesdays, Thursdays and Saturdays, 12:30-12:45 p. m., CST, over the Illinois Group of ABC stations, in a campaign to elect William Hale Thompson governor of Illinois and Lemke president. Account, which is placed direct from the party headquarters in Chicago, started Sept. 22 and is scheduled to run until election day. Stations in the hookup include: WTAX, Springfield, WJBL, Decatur, WROK, Rockford, WHBF, Rock Island, WCLS, Joliet, WIL, St. Louis, and WWAE, Hammond.

AVAILABLE
RADIO EXECUTIVE

• Ten years experience with outstanding radio stations in management, sales, program, production and merchandising. Responsible for many radio features and artists. Wants to prove value of personal services to agency or station. Salary to start secondary consideration.

ADDRESS
Box 559—Broadcasting

IGA To Add Stations

INDEPENDENT Grocers' Alliance of America, Chicago, started a spot campaign on Sept. 29, using a fifteen-minute script show, *One Girl in a Million* transcribed by WBS, three mornings weekly on WCCO, WDAY, KFYR, WHO, WIBW, WKBH, KOA, WBBM, WTMJ, WMBH, WWVA and WKY, with about as many more stations to be added as the campaign progresses. The commercials will be in part institutional, urging people to trade with the independent merchants whose stores display the IGA label, and in part direct advertising of specific merchandise. Teaser posters, handouts for insertion with grocery orders, and space in the organization's advertisements in newspapers and shopping guides are being used to merchandise the program to the public, and a weekly bulletin of merchandising ideas will be sent to members from IGA headquarters. Agency: Charles Daniel Frey Co., Chicago.

New P. & G. Series

PROCTER & GAMBLE Co., Cincinnati (Lava soap), is sponsoring *Houseboat Hannah*, a transcribed daytime script show, Mondays through Fridays, on WJR, KMOX, WBBM, WDAF and several other stations to be selected, starting in mid-October and placed through Blackett - Sample - Hummert Inc., Chicago. P. & G. on Sept. 28 started its tenth program on NBC, with *Tim Healey, the Ivory Reporter*, on three NBC-Blue stations, WJZ, WBZ-WBZA, Mondays through Fridays, 9:45-10 a. m. Blackman Adv Inc., New York, is the agency.

WANTED!
A TOUGH USED CAR SALES JOB
for
"HAPPY DAN the USED CAR MAN"

Wire or Write

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1357 No. Gordon
Hollywood, Calif.

•

Also available

Laundry	Bread
Loan	Ice Cream
Furniture	Jewelry

RADIOAIDS

SHOWMANSHIP for SALES
WITH
WHN
RESULTS
THE STATION OF ~~STARS~~

Showmanship means entertainment that brings *results* in dollars and cents...Advertisers using WHN have at their disposal the vast showmanship resources of the WHN Artists' Bureau, the Metro-Goldwyn-Mayer Studios, and the Loew's Theatre chain. A few choice program periods are still available for the Fall and Winter season.

WHN • 1540 BROADWAY, N.Y.

George T. May III

GEORGE T. MAY III, Chicago advertising executive, died Sunday, September 20, in the Hinsdale sanitarium following a week's illness. Mr. May, who was 32 years old, had resigned his position as radio director of the Chicago office of Batten, Barton, Durstine & Osborn Inc., less than a month before his death, to become advertising director of Atlas Brewing Co., Chicago.

GENE FROMHERZ has joined the Chicago radio department of J. Walter Thompson Co., where he was placed in charge of spot radio campaigns, starting Sept. 28. Mr. Fromherz for several years was associated with First United Broadcasters, Chicago, until recently was sales promotion manager of Affiliated Broadcasting Co.

SPOTLITES

5 MINUTE DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

AGENCIES AND REPRESENTATIVES

WILLIAM G. RAMBEAU and Bill Cartwright, of Rambeau Co., Chicago staff, spent several weeks on the West Coast, in September, visiting the stations of the Don Lee Broadcasting System for which the Rambeau Co. has recently been appointed national sales representative. During their absence their Chicago quarters in the Tribune Tower were remodeled and enlarged to include an audition room and increased office space.

STOCKTON, WEST & BURKHARDT, a new agency, has been formed in Cincinnati with offices in First National Bank Bldg. Organizers are Eric W. Stockton, formerly vice-president and secretary of Ralph H. Jones Co.; William Z. Burkhardt, formerly vice-president and sales manager of the same agency, and Ronald West, formerly copy chief of the same firm, all of whom have sold their stock holdings in the concern. Mr. Burkhardt is president. Mr. Stockton vice-president and Mr. West secretary of the new agency.

CECIL UNDERWOOD, former Pacific Coast NBC program manager who recently went to New York as radio producer for Ruthrauff & Ryan Inc., will return to Hollywood late in October to open Hollywood offices for the agency. He will produce the new Lever Brothers' program for Rinso and Lifebuoy soap from the Coast. Victor Young's Orchestra will change from *Shell Chateau* to the Rinso-Lifebuoy series when it is inaugurated in November.

LONG ADV. SERVICE has moved its San Francisco offices to larger quarters in the Russ Bldg., that city, doubling its space. Ray Rogers, formerly with the *San Francisco Call-Bulletin*, has joined the agency as copywriter. Hassel Smith is in charge of the San Francisco offices.

Presto, Chango!

IT'S now WJSV, Washington; KOIL, Omaha, and WEBC, Duluth—and no more equivocations! In the past, you will recall, WJSV officially was in Alexandria, Va., KOIL in Council Bluffs, Ia., and WEBC in Superior, Wis. At its first autumn meeting Sept. 22, the FCC Broadcast Division approved removal of main studios of these stations to the larger cities. That is because up to a few months ago broadcast quota provisions prevented assignment in the states of main studios. Repeal of the Davis equalization amendment at the last session of Congress made the official removals possible. In each instance, however, it is simply a change in call-letter designation and main studios for the stations have had "auxiliary" studios in the larger cities anyway.

HAROLD W. DAVID, in charge of the Lord & Thomas radio department in San Francisco, after three months in New York, where he made a study of the eastern radio market, has returned to the West Coast. He is reorganizing the San Francisco radio department.

RAY LINTON, Chicago, station representative, and Miss Doris Poole, High Point, N. C., are to be married in November. They will make their home in Chicago.

MISS SYBIL SEAGULL, formerly with WNEW, Newark, and Miss Dorothea Reilly, formerly with Erwin, Wasey & Co., and Lord & Thomas, have organized Seagull-Reilly Associates, 55 W. 42d St., New York, as a market research and contest management concern.

RAYMOND RUBICAM, of Young & Rubicam Inc., New York, arrived at the firm's new Hollywood office late in September on an inspection tour.

FRANKLIN W. ORVIN, formerly vice-president of Equinox Co., operating resorts, has joined the radio department production staff of Batten, Barton, Durstine & Osborn Inc., New York.

BEAUMONT & HOHMAN Inc., has moved its San Francisco headquarters to 700 Mills Bldg., doubling its former office space. Herbert D. Cayford is manager, with A. W. Scott in charge of radio.

WALTER BIDDICK Co., Los Angeles station representatives, has been appointed coast sales representatives for KGU, Honolulu, and for the new KYOS, Merced, Cal.

ROBERT S. HOTZ in charge of radio production at Blackett-Sample-Hummert Inc., Chicago, has resigned effective Oct. 1. Mr. Hotz, who was a member of the NBC sales staff in Chicago before joining the agency, has not announced his plans.

GEORGE VOS, radio advertising manager of The Texas Co., James Tierney, Mr. Vos's assistant, and Louis A. Witten, vice president in charge of radio for the Texas agency, Hanff-Metzger Inc., New York, are in Hollywood supervising the new *Eddie Cantor* CBS program which made its debut Sept. 20. Mr. Witten was expected to return East after the Sept. 27 broadcast. Mr. Vos and Mr. Tierney will probably remain on the West Coast indefinitely.

GEORGE ROESLER, radio station representative, has resigned as national sales manager of the Affiliated Broadcasting Co. to devote his full time to the sale of time on the stations he represents. Mr. Roesler has opened an office at 360 N. Michigan Ave., Chicago.

JACK NELSON, radio director of Kenyon & Eckhardt Inc., New York, on Sept. 26 resigned to join Frank Mooney, building and management service, in Lauderdale, Fla. Mr. Nelson has been in the radio field since 1922 and at one time was connected with the radio departments of Lennen & Mitchell Inc., and Lord & Thomas, both New York agencies. No successor to Mr. Nelson has been announced.

REGIONAL OFFICERS SELECTED BY AAAA

ELECTION of new officers and governors for the four sectional councils of the American Association of Advertising Agencies was announced Sept. 23 by the AAAA with expiration terms as follows:

New York Council — Mark O'Dea, O'Dea, Sheldon & Co., New York (1937), chairman; T. S. Buchanan, Hanff-Metzger Inc., New York (1938), vice chairman; Samuel W. Meek Jr., J. Walter Thompson Co., New York (1937), secretary-treasurer. Governors: Richard Compton, Blackman Advertising Inc., New York (1937); Ben C. Duffy, Batten, Barton, Durstine & Osborn, New York (1938); Charles Dallas Reach, Charles Dallas Reach Co., Newark (1938); R. L. Strobridge, Newell-Emmett Co., New York (1937).

New England Council—Ernest V. Alley, Richardson, Alley & Richards, Boston (1938), chairman; A. E. Greenleaf, The Greenleaf Co., Boston (1938), vice chairman; Mason L. Ham, Mason L. Ham Advertising, Boston (1937), secretary-treasurer. Governors: S. A. Conover, S. A. Conover Co., Boston (1937); Henry B. Humphrey, H. B. Humphrey Co., Boston (1938).

Atlantic Council — Joseph Katz, The Joseph Katz Co., Baltimore (1937), chairman; Rowe Stewart, Stewart-Jordan Co., Philadelphia (1938), vice chairman; Florence M. Dart, The Simpers Co., Philadelphia (1938), secretary-treasurer. Governor: C. Harold Marston, Geare-Marston Inc., Philadelphia (1937).

Western Council — H. M. Dancer, Henri, Hurst & McDonald Inc., Chicago (1937), chairman; W. W. Lewis, Campbell-Ewald Co., Detroit (1938), vice chairman; Albert W. Sherer, Lord & Thomas, Chicago (1938), secretary-treasurer. Governors: Milton J. Blair, J. Walter Thompson Co., Chicago (1938); Charles Daniel Frey, Charles Daniel Frey Co., Chicago (1937); E. G. Marshutz, Gardner Advertising Co., St. Louis (1938); Maurice H. Needham, Needham, Louis & Brorby, Chicago (1938); Z. L. Potter, Erwin, Wasey & Co., Chicago (1938); Merle Sidener, Sidener, Van Riper & Keeling, Indianapolis (1937).

THE *National Farm & Home Hour* on Oct. 2 will begin its ninth year on an NBC-Blue network.



CARL E. BAUERMEISTER, President of the Chas. W. Bauermeister Co., of Terre Haute, Indiana, the old wholesale distributing firm of the Wabash Valley . . . distributing "JANE JUSTICE" brand food products.

Consistent HOME WORK Places *Jane Justice ahead of the class!*

"—Jane Justice foods are leading all other lines we handle, in sales. We attribute this marked sales increase to the thorough and speedy job of selling WBOW has done in the homes in this territory . . ."

Signed *Carl E. Bauermeister*

Get this "consistent homework" to promote your product in the Wabash Valley. Choose WBOW to do the job!

W. W. BEHRMAN, *Director*

National Representatives FURGASON and ASTON New York Chicago Detroit

250 WATTS WBOW 1310 KC.

on the banks of the Wabash

TERRE HAUTE INDIANA

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1000 Watts*

Big Crops and Good Prices!

Official estimates indicate North Carolina's 1936 crop values will equal the quarter billion dollars of 1935. Use WWNC and you blanket Western North Carolina — where prosperous agriculture joins with manufacturing, resort business and mining to make a rich, responsive market!

Aladdin Campaign Covers Wide Area

MANTLE LAMP Co., Chicago (Aladdin lamps), is just getting under way with its 1936-37 radio campaign, using barn dance, and hillbilly programs on stations in all parts of the United States and Canada in which there are unelectrified farms whose owners are users of kerosene lamps. Ed Fellers, radio director of Presba, Fellers & Presba Inc., Chicago agency in charge of the Mantle Lamp advertising, is concluding a trip through Canada and the Eastern States, contracting for time and programs. Already contracted are: "Smiling Ed" McConnell in person on WLS, Saturday, 8:15-8:30 p. m.; WLW, Saturday, 9-9:30 p. m., with WOR, picking up the last half of the program by wire from WLW, Saturday, 9:15-9:30 p. m. The "smiling Ed" programs of hymns, old-time songs and ballads, transcribed into quarter-hour records, will be used once weekly over each of the following stations: KTHS, KOA, WJSV, WJAX, WSB, KGGF, WLBZ, WCSH, WJR, WEBC, KMOX, KWTO, WGY, WWNC, WBT, KFYR, WDAY, WKY, KTUL, WNAX, WSM, WOAI, WWL, WRVA, and CFRB, with more stations not yet selected.

Other Mantle Lamp programs include: *Bar Nothin' Ranch — Boots and Saddles Division,* a program of Western and hillbilly music, on WIRE, daily 6:45-7 a. m.; *Aladdin Barn Dance Frolic* on WHO, Saturday, 8-8:30 p. m. Hugh Aspinwall, in a program similar to McConnell's, on WCCO, Sunday, 4:30-5 p. m.; Tex Owen, *Lonesome Cowboy,* on KMBC, Mon., Wed., Fri., 12:15-12:30 p. m.; *The Plainsmen* on KFAB, daily 6:35-6:45 a. m.; Homer Griffith, *The Friendly Philosopher,* on WFAA, Wed., 6:30-6:45 p. m., Fri., 5:45-6 p. m.

Five-minute programs of ballad music are booked in Canada on CFJN, Calgary; CJCA, Edmonton; CJOR, Vancouver; and CJRC, Winnepeg, Mon., Wed., Fri.; farm market reports, five days a week, on CFRB, Toronto. A morning quarter-hour of recorded music, daily except Sunday, is booked on KDKA; *Lonesome Cowboy* on WWL, Fri. and Sat., 7-7:15 a. m. Announcements are contracted four daily on KMA, two daily on WIBW, and eight weekly on KMMJ.

In addition to the programs sponsored by the Mantle Lamp Co. itself, the McConnell transcriptions are being sponsored by local Aladdin dealers on the following stations: WHBL, KIUP, KGDE, KDLR, KFJM, WHBB, KFPW, KLRA, KIDO, WLAK, WCOA, WTFI, WRGA, WEBQ, WCLS, WHBU, WLAP, WAGM, WFMD, WJMS, KGKY, KICA, WMFF, WEED, KADA, KGDY, WOPI, KFDM, KFRO, KONO, KGKB, WHIS, WMMN.

Gross Buys WJIM

SALE of 100% of the stock in WJIM, Lansing, Mich., to Harold F. Gross, manager of the station, was concluded Sept. 28. The Michigan local was formerly operated as a partnership, with Mr. Gross, Leonard Verslius and Bliss Keeler as coequal holders of the stock. The latter two sold their holdings to Mr. Gross for an undisclosed sum.

Benson, Peter Confer With FCC on Research Activity of Joint Board

JOHN BENSON, president of the American Association of Advertising Agencies and chairman of the Joint Committee on Radio Research representing advertisers, agencies and stations, and Paul F. Peter, secretary of the Joint Committee in charge of Research, on Sept. 28 conferred with Chairman Prall and Commissioner Sykes of the FCC in connection with the committee's work. The committee was created last year to devise a project looking toward a cooperative bureau for radio research to authenticate station coverage data and listener habits.

Mr. Benson and Mr. Peter related to the commissioners the scope of the work the committee is undertaking, and expressed interest in FCC activities insofar as station coverage is concerned. They discussed informally also the recent FCC clear-channel survey with particular reference to the post-card questionnaire aspects.

The Joint Committee comprises 15 members equally representative of the NAB, AAAA and Association of National Advertisers. It is functioning with funds contributed by NBC and CBS. Mr. Peter, who has established headquarters in New York, is now analyzing station and other coverage data submitted by groups in the industry as a preliminary step toward devising a recommended plan of procedure.

President's Special Car Given Sound Equipment

LIKE Gov. Landon's private train, to which baggage car completely equipped by Collins Radio Co. with radio and public address equipment is attached, the *Pioneer,* President Roosevelt's pullman car on his current political tours, is fully equipped for sound. The job was completed Sept. 26 by engineers of WOR, Newark, whose public address department was awarded the contract by the radio division of the Democratic National Committee.

Lewis R. Tower, WOR staff engineer, is accompanying the President to handle the equipment. Jack R. Poppele, WOR chief engineer, supervised the installation, with W. B. Davis and Edward J. Content as his assistants.

KMBC Stays With F & S

REPRESENTATION of KMBC, Kansas City, by Free & Sleininger Inc., will not end on Sept. 30, the termination date of their contract, as previously announced, but will continue, according to Arthur B. Church, and J. Leslie Fox, director of sales. An agreement has been reached covering various areas in which Free & Sleininger maintains offices—New York, Detroit, Chicago and San Francisco. George E. Halley, recently appointed national program sales representative, will continue in this capacity, with headquarters in Chicago. Plan is to synchronize Halley's efforts with those of Free & Sleininger on local program sales for KMBC, but to concentrate his efforts on selling and servicing KMBC national program features and personalities.



FROM THE SOURCE — John Wald (left), dean of KSTP's announcing staff, goes into the field to bring the traffic menace close to home for KSTP, St. Paul. Employing its shortwave truck transmitter, KSTP is originating a series of safety first broadcasts direct from receiving rooms of hospitals, treacherous intersections, police department garages. Heard on the programs are traffic superintendents of Minneapolis and St. Paul; nurses, internes and doctors at receiving hospitals; ambulance and accident squad drivers, and others who come in close contact with the traffic menace.

Palmolive Series Using 116 Stations

SUPPLEMENTING the CBS *Come On Let's Sing* program Wednesdays, 9:30-10 p. m., Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap) on Sept. 28 began a one-minute spot campaign on 116 stations. The live announcements stress the exclusive use of palmolive soap by the Dionne Quintuplets and are broadcast twice daily, Monday, Tuesday, Thursday, Friday, up to and including Oct. 19. Benton & Bowles Inc., New York, placed the account, which includes the following stations: KOB, WCBA, KGNC, WSB, WPG, WFBR, WLBZ, KFDM, KGHL, WNBF, WAPI, KFYR, KIDO, WBZ-WBZA, WICC, WGR, KGIR, WMT, WCHS, WDOD, WMAQ, WCKY, WTAM, KFRU, WBNS, WFAA-WBAP, WOC, WHIO, KOA, WHO, WJR, WEBC, KTSM, WLEU, WGBF, WMMN, WDAY, WOWO, KMJ, KFBB, WTAQ, WHP, WSVA, WTIC, KPRC, WSAZ, WFBM, WJDX, WJAX, KMBC, WNOX, WLAP, KFAB, KLRA, WHAS, WIBA, WMC, WQAM, WTMJ, KSTP, WTCN, WALA, WSFA, WLAC, WNEW, WWL, WHN, WINS, WMCA, WTAR, WKY, WOW, WDBO, WPAD, WMBD, WFIL, KTAR, KDKA, WCSH, WJAR, WTAD, WEEU, WRVA, WDBJ, WHAM, KFBK, KSL, WOAI, KFSD, KGO, WTOC, WGY, WGBI, KJR, KSOO, KFPY, KWTO, KVI, KWKH, KSCJ, KWK, WFBL, WFLA-WSUN, WSPD, WIBW, WTNJ, KVOO, WIBX, WRC, WWVA, KFH, KGKO, WORC.

Sapolin Tests in Gotham

SAPOLIN CO., Inc., New York (paints) on Sept. 17 started a series of test quarter-hour programs on WABC, New York, Thursday noon, with Roger B. Whitman discussing methods of keeping a house in repair, under the title *The Better Home.* Tracy-Locke-Dawson Inc., New York, placed the account.

Discs to Be Placed By Townsend Party

Two Mexican Stations Listed NBC Rejects Plea for Funds

FOLLOWING a last-minute cancellation of his broadcast over WENR, Chicago NBC-owned station, which had been scheduled for the evening of Sept. 25, Dr. Francis E. Townsend dropped all plans to use the major networks to enlist moral and financial support for his old-age pension plan and began recording a series of quarter-hour talks to be spotted on various stations throughout the country which will allow the use of their facilities for the solicitation of funds.

Dwight Bunnell, radio director of Townsend National Recovery Plans Inc., a national organization with headquarters at 720 N. Michigan Ave., Chicago, stated that NBC officials, while not actually refusing to accept the organization as a program sponsor, had done everything possible to hamper the preparation of the broadcast.

Specifically, Bunnell charges that NBC refused to let Dr. Townsend discuss politics on the grounds that his organization is not a political party and has no right to broadcast political opinions. When a non-political script, described by Bunnell as "educational", was submitted for approval, he said that NBC refused to allow the solicitation of funds and further deleted references to the *Townsend Weekly,* national organ of the organization.

Contrary to Policy

P. G. PARKER, assistant to Niles Trammell, vice-president of NBC, and manager of WENR, replied that Dr. Townsend's speech had been rejected because it solicited funds. "This is contrary to NBC policy," he said. "No appeal for funds is permitted by NBC regulations except in the cases of the American Red Cross, Salvation Army and local community chests. NBC is willing to allow Dr. Townsend to speak over its stations providing that his speech conforms to the policies of NBC."

As similar difficulties had been encountered at WJJD, Chicago, where a 13-time contract was cancelled after the first broadcast on Aug. 23, Bunnell said that future arrangements for radio time would be made only with stations willing to accept the programs of the Townsendites without constant quibbling. "We have already received letters from more than a hundred independent stations asking for Townsend broadcasts," he stated.

Bunnell further announced that contracts have been signed for 52 half-hour programs, to be broadcast twice weekly over two Mexican stations, XEPN, and XELO, Piedras Negras, which he said can be heard throughout the United States. Bunnell is leaving Chicago Oct. 1 for Mexico, where he will personally handle the broadcasts, each of which will include one of Dr. Townsend's transcriptions, the remainder of the period to be filled by Bunnell.

WTMJ, Milwaukee, has applied to the FCC for authority to broadcast facsimiles from 12 midnight to 6 a. m. on its regular frequency of 620 kc., using 500 watts.

RADIO ADVERTISERS

NATHAN DANZIGER, for the last three years general sales promotion and advertising manager of Golden State Co. Ltd., San Francisco (dairy products), has been made director of sales. F. E. Seaton continues as assistant sales manager. M. H. Stewart has been placed in charge of the advertising division under Danziger, who is also president of the San Francisco Advertising Club.

SCOTT FURRIERS, Boston, which started *Guess Who* on WEEI, Boston, and WJAR, Providence, has added WDRC, Hartford and WCSH, Portland, to its schedule. The series now offers 43 awards for listeners who guess titles of orchestra selections. Continental Adv. System, Boston, has the account.

WDRC

"The Advertising Test Station In the Advertising Test City"

Maximum Coverage of the Major Connecticut Markets

Basic CBS Station

Hartford, Conn.

National Representative
Free, Johns & Field, Inc.
New York — Chicago — Detroit
San Francisco — Los Angeles

LYDIA O'LEARY Inc., New York (Covermark cream & Spot-Stik) has appointed J. P. Muller & Co., New York, to service its account. Radio, magazines and rug trade papers are on the media list.

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake, etc.) has appointed Benton & Bowles Inc., New York, effective Jan. 1, 1937, to handle its account.

SPIC Inc., Chicago (deodorants) has appointed Klau-Van Pieterson-Dunlap Associates, Milwaukee, to handle its advertising.

STEELCOTE MFG. Co., St. Louis (paint) is advertising through Wesley K. Nash Co., St. Louis.

PURE FOOD FACTORY, Mamaroneck, N. Y. (Herb-ox buillion cubes) planning to use radio, has named Charles W. Hoyt Co., New York, to place advertising.

MILLER PACKING Co., Oakland, Cal. (smoked meats and sausage) has appointed Long Adv. Service, San Francisco, to handle its Pacific Coast advertising and is considering radio along with other media.

BOLDEMANN CHOCOLATE Co., San Francisco, has appointed the Gerth-Knollin Adv. Agency, that city, to direct its national advertising and along with other media will include radio.

ADOLPH GOBEL Inc., Brooklyn (sausage) has named Lester A. Loeb Inc., New York, as agency.

HOLLYWOOD MASK Inc., Chicago (cosmetics) has placed its account with Kirtland-Engel Co., Chicago.

HUDSON COAL Co., Scranton, Pa., is advertising through Leighton & Nelson, Schenectady.

MERCIREX Co., Milford, Del. (cosmetics) has named Redfield-Johnstone Inc., New York, as its advertising counsel.



MOURNED BY RADIO FRIENDS—William Horlick, 90-year-old president of Horlick Malted Milk Corp., Racine, Wis. (at right) died at his Racine home Sept. 25, his passing being a distinct loss to radio toward which he has always shown a friendly interest. This picture was taken only a few weeks before his death when he signed a two-year contract with *Lum & Abner* calling for $355,000 for radio time and their services five nights weekly on NBC-Blue. At left is Albert D. Lasker, president of Lord & Thomas, with Norris Goff (Abner) and Chester Lauck (Lum) in the center. The Sept. 25 *Lum & Abner* program was cancelled in favor of an organ program of Mr. Horlick's favorite melodies dedicated to his memory.

HOFFMAN BEVERAGE Co., Newark, has placed its entire account with Batten, Barton, Durstine & Osborn Inc., New York.

MURINE Co., Chicago (eye lotion) has transferred its account to Vanderbie & Rubens Inc., Chicago.

NACOR MEDICINE Co., Indianapolis, has named Vanderbie & Rubens Inc., Chicago, to service its account.

HAMLIN'S WIZARD OIL Co., Chicago, has placed its advertising with Vanderbie & Rubens Inc., Chicago.

STICKNEY & POOR SPICE Co., Boston, is advertising currently through Badger & Browning Inc., Boston.

HED-AID Corp., Detroit (Hed-Aid Seltzer & Hed-Aid Tablets) has appointed McCann-Erickson Inc., New York, to service its account.

BEECH-NUT PACKING Co., New York, has appointed Newell-Emmett Co., New York, to handle the advertising of Beech-Nut's new gum, Oralgene, effective Jan. 1. No plans have been formulated as yet.

RACINE SHIRT Co., South Bend, Ind., makers of a complete line of work shirts and men's outdoor coats, has appointed Carter, Jones & Taylor, South Bend, to handle its advertising.

GUARANTEE UNION LIFE INSURANCE Co., Beverly Hills, Cal., has appointed Stodel Advertising Co., Los Angeles, to handle its national advertising, including radio.

Tests for Nu-Mist

FORSON LABORATORIES Inc., New York (Nu-Mist), has selected CKLW, Detroit-Windsor, for a test campaign in that territory, beginning Oct. 6 with a weekly quarter-hour morning program featuring Myrtle Ladditt. A Cleveland station will be selected later for a similar campaign. Kimball, Hubbard & Powell Inc., New York, has the account.

Rise of Radio Itself

A NEW series, *Ten Years in Retrospect*, presenting dramatizations of the outstanding broadcasts resumes of stirring news events hit tunes and an outline of the progress of broadcasting during the last decade was inaugurated Sept. 21 by NBC. The programs are written by James Costello, of the NBC continuity staff, and the programs commemorate NBC's tenth anniversary, the celebration of which reaches a climax Nov. 15 the date on which the company's inaugural broadcast was made 10 years ago. Programs are heard Mondays, 9-9:30 p. m. "A Century of Progress in a Decade of Broadcasting" will be an identifying cue on each broadcast.

A hidden treasure in every boll!



The estimated value of Mississippi's 1936 cotton crop is $129,500,000 — An increase of $38,500,000 over the actual cotton crop value of 1935.

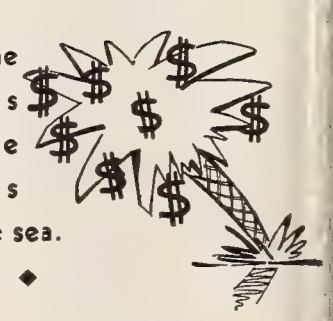
The people of Mississippi have more money to spend—AND 70% of the State's total income is spent within the Good Service Area of

WJDX

The Lamar Life Station

JACKSON MISSISSIPPI

Covers the Islands like the waters cover the sea.



KHBC

HILO, HAWAII

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

TRANSCRIPTIONS

WELVE stations, including one in exico, have subscribed to the World anscription library during the last w weeks, according to announcement pt. 29 by WBS. New affiliates are JW, KWBG, KRLH, WRLC, KID, MO, KGY, KUJ, KVOS, KPG, HDF, and XEW, Mexico City.

EW clients have been announced by BC for its *Thesaurus* transcription ibrary as follows: WDEV, KTHS, YOS, KGNC, KGKY; CKOV, Kewna, B. C.; Radio Nacional, Rio Janeiro.

ERALD King, president of Standrd Radio Inc., transcription comany, and former manager of KFWB, os Angeles, this month plans to bein a tour of the country which will ke in practically every station.

ORGAN RECORDING Co., new anscription concern, established at 4 Mills Bldg., San Francisco, start- functioning in September under dirction of J. C. Morgan, program anager of KSFO, that city. Morgan ill continue his KSFO affiliation, ctating the policies of the new conrn which will be managed by Walter hite. Mrs. Lucy Cuddy, in charge KSFO dramatic productions, is oduction manager of the firm, which ill specialize in instantaneous and ocess recording and do laboratory d syndicate work as well as build ows to order. Recording equipment r the new concern was manufacred by the Techna Corp., San Fransco.

TANDARD RADIO Inc., Hollyood, announces *Organ Treasures*, library-type group of 200 selections om the public domain, using organ, cal and instrumental combinations. special $80,000 Kimball organ, iced for broadcast purposes, was ed in the recording.

ALTER WHITE, onetime NBC nnouncer-producer in San Francisco, Sept. 20 was appointed sales repsentative of Earnshaw Radio Proctions, Hollywood, in Northern Calornia and the Pacific Northwest. He ill open an office in San Francisco October.

ERBERT WITHERSPOON, forerly on the sales staff of Associated inema Studios, Hollywood transcripon firm, has joined the sales force MacGregor & Sollie Inc., Los Anles, and is traveling through the exas area.

U. McINTOSH & Associates, Los ngeles program-transcription group, s purchased the productions of Rao Release Ltd. with all sales rights.

MERICAN RADIO FEATURES, os Angeles, on Oct. 1 will move to ew quarters at 5658 Wilshire Blvd. C. Dahlquist, president, left Sept. for a business trip to Chicago and ew York.

MPERIAL AEROGRAM Corp. Ltd., as been formed at 5610 Hollywood lvd., Hollywood, with its own reording program studios. Gorgon oule, formerly with Imperial Sound tudios and other concerns, heads the ew company. Harry Cox, once with e sales force of KHJ, becomes sales anager.

ADIO program division of Walter iddick Co., Los Angeles, has tranribed two series of 26 half-minute rograms for the loan and laundry siness. The 30-second dramatized mmercials are followed with a halfinute blank for local station and onsor announcements.

RCHIE JOSEPHSON, vice-presient of the Allied Phonograph & Recd Mfg. Co., Hollywood transcription ocessing and pressing plant, resigned September and on Oct. 1 opened fices at 6715 Hollywood Blvd. as a nsultant on transcriptions.

AX GRAF, sales manager of Titan roductions Inc., San Francisco tranription concern, after a five-months' siness trip which took him to many ctions of the United States, has reurned to his office in that city.

Lingual Politics

A RECORD in the use of foreign language programs during the current political campaign is accredited to WBNX, New York, on which the Democratic National Committee's foreign language department has purchased six half hour periods from 11:30 p. m. to midnight, starting Oct. 5. The time will be alloted thus: Monday, Hungarian; Tuesday, German; Wednesday, Italian; Thursday, German and Polish; Friday, Spanish; Saturday, Jewish. The Republicans previously had booked regular programs in these languages starting Sept. 21. The Democratic Committee's foreign language division will also buy time in 12 other cities for similar programs.

Pepto Mangan Spots

M. J. BREITENBACH Co., New York (Gude's Pepto Mangan) on Oct. 5 will start a series of one-minute RCA-Victor transcription announcements on more than 50 stations from Maine to Minnesota, to be broadcast three times weekly during daylight hours until mid-December. On Jan. 4, 1937 the schedule will be resumed on a larger list of stations, continuing until May, terminating at the end of May. Brooke, Smith & French Inc., New York, placed the account.

ALBERT KIRCHER Co., Chicago is placing spot announcements for *Mothers Home Life* magazine.

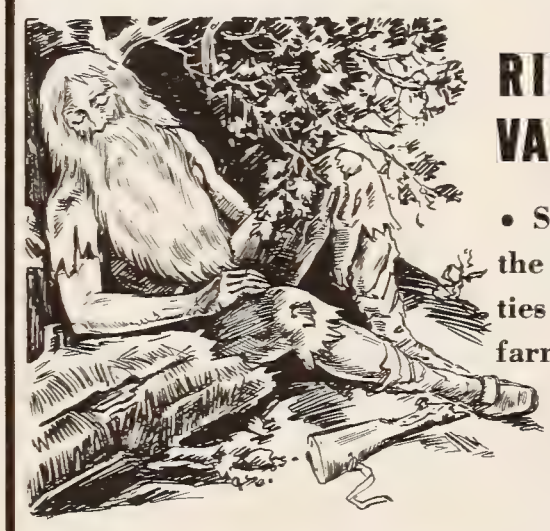
AGENCIES SELECTED FOR GOP PROGRAMS

WITH Lord & Thomas of Chicago placing the William Hard broadcasts on CBS under auspices of the Republican National Committee, the names of several other agencies handling G. O. P. time placements were disclosed for the first time in latter September with the booking of several political talks. Republican radio headquarters decided to use agencies after the networks had refused to rebate agency commissions, as in past political campaigns.

Col. Knox's Sept. 30 speech on NBC-Blue, it was disclosed, was placed through Erwin, Wasey & Co., Chicago, while the Oct. 3 speech by Senator Vandenberg on NBC-Red will also be handled by that agency. Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago, who is public relations director of the committee in charge of radio, had indicated that his own agency would have no hand in placing political time.

The New York State Republican Committee, sponsoring Col. Knox on a split hookup of 7 NBC-Red network stations in the state, announced that with its Sept. 28 broadcast from Albany by Col. Knox it was discontinuing its regular Monday night series but will place one-time programs with special NBC and CBS hookups hereafter. Brooke, Smith & French Inc., New York, is the agency.

DISCONTINUANCE of the Radio Institute of the Audible Arts, conducted by Edward Bernays for Philco Radio & Television Corp. as a goodwill builder, was announced by Philco in September.



RIP VAN ADVERTISER

• **Sound asleep! Missing the rich sales opportunities of America's choicest farm radio audience.**

For over eleven years, farm and small town listeners have turned to KMA for the sound, neighborly advice of Earl May. He is one of them—their friend. What he suggests—*they buy!*

• The mere fact that "Earl's station" broadcasts your sales message is sufficient endorsement for these listeners. You are immediately accepted as a member of this great family of "home folks" in Iowa, Nebraska, Kansas and Missouri.

• Now, with our new 488 foot vertical radiator, new RCA transmitter and studio equipment, KMA is the best farm bet in radio today.

KMA The Earl May Station SHENANDOAH, IA.

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

RADIO'S worst enemy is the newspaper that owns a radio station for the sole purpose of "showing" advertisers *that newspapers are a better publicity investment than radio!*

* * *

This writer suggested a radio merchandising idea to a newspaper publisher (whose newspaper was operating its own radio station). "That's a swell idea," said the publisher, "but we can't use it—*it might show up our newspaper!*"

* * *

While we're on the subject (and purely without malice, mind you—as this writer has published his own newspapers) just a bit of sincere disgust for the newspaper publisher who "throw in without cost" radio advertising on his station as an inducement to sell space.

* * *

As this issue goes to press we salute WEMP, Milwaukee, on its first birthday and on the swell job it has done in its first year of notable public service.



* * *

One-fifth of the counties in the United States buy *four-fifths* of the nation's goods—*including radio sets.* By the same reasoning, why not allocate radio facilities according to the number of *listeners* rather than population without sets?

* * *

WCBD, WGES and WSBC each enjoyed by far the greatest Summer business in their histories—and Fall bookings indicate a complete sell-out.

* * *

Tempted to discharge an employe the other day for a mistake he'd made, we suddenly thought of the comment of a certain night editor to his city editor who demanded we be fired after we had, as a copy-boy, sent a front page story through the pneumatic tube to the closed society desk instead of to the composing room: "Why fire him? He'll never make that mistake again — and the next kid might!"

* * *

Pioneering: Back in 1929 this writer started an "amateur" program over KYW (then in Chicago). It proved a good listening feature for several weeks, until the station management decided *amateur talent was not as "finished" as professional and asked that we discontinue it.* **Times have indeed changed!**

Gene T. Dyer

ANNOUNCEMENT

On October 5, 1936,

W-H-L-B

Joins the Arrowhead group. This new voice, together with WEBC and WMFG, assures guaranteed coverage of a rich Tri-State area. For rates, write the—

Head of the Lakes Broadcasting Co.

Duluth Superior

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

IODENT CHEMICAL Co., Detroit (Iodent toothpaste) on Nov. 1 starts untitled dramatic program on 20 NBC-Red stations, Sun., 11:30 a. m.-12 noon. Agency: Maxon Inc., Detroit.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops & syrup) on Nov. 15 starts an untitled musical program on 26 NBC-Red network stations, Sun., 1:30-2 p. m. Agency: Brown & Tarcher Inc., N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., postponed debut of *Uncle Jim's Question Box* to Sept. 26, Sat., 7:30-8 p. m., on special NBC network.

G. KRUEGER BREWING Co., Newark (canned beer & ale) on Sept. 28 started *The Krueger Musical Toast* on 16 NBC-Red stations, Mon., 10:30-11 p. m. Agency: The Biow Co. Inc., N. Y.

BOSTON FOOD PRODUCTS Co., Boston (Prudence Foot Products) on Oct. 2 begins 31 participations in *Gretchen McMullen* program on 11 Yankee stations, Fri., a. m. Agency: Ferry Hanley Co. Inc., N. Y.

RALSTON-PURINA Co., St. Louis, is placing its NBC-Red *Marion Talley* series through Gardner Advertising Co., St. Louis, and not handling it direct as stated in the Aug. 15 BROADCASTING.

PROGRESSIVE NATIONAL COMMITTEE, Labor's Non-Partisan League and the Good Neighbor League (political group) on Sept. 28 started *Roosevelt Progress*, political speeches, on 36 CBS stations, daily except Sat. and Sun., 10:30-10:45 p. m., until Nov. 2.

CADILLAC MOTOR CAR Co., Detroit (Cadillac, LaSalle autos) on Nov. 5 will start *LaSalle Style Show* on 45 NBC-Red stations, Thurs., 4-4:30 p. m. Agency: MacManus, John & Adams Inc., Detroit.

WASEY PRODUCTS Inc., New York (Kreml, Musterole, Zemo, etc.) on Sept. 27 starts *Jacob Tarshish, The Lamplighter* on 4 MBS stations, WOR, WLW, CKLW, WJJD, Sun., 3-3:15 p. m.; WOR, WGN, WLW, CKLW, Mon., Tues., Wed., Fri., 9:30-9:45 a. m. (CKLW carries program only, Mon., Tues.). Agency: Erwin, Wasey & Co. Inc., N. Y.

FRESH MILK INDUSTRY, Chicago (fresh milk association) on Sept. 27 starts unannounced program on 3 MBS stations (WGN, CKLW, WFIL) Sun., 6:30-7 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

REPUBLICAN NATIONAL COMMITTEE, Chicago (political) on Sept. 14 started *Landon Radio Club* on 46 NBC-Red stations, Mon., thru Fri., 4:30-4:45 p. m. Agency: Placed direct.

DELL PUB. Co., New York (Modern Romances magazine) on Oct. 7 starts dramatic series on 6 NBC managed and operated stations, Wed., 2-2:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

CRUSADERS, New York (political) on Sept. 17 started Andrew F. Kelley as *Horse Sense Philosopher* on varying hours on 7 Mutual stations. Agency: Marschalk & Pratt Inc., N. Y.

LUTHERAN LAYMAN'S LEAGUE, St. Louis (religious), revised schedule, on Oct. 4 starts *Lutheran Hour* on 16 Mutual stations, Sun., 1-1:30 p. m.; on Jan. 4 adds KFEL, WHB, KHJ, KFRC, KGB, KDB.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 28 started *Captain Tim Healy, the Ivory Reporter* on 3 NBC-Blue stations (WJZ, WBZ-WBZA), Mon., thru Fri., 9:45-10 a. m. Agency: Blackman Adv. Inc., N. Y.

OLDS MOTOR WORKS Co., Lansing, Mich. (autos) on Oct. 17 starts *Irvin S. Cobb & His Paducah Plantation* on 64 NBC-Red stations, Sat., 10:30-11 p. m. Agency: D. P. Brother & Co. Inc., Detroit.

ROYAL TYPEWRITER Co., New York (typewriters) on Sept. 17 started *Eddie Dooley* on 10 CBS stations, Thurs., Sat., 6:30-6:45 p. m. Agency: Hanff-Metzger Inc., N. Y.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Oct. 6 starts unannounced program on 8 NBC-Blue stations, Tues., 4:30-4:45 p. m. Agency: Clements Co., Philadelphia.

NATIONAL BISCUIT Co., New York (biscuits) on Oct. 2 starts *Twin Stars* on 60 NBC-Blue stations, Fri., 9:30-10 p. m. Agency: McCann-Erickson Inc., N. Y.

ATLANTIC REFINING Co., Philadelphia (petroleum products) on Sept. 29 started *Atlantic Sportcast* with Ted Husing on 33 CBS stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

RADIO CORP. OF AMERICA, New York (institutional) on Oct. 4 renews *Magic Key of RCA* on 68 NBC-Blue stations, Sun., 2-3 p. m. Agency: Lord & Thomas, N. Y.

REMINGTON RAND Inc., Buffal (typewriters & office equipment) o Sept.6 renewed *The News Comes t Life* on 50 stations (Yankee networ ABC, N. Y. State Broadcasting Sy tem, Michigan network) Sun., 6:30- p. m. Agency: Leeford Adv. Agenc Inc., N. Y.

E. I. DUPONT DE NEMOURS & C Inc., New York (chemicals) on Oc 14 renews *The Cavalcade of Americ* on 51 CBS stations, Wed., 8-8:3 p. m. Effective Oct. 15 there will b a repeat for West Coast station Thurs., 11:30 p. m.-12 m. Agency Batten, Barton, Durstine & Osbor Inc., N. Y.

MILES LABORATORIES Inc., Elk hart, Ind. (Alka-Seltzer) on Nov. 1 renews *Uncle Ezra* on 35 NBC-Re stations, Mon., Wed., Fri., 7:15-7:3 p. m. Agency: Wade Adv. Agenc Chicago.

WARD BAKING Co., New Yor (Ward bread) on Sept. 15 renewe *News of Youth* on 16 CBS station Tues., Thurs., Sat., 6:15-6:30 p. n Agency: Fletcher & Ellis Inc., N. Y

AMERICAN TOBACCO Co., Ne York (Lucky Strike cigarettes) o Oct. 24 renews *Lucky Strike H Parade & Sweepstakes* on 94 CB stations, Sat., 10-11 p. m. Agency Lord & Thomas, N. Y.

Network Changes

PET MILK SALES Corp., St. Loui (canned milk) on Sept. 27 shifte *The Pet Milk Cooking School* Tues., Thurs., 11-11:15 a. m. on CB

WILDROOT Co. Inc., Buffalo (hai tonic) on Sept. 27 shifted *Judy Star & the Charioteers* to Thurs., 7:3 7:45 p. m. on CBS.

MALTEX CEREAL Co., Burlingto Vt., changes title of CBS progra Mon., Wed., Fri., 5:30-5:45 p. m., t *Treasure Adventures of Jack Master*

WILLIAM R. WARNER Co., Ne York (Sloan's Liniment) on Oct. shifts *20,000 Years in Sing Sing* t nationwide NBC-Red, Mon., 9-9:30 p.m

MILES LABORATORIES Inc., Elk hart, Ind. (Alka-Seltzer) on Oct. shifts *National Barn Dance* to Sat 9-10 p. m. on the NBC-Blue networ

COLGATE-PALMOLIVE-PEET Co Jersey City (Super Suds) on Sept. 2 shifted *The Goose Creek Parson* o CBS from Sun. to Mon., 7:30-7:4 p. m., with repeat at 10:45 p. m Wed. and Fri. program remains a 7:30-7:45 p. m., repeat changed a 10:45 p. m.

STERLING PRODUCTS Inc., Ne York (Bayer aspirin) on Oct. 7 start *Ethel Barrymore* in revival series o dramatic plays, on 18 NBC-Blue sta tions, Wed., 8:30-9 p. m.

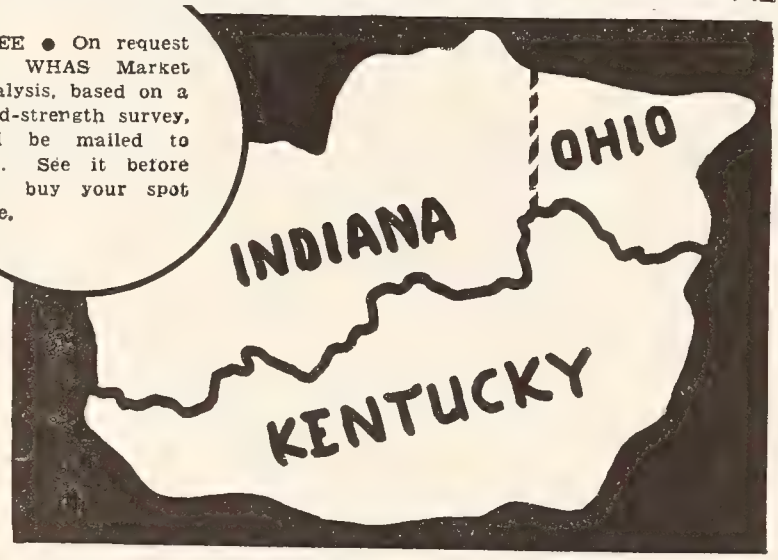
STANDARD BRANDS Inc., Ne York (Chase & Sanborn coffee) o Sept. 20 started *Good Will Court* o 60 NBC-Red stations, Sun., 8-9 p. m

LIGGETT & MYERS TOBACC Co., New York (Chesterfield ciga rettes) on Sept. 30 featured Nin Martini on CBS, Wed., 9-9:30 p. m and beginning Oct. 2 the Friday nigh CBS dance program will be shifte to 8:30-9 p. m. with repeat at 11:3 p. m.

STERLING PRODUCTS Inc., Ne York (Dr. Lyon's toothpowder) o Sept. 30 named Fannie Brice to re place Willie & Eugene Howard o the *Revue de Paree* program, NBC Blue, Wed., 8-8:30 p. m.

EVERY BROADCAST ALMOST NATIONAL

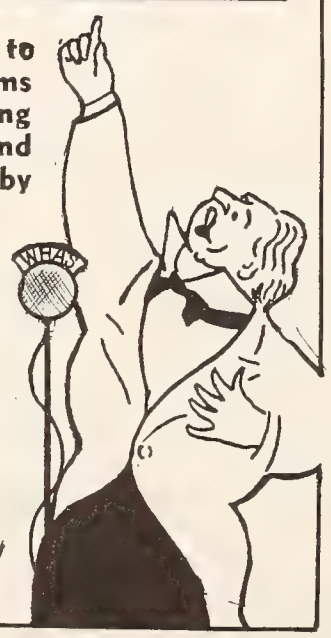
FREE • On request the WHAS Market Analysis, based on a field-strength survey, will be mailed to you. See it before you buy your spot time.



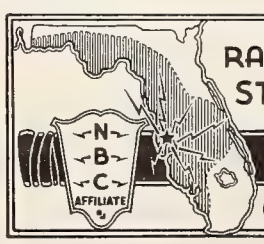
• Elect your product now to greater sales with SPOT programs in this proven Primary Listening Area, defined by measured ground wave intensity and dominated by

WHAS

LOUISVILLE • KY.
CBS BASIC OUTLET
Represented by Edward Petry & Co.



OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES



RADIO STATION WFLA

STUDIOS TAMPA • • CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Sept. 30 added WADC, WIBW, WMAS, WIBX, WFEA, WMBD, WNOX, WDOD, WNAX, WMMN to *Community Sing* program on CBS, Wed., 9:30-10 p. m.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream) on Sept. 30 added WADC, WIBW, WMAS, WIBX, WFEA, WMBD, WNOX, WDOD, to *Gang Busters* on CBS, Wed., 10-10:30 p. m.

CAMPBELL SOUP Co., Camden (tomato juice) on Sept. 30 added WOWO-WGL, Fort Wayne, to CBS network, Wed., 8:30-9 p. m.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) on Oct. 7 returns *Fred Allen* to the NBC-Red network, Wed., 9-10 p. m.

HEALTH PRODUCTS Corp., New York (Aspergum, Feenamint) on Sept. 27 shifted Chicago outlet of *National Amateur* Hour, on MBS Sun., 6-6:30 p. m. from WJJD to WGN.

WANDER Co., Chicago (Ovaltine) on Oct. 12 enlarges Mutual network to 13 stations; on Nov. 2 shifts *Little Orphan Annie* from NBC-Blue to NBC-Red Mon. thru Fri.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Hotel & Crazy Water Fizz) on Sept. 28 added WOL on MBS, Mon., Wed., Fri., 1-1:15 p. m.

'Orphan Annie' Adds ABC

WANDER Co., Chicago (Ovaltine), which has sponsored *Little Orphan Annie*, five-weekly juvenile script show, over the NBC-Blue Network for five-and-a-half years, is moving the program to NBC-Red, effective Nov. 2, and adding the Affiliated Broadcasting Co. regional network on the same schedule beginning Sept. 28. Addition of ABC is directly due to time mixup caused by Chicago's new time policy, which puts the city on New York time throughout the winter and out of step with surrounding countryside. This makes the WGN broadcast at 5:45 for Chicago but an hour earlier for the greater part of the audience living outside the city. Since the sponsor feels most youngsters are out playing until 5:30 or so, it added the ABC group, which operates on CST. Agency is Blackett-Sample-Hummert Inc., Chicago.

Irvin Cobb for Olds

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile cars), division of General Motors, will launch its first network program in over a year on Oct. 17 through 64 NBC-red network stations, Saturdays, 10:30-11 p. m. WJIM, Lansing, Mich., an independent station, is included in the network for the convenience of Oldsmobile executives and employes living there. The program will originate from NBC studios in Hollywood with *Irvin S. Cobb & His Paducah Plantation* providing entertainment. The broadcast is contracted for 26 weeks through D. P. Brothers & Co. Inc., Detroit.

Tremendous Crowds Continue To Flock To The WJBY Barn Dance. Over 2500 Paid 25c Each To See WJBY Barn Dance Sept. 7. Positive Proof of Local Popularity.

WJBY-Gadsden, Alabama

NAME AMOS' BABY
Huge Contest Being Planned By Pepsodent Co.

PLANS for a new Pepsodent contest in which listeners to *Amos 'n' Andy* will be asked to help Amos and his wife Ruby name their new baby (all in the story) are being prepared at Lord & Thomas, Chicago.

No announcement regarding details has yet been made, but it is reliably reported that contest will be launched in late October, when the infant will arrive on the scene; that carton tops will be called for along with entries; that the prizes will total thousands of dollars; and that more than a million names are expected to be entered.

The agency tried to keep the news from leaking out until everything was set, but the story broke when a Chicago radio editor got a glimpse of a proof of an advertisement to run in a drug trade paper announcing the contest to retail druggists.

WDBJ Dedicates 5 kw.

WITH the special Virginia Network broadcast of the Virginia Military Institute-Wofford football game Sept. 19, WDBJ, Roanoke, inaugurated its new 5,000-watt RCA high-fidelity transmitter with local dedicatory programs and with a program saluting it from CBS. A special transcription talk by Percy L. Deutch, WBS president, was also carried. The installation, one of the most modern in the South, was supervised by J. W. Robertson, construction engineer; Robert Avery, chief engineer, and H. D., Albrecht, RCA engineer. WDBJ's staff now comprises 17 members, with Ray P. Jordan as manager; Frank Kesler, commercial manager; Hayden Huddleston, studio director; Paul Reynolds, Marvin Naff, Jack Weldon and Robert Youse, announcers; Keith Webster, Roy Melcher and Irving Sharp, control operators; Mrs. Mary Henson, music director.

TIDE WATER OIL Co., New York (Tydol) is renewing its current campaign on a small list of stations. The schedule includes program on WFBR, Baltimore; Transradio news broadcasts on WOR, Newark; program on WORK, York, Pa.; sports series on WGY, Schenectady. Lennen & Mitchell Inc., New York, is agency.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

WOR's Recording Service

STARTING with recordings of the *Crazy Water Hotel* account on MBS, which will shortly be placed on other stations by Luckey Bowman Inc., New York agency, WOR, Newark, is now offering recording services on instantaneous wax discs to its advertisers, agencies, etc. The recording apparatus, built to WOR specifications, was purchased from Presto Recording Co., New York, and Audax Co., New York. In addition to supplying the needs of clients, the new equipment will be used to make sound effects recordings for the station's files.

Folger's Sixth Year

J. A. FOLGER & Co., Kansas City (coffee), on Oct. 12 starts its *Judy and Jane* serial on its sixth year of broadcasting. Program is transcribed and will be broadcast from 1:45 to 2 p. m., Mondays thru Fridays, on 11 stations from Minneapolis to the Rockies, territory in which the company operates. Agency is Blackett-Sample-Hummert Inc., Chicago.

Anti-New Deal Talks

NATIONAL Jeffersonian Democrats, New York, anti-New Deal political organization, through Publicity Associates Inc., New York, has arranged with NBC for a series of ten quarter-hour evening programs twice weekly. This is the first radio effort to be launched by this organization. Its first speaker will be former Supreme Court Judge Daniel Cohalan.

Flour Company's Spots

STANDARD MILLING Co., New York, through Benton & Bowles Inc., New York agency, on Sept. 21 launched a series of one-minute transcriptions on 13 stations to run once each day five days weekly until Oct. 15. For Hecker's Flour, it is using WMCA, WHN, WNEW, WBEN and WFBL. For Ceresota Flour, it is using WMAS, WFIL, WKBN, WBRE, WBBM, WEAN and WGN. For Aristos Flour, it is using KWK.

BIGELOW-SANFORD CARPET Co., New York (rugs & carpets), on Oct. 6 will expand its WOR *Hollywood Home Recipes* program to include WLW, Tuesdays, 9:45-10 a. m. Newell-Emmett Co., Inc., New York is agency.

Covering rich shipping, naval stores, tobacco and cotton markets with the cream of local and CBS presentations!

"Georgia's Seaport"

WTOC

SAVANNAH, GEORGIA
1260 KC

National Representative
PAUL H. RAYMER CO.

MONTANA COMES BACK

the depression is over!

U. S. Bureau of Census figures show 1935 a boom year in Montana.

1935 sales increased 68% over 1933.

1935 payroils increased 57% over 1933.

1935 full time employees increased 60% over 1933.



You can reach this market *only* by using . . .

KGIR

BUTTE · MONTANA

Representatives:
JOSEPH McGILLVRA NEW YORK · CHICAGO
WALTER BIDDICK CO. PACIFIC COAST

Ready for Technical Hearings

(*Continued from page 12*)

lawyer and John W. Kendall, Seattle attorney, also represented the group which sought to protect their interests.

Plans of Networks

NETWORK appearances were filed by Duke M. Patrick on behalf of CBS and P. J. Hennessey Jr., for NBC. President Paley of CBS was in Washington Sept. 24 presumably in connection with the hearings, and it was indicated he would appear for CBS. The CBS attitude is one generally in opposition to superpower and passively that of opposition to the hearing itself. It feels that out of such a hearing may come requirements for tremendous new investments in broadcasting plant and equipment which might retard the development of television. Evidently, the CBS attitude is that television is destined to make its appearance in the not very distant future and that it wants to be prepared.

NBC, on the other hand, made its plans for the hearings weeks ago. It is rather definite that President Lohr will testify on general policy. Technical testimony, it is understood, will be presented by Dr. C. B. Jolliffe, RCA engineering head and former FCC chief engineer; C. W. Horn, NBC development and research engineer, who will report on propagation and coverage, and Karl S. Van Dyck, RCA engineering expert on receiving set characteristics and their relationship to allocations. NBC definitely favors superpower and retention of clear channels strategically located.

Only NARBS, among all of the groups filing appearances, presented an outline of the proposals it would espouse. Paul D. P. Spearman, former FCC general counsel, as counsel for this regional group, first presented a proposal. which in brief would accomplish the purpose of eliminating clear channels as such, and permit duplication on them; restrict power to a maximum of 50,000 watts; permit power up to 5,000 watts day and night on regionals, and finally to eliminate the restrictions on Canadian-shared channels limiting American stations less than 500 miles from the Canadian border to 250 watts power at night and 500 watts day.

In his original letter filed Sept. 15, Mr. Spearman said that at least two and not more than four witnesses would appear, and he estimated that not more than 10 hours would be consumed for direct testimony. This was more time than any other group requested. As engineering counsel, NARBS has retained Dr. Greenleaf Whittier Pickard, of Boston, Paul Godley, and John A. Barron. It is presumed that Dr. Pickard, will present the chief engineering case for the group.

Proposed Changes

IN HIS letter, Mr. Spearman said his group proposed two sets of amendments to the FCC's rules and regulations, one to permit regionals to operate with 5 kw. at night and the other to permit the simultaneous operation of more than one station on clear channels. His group, he said, favors retention of the present limit of 50 kw. for stations on clear channels, and therefore offered no amendment in this respect.

"Since it is understood that some others who will testify at the hearings propose to change the present rules so as to permit stations operating on clear channels to operate with more than 50 kw. power, and since the Association which I represent has not been made acquainted with the change desired in the present rules and regulations, the NARBS respectfully requests that it be permitted to introduce evidence on said proposal after the proponents have made their showing to the Commission," he wrote.

On Sept. 24, however, Mr. Spearman filed with the FCC an amendment to the original appearance, declaring that it was in "rough draft" form. In a note supplementing the suggested amendments, he said:

"The purpose in proposing the amendment to Rule 123 is to delete the present provision in Paragraph 123 which precludes the operation of regional stations located less than 500 miles from the Canadian border with more than 250 watts power at night and precludes their operating with more than 500 watts during daytime. The proposed amendment would not prevent the operation of regional stations operating on Canadian-shared frequencies with the minimum powers which they are now held to."

At its meeting on Sept. 22, the FCC Broadcast Division denied the petition filed by NARBS seeking to have the status quo retained as to regional station grants until such time as new rules and regulations are promulgated as a result of the hearings.

A final meeting of counsel, engineers and members of the executive committee of NARBS has been called by Chairman Shepard in Washington for Oct. 4 on the eve of the hearings. Additional stations which have joined the group since publication of the list in the last issue of BROADCASTING are KMO, WDOD, WFBM, WSFA, WTCN, WDAY, KMA, WDBO, WGBI, KPOF, WAWZ, KTRH, KWK, WKRC, WEEI, KDYL, KPRC, WSBT, WFBR, WAAF, KVI, WJDX, KFEL, WDAE, WROK.

WKRC, owned by CBS, and WEEI, operated by it under lease, joined the organization Sept. 16. At that time Edward Klauber, executive vice president of CBS, informed Mr. Shepard that they should share in the expense, but that he wished to emphasize that CBS is in no sense to be bound by the findings or the actions of the organization "but is to be free to take whatever position it may deem wise in the approaching hearings before the FCC on superpower and kindred questions."

The Clear Channel Group, in its appearance filed by Louis G. Caldwell, Washington attorney, as counsel, declared it would have seven witnesses—three of them one hour each and four utilizing one half-hour each. Joseph A. Chambers, of the firm of McNary & Chambers, has been retained to present the engineering case. Stations in the group are KFI, WBAL, WFAA, WGN, WHAM, WHAS, WHO, WLS, WLW, WOAI, WSB, WSM and WWL. The group held a meeting in Chicago Sept. 21 for consideration of their case. Swager Sherley, Washington attorney, also will appear for the group.

In addition to the groups already mentioned, such organizations as Radio Manufacturers Association, Westinghouse, General Electric, Hearst Radio Inc., National Association of Educational Broadcasters, and National Committee on Education by Radio have asked for opportunity to appear. Individual lawyers also have filed appearances for certain of their station clients, while a number of individuals, including former Radio Commissioner Harold A. Lafount, and Edgar Felix, consulting engineer, also requested opportunity to be heard.

WITH an enrollment of 66 students, the University of California extension division's first San Francisco class in radio continuity writing got under way Sept. 1 with Andrew C. Love, NBC continuity editor, in charge.

★ ★ ★

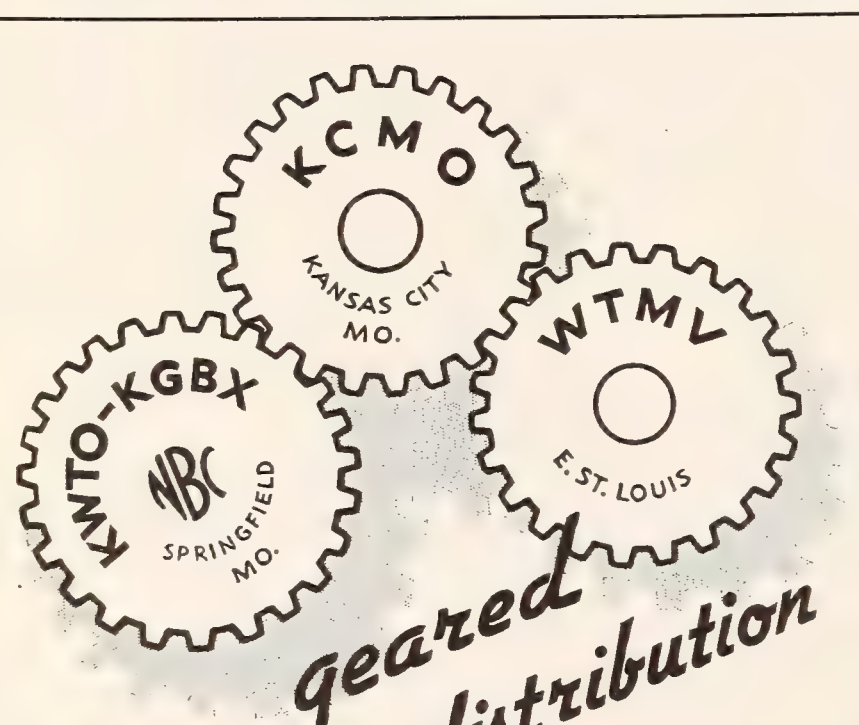
WNOX

Has an auditorium seating 800 persons and sidewalk studios in its new five-story

Headquarters at

110 So. Gay St.
KNOXVILLE, TENN.

WNOX



Present national and regional advertisers on the "Missouri Triangle" have increased distribution and "over-the-counter" sales in the most thickly populated areas in Missouri. Your product, too, can and will gain and enjoy a wider popularity if you tell your story to the listening audiences in these three major Missouri markets.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

SPOT IT in
WESTERN Montana
The BEST CROPS IN YEARS.

1000 Watts
1260 Kc.
KGVO
Missoula
Montana

Columbia Broadcasting System Affiliate

Atlantic's Football

(*Continued from page 20*)

)0,000-mile Toms River Road st, and three short, but promi- nt notations at the bottom of e advertisement calling attention Atlantic White Flash — "the ng distance, clean burning mo- r fuel"; Atlantic motor oil — lm-strength three times greater an average" and Atlantic lubri- tion—"the right lubricant to the ght place at the right time".

The larger space is to be aug- ented by a series of advertise- nts which will be placed in pa- rs published in the home loca- ns of radio stations carrying e football games. Copy will call tention to the week's broadcasts. is medium will give a complete nedule of the home gridiron am. Copy will be placed in ample ne to inform the public of each oadcast.

The Ted Husing show will fea- re interesting sidelights on the rld of sport. Leading sports- n will be interviewed. In ad- ion a prediction of football me results will be given. This ll be supported by a series of advertisements in cities where e program will be heard over a al Columbia station.

The *Football Forecast Sheet* will pushed by a series of medium- ed advertisements. This space ll run in 258 papers located roughout the Atlantic trading ea.

All stations carrying the At- tic Refining programs are gen- ously supporting the periods by series of announcements inserted roughout each day at the dis- tion of the station involved.

Telling Motorists

ME 400,000 leaflets containing nplete schedules of all games be broadcast will be distributed e through the more than 17,000 lantic retail outlets. These ndouts will be given to custo- rs at service stations. Two ors are used—red and blue. On front cover appears the title— tlantic Presents—Football's eatest Show". A half-million tball schedules of all collegiate mes to be played throughout the ntry will also be distributed.

Through a cooperative arrange- nt with WINS, New York, 300 ses will carry placards adver- ing the play-by-play Atlantic oadcasts.

At all company service stations, 4-sheet poster will be displayed. e poster contains three panels, e devoted to the "Atlantic Play- play Broadcasts", another to "Atlantic - Ted Husing Show" H the third to the "Atlantic otball Forecast Sheet".

Over the door of each service tion will be placed a sign in form of a football bearing the rds, "Atlantic Football Head- arters". Theme of all advertis- and promotional material is: ttend the football games, but if u can't go out and root person- y, listen to the Atlantic play- play descriptive broadcasts."

An intensive publicity campaign being carried on in support of the programs. Periodic news releases are being sent out to keep newspapers and magazines informed of the features. These releases are receiving unprecedented acceptance. Principal reason is the broadcasts, because of the commercial-college tieups, are news.

Thousands of dealer bulletins are being distributed. These publications give a complete picture of the radio story. Dealers are urged to "talk up" the campaign. Broadsides for dealer use are also being given out.

For Atlantic Salesmen

BELIEVING that the salesman is the backbone of any campaign, Atlantic has not failed to see that their representatives are well informed about the radio shows. Three pages in an elaborate sales manual are devoted to the programs. The manuals are seen both by dealers and prospects.

Newspaper copy and promotional material, radio programs and negotiations with colleges and universities have been effected by N. W. Ayer and Son Inc.

Outstanding in the campaign is the network system adopted. By forming a series of independent chains it has been possible to give radio coverage to the games that would be impossible, because of mechanical reasons, if the three principal networks were used. The chief station hookups are located in New York, Pennsylvania, Virginia, North Carolina, the New England States, Delaware, New Jersey, Maryland, and Georgia. In many cases, CBS stations will feed NBC stations the play-by-play descriptions and vice versa.

Les Quailey, Ted Husing's "eyes" for the last eight years, has been employed to head the staff of 20 or more announcers and observers who will cover the football games.

One of the most difficult tasks was the selection of the announcers. It is estimated that there are only about 10 trained football commentators in the country worthy of consideration for a show of such magnitude. The entire East was scoured. After selections were made, all appointees were called into Philadelphia for a two-day meeting. A trip through the Atlantic plant was made. A comprehensive course of training was conducted by Quailey. Feature of the gathering was a party staged at the Arcadia — The International Restaurant — Quaker City's swankiest nitery. It was attended by leading sports writers, the announcers, football luminaries, officials of The Atlantic Refining Company, representatives and officials by N. W. Ayer & Son, Inc., and radio commentators. More than 70 in all were there.



BIG SPORTS CAST—Here are some of the men behind the microphone who bring Associated Oil Co. of California broadcasts of Pacific Coast football games and other sports events to western fans each year. Shown are 11 Associated sports announcers who met in San Francisco Sept. 14 and 15, in an announcers' conference to prepare for Associated's eleventh year of football broadcasting. Standing (left to right): Phil Ray, Oakland; Ralph Rogers, Spokane; Doug Montell, San Francisco; Hal Wolf, Seattle; Ark Kirkham, Portland and Seattle; John Carpenter, Spokane; Ernie Smith, San Francisco. Seated (left to right): Ken Stuart, San Francisco; Rollie Truitt, Portland; Harold R. Deal, Associated's advertising and sales promotion manager; Frank Bull, Los Angeles, and Harry Lantry, Spokane, all experienced grid announcers.



THE EAST TEXAS OIL WELLS alone produce over a half million dollars a day. There's plenty of money in East Texas. Get a share by selecting KFRO as your spokesman—it wields a mighty voice. Send for "The Story of KFRO".

KFRO

"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green

NEWS is your best bet this fall.

TRANSRADIO

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO!

201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.

No. 1 Of A Series On
The New York Market!



YORKVILLE—less than one square mile in area this section has a population larger than the city of Duluth, Minn.

YORKVILLE is the most picturesque of New York City's German colony. In it are concentrated 101,690 people with an average family expenditure of $2,461 per year. But that doesn't tell half the story of New York City's Teutonic population!

SIMILAR communities exist throughout the metropolitan area comprising a total of 884,062 German speaking people, larger than the population of Leipsig, Germany. Of clannish temperament they listen to programs in their native language daily on WBNX!

WBNX covers this market with 41 German language programs per week.

Full Staff For Foreign Language Productions Available.

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

1000 WATTS DAY AND NIGHT
A NEW APPROACH TO THE NEW YORK MARKET


RESERVE
Advertising
SPACE
NOW
Regular Rates Apply
ADVERTISING DEADLINE ★
BROADCA
Broadc
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ANNUAL SUBS
CONTENTS CO


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AR
OK
MBER
$3.00 INCLUDING YEAR BOOK NUMBER
1937 BY BROADCASTING PUBLICATIONS, INC.
More thorough and comprehensive than ever before will be the 1937 Year Book Edition of BROADCASTING, on which our editors with special assistants are now starting work. Thousands of questionnaires to all interests identified with broadcasting as an art and industry are now in the mails for the compilations which make up this number.
Your prompt replies to these questionnaires will greatly facilitate the task of producing this number, which goes to all regular subscribers and which is scheduled to come off the presses early in 1937.
DECEMBER FIFTEENTH!

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

SEPTEMBER 15 TO SEPTEMBER 29, INCLUSIVE

Decisions . . .

SEPTEMBER 15

KTSM, El Paso — Granted extension temp. auth. carry WDAH programs.

KMA, Shenandoah, Ia.—Granted extension temp. auth. unltd.

SEPTEMBER 22

APPLICATIONS GRANTED:

KRGV, Weslaco, Tex.—CP vert. radiator, increase 500 w to 1 kw.

WMFG, Hibbing, Minn. — CP increase 100 to 250 w D.

WMIN, St. Paul — CP increase 100 to 250 w D.

WLBL, Stevens Point, Wis.—CP increase 2½ to 5 kw, spec. D hours to D, move locally.

KVOA, Tucson, Ariz.—Modif. CP vert. radiator, increase 500 w to 1 kw.

KDNC, Lewistown, Mont. — Modif. CP move trans., increase 100 to 250 w D.

KCMO, Kansas City — License for CP 1370 kc 100 w spec.

KERN, Bakersfield, Cal. — License for CP 1370 kc 100 w unltd.; granted assignment license from Bee Bakersfield Brdcstg. Co. to McClatchy Brdcstg. Co.

WOWO, Fort Wayne — Modif. license from Main Auto Supply Co. to Westinghouse Radio Station Inc.

KOIL, Council Bluffs, Ia. — Modif. license change studio to Omaha.

WXYZ, Detroit—Modif. license to King-Trendle Brdcstg. Corp.; WOOD - WASH, Grand Rapids—Same.

WMMN, Fairmont, W. Va.—Modif. license from A. M. Rowe Inc. to Monongahela Valley Brdcstg. Co.

WJSV, Alexandria, Va.—Modif. license change main studio to Washington, D. C.

WHBI, Newark—Modif. license use aux. trans. as main.

KYOS, Merced, Cal. — Modif. CP new equip.

WEEI, Boston—Vol. assign. CP to WEEI Brdcstg. Co.

KPDN, Pampa, Tex. — Vol. assign. license Pampa Daily News Inc. to R. C. Hoiles.

WTAD, Quincy, Ill.—Amended CP trans. site, new equip., vert. radiator.

KECA, Los Angeles — License for CP 1430 kc 1 kw N 5 kw D unltd.

W9XJL, Superior, Wis.—License for CP high-freq. 80 w.

WAML, Laurel, Miss.—CP trans. site, new trans.

WMAL, Washington—Modif. license aux. trans. to 250 w N & D.

WEOA, Evansville, Ind. — CP change equip., increase 100 to 250 w D.

WOCL, Jamestown, N. Y. — CP new equip.

W1XEQ, New Bedford, Mass — License for CP high-freq. 100 w.

W3XES, Baltimore — License for CP high-freq. 300 w.

W4XBW, Chattanooga—License for CP high-freq. 100 w.

W3XEY, Baltimore—Same.

W4XCA, Memphis—Same except 250 w.

KMLB, Monroe, La.—Auth. amend CP in docket increase 100 to 250 w D.

WCHV, Charlottesville, Va. — Auth. transfer control of Community Brdcstg. Corp., licensee, from W. B. Brown to present stockholders.

WEBC, Superior, Wis.—Modif. license move studio to Spaulding Hotel, Duluth.

WSGN, Birmingham—CP new equip.

WSBT, South Bend, Ind.—CP new trans.

KCMC, Texarkana, Ark.—CP new trans., vert. antenna.

KJBS, San Francisco—Amended CP new vert. radiator move trans., studio locally.

WMBC, Detroit — Modif. CP re equip., completion.

WJAR, Providence—CP move old trans. for aux.

KGFI, Corpus Christi, Tex.—CP trans. site vert. antenna.

KFJM, Grand Forks, N. D.—Modif. CP re equip., move trans., approve vert. antenna.

KUOA, Fayetteville, Ark.—Modif. license change studio to campus John Brown U., Siloam Springs.

WCLO, Janesville, Wis.—License for CP move trans., new antenna.

WKRC, Cincinnati—Modif. CP re equip.

KPQ, Wenatchee, Wash. — CP change equip.

KGVO, Missoula, Mont. — CP change equip.

WGR, Buffalo—CP vert. radiator, new equip., increase 1 to 5 kw D.

KPLT, Paris, Tex. — Modif. CP trans., studio sites, equip., vert. radiator.

KHUB, Watsonville, Cal. — Modif. CP trans., studio sites, vert. radiator.

WAVE, Louisville—License for CP new trans.

WDAE, Tampa, Fla. — License for CP 1220 kc 1 kw N 5 kw D unltd.

WGST, Atlanta — CP new equip., antenna, move trans., increase 1 to 5 kw D.

WILL, Urbana, Ill. — CP move locally, directional.

KARK, Little Rock—Modif. CP trans. site, new equip., vert. radiator.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Amended CP 1480 kc 5 kw D only, directional.

WJZ, New York—Temp. auth. aux. antenna.

WTCN, Minneapolis — Extension temp. auth. temp. antenna.

WWVA, Wheeling—Same.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N.

WOW, Omaha—Ext. temp. auth. 5 kw N.

WFIL, Philadelphia—Ext. temp. auth. 560 kc 1 kw N pending action on license applic.

APPLICATIONS DENIED:

WDEV, Waterbury, Vt. — Temp. auth. 680 kc 500 w 15 days.

KSOO, Sioux Falls, S. D.—Temp. auth. 500 w 2½ kw LS unltd.

SET FOR HEARING: NEW, Howard A. Miller, Galesburg, Ill., CP 1500 kc 100 w spec.; NEW, Pee Dee Brdcstg. Co., Florence, S. C., CP 950 kc 1 kw D; NEW, Curtis P. Ritchie, Trinidad, Col., CP 1310 kc 100 w unltd.; NEW, Associated Ark. Newspapers Inc., Hot Springs, Ark., CP 1310 kc 100 w unltd.; NEW, Homer D. Banta, Burlington, Ia., CP 1310 kc 100 w unltd.; NEW, George M. Haskins, Hyannis, Mass., CP 1210 kc 100 w 250 w D unltd.; NEW, Sioux City Brdcstg. Co., Sioux City, Ia., CP 1420 kc 100 w 250 w D unltd.; NEW, Clarence C. Dill, Washington, CP 1310 kc 100 w unltd., asks facilities WOL if latter granted 1230 kc; NEW, Ernest Edward Ruehlen, Great Bend, Kan., amended CP 1370 kc 100 w unltd.; NEW, Continental Radio Co., Washington, amended CP 1230 kc 1 kw unltd. directional; NEW, Loyal K. King, Los Angeles, exp. 1530 kc 1 kw unltd.; NEW, C. W. Corkhill, Sioux City, Ia., amended CP 1420 kc 100 w unltd.; NEW, Chauncey W. Hammond, Oakland, Cal., amended CP 1280 kc 1 kw unltd.; NEW, John E. Fetzer, Benton Harbor, Mich., amended CP 1500 kc 100 w D; NEW, Courier - Post Pub. Co., Hannibal, Mo., amended CP 1310 kc 100 w 250 w D unltd.; WBNO, New Orleans, vol. assign. license to Pelican State Brdcstg. Co.; WHAS, Louisville, amended CP increase to 500 kw unltd.; WCOL, Columbus, CP change equip., increase D to 250 w; NEW, U. S. Brdcstg. Co., Toledo, CP 1200 kc 100 w D; NEW, R. Lacy, J. R. Curtis, Lufkin, Tex., CP 1310 kc 100 w D; NEW, Loyal K. King, Pasadena, CP 1480 kc 250 w D; WBAX, Wilkes-Barre, modif. license spec. to unltd.; NEW, Columbia Radio Co. Inc., Columbia, S. C., CP 1200 kc 100 w unltd.; WBIG, Greensboro, N. C., exp. auth. increase N 500 w to 1 kw; NEW, Bay State Brdcstg. Corp., Providence, R. I., CP 720 kc 1 kw D ltd.; WMBR, Jacksonville, Fla., CP new equip., change 1370 kc 100 w 250 w D unltd. to 1120 kc 1 kw unltd.; KNX, Los Angeles, amended CP move studio locally, increase 50 to 500 kw; KGFW, Kearney, Neb., amended CP move trans., studio to Omaha; WLAC, Nashville, CP new equip., vert. radiator, increase 5 to 50 kw; WBZA, Boston, CP move trans. locally, studio to Springfield, new equip., directional, change 990 to 550 kc, change time from 1 kw N & D when synchronized with WBZ to unltd.; WOAI, San Antonio, CP move trans., new antenna, increase 50 to 500 kw; KFBB, Great Falls, renewal; KRLH, Midland, Tex., modif. lic. 1420 to 1210 kc; KOL, Seattle, modif. lic. 1270 to 1040 kc, increase 1 kw 5 kw D to 5 kw (en banc); WELI, New Haven, modif. lic. 900 to 930 kc, directional, change from D to unltd., 250 w 500 w D; WAWZ, Zarephath, N. J., modif. lic. 500 w to 1 kw; WHBL, Sheboygan, Wis., CP new trans., increase 250 w to 1 kw D; NEW Harold Thomas, Pittsfield, Mass., CP 1310 kc 100 w 250 w D unltd.; NEW U. S. Brdcstg. Co., Columbus, CP 1310 kc 100 w unltd.; KSL[illegible] Salem, Ore., CP new equip., increa[illegible] height vert. radiator, change 1370 to 12[illegible] kc, increase 100 to 250 w; WAPO, Cha[illegible] tanooga, modif. CP move studio locall[illegible] new equip., change 1420 to 1200 kc, i[illegible] crease to 100 w 250 w D unltd.; W1XB[illegible] Waterbury, Conn., CP booster station[illegible] KALB, Alexandria, La., amended modi[illegible] license change 1420 to 1210 kc, increa[illegible] to unltd.; NEW, Auburn Pub. Co., A[illegible] burn, N. Y., CP in docket, amended [illegible] trans. site.

WELI, New Haven—Temp. auth. ope[illegible] ate LS to 8 p. m. 250 w for special pr[illegible] grams.

The following were denied as in d[illegible] fault:

WDNC, Durham, N. C.—CP 590 kc [illegible] kw unltd.

WHBI, Newark—Modif. lic. 1250 kc [illegible] kw 5 kw LS Sh.-WNEW.

NEW, Orrin P. Kilbourn, Albany, N. [illegible] —CP 1240 kc 250 w unltd.

NEW, C. F. Gaarenstroom, Fairmon[illegible] Minn.—CP 1420 kc 100 w 250 w LS unlt[illegible]

RETIRED TO CLOSED FILES:

KCMC, Texarkana, Ark. — CP chang[illegible] equip.

WJAY, Cleveland—CP new equip., mov[illegible] trans.

RATIFICATIONS:

KNEC-W7XBK, Tacoma, Wash.—Gran[illegible] ed auth. operate as licensed Sept. 20-27.

WCBD, Waukegan, Ill.—Granted auth[illegible] use Zion studio as main, pending action o[illegible] applic. move to Chicago.

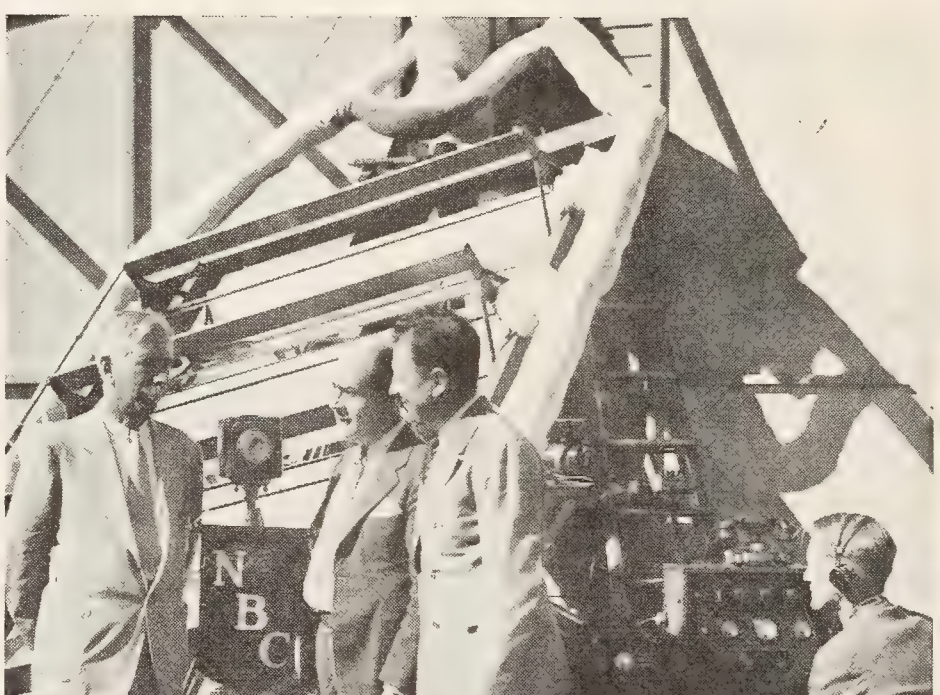
WOKO, Albany, N. Y.—Granted temp[illegible] auth. rebroadcast NAA time signals.

WIOD-WMBF, Miami—Granted CP a[illegible] prov. trans. site, vert. radiator.

The following applic. dismissed wit[illegible] prejudice—Winona Brdcstg. Co., Winon[illegible] Minn.; Mankato Brdcstg. Co., Mankat[illegible] Minn.; Fort Dodge Brdcstg. Co., Fo[illegible] Dodge, Ia.; Clinton Brdcstg. Co., Clinto[illegible] Ia.; Hastings Brdcstg Co., Hastings, Neb.[illegible] Grand Isle Brdcstg. Co., Grand Islan[illegible] Neb.; Appleton Brdcstg. Co., Appleto[illegible] Wis.; Wausau Brdcstg. Co., Wausau, Wis[illegible] all for new stations.

MISCELLANEOUS—WMEX, Boston, r[illegible] considered action 7-22-36 granting witho[illegible] hearing CP 1470 kc increase to 5 kw, an[illegible] set applic. for hearing because of pr[illegible] tests; WMCA, New York, granted modi[illegible] license to 570 kc 1 kw unltd., affirmin[illegible] grant 7-2-36, since protests were wit[illegible] drawn; NEW, Escanaba Daily Press Co[illegible] Escanaba, Mich., granted request take d[illegible] positions re applic. 1500 kc 100 w D[illegible] NEW, R. J. Laubengayer, Salina, Kan[illegible] granted applic. CP 1500 kc 100 w unltd.[illegible] NEW, Journal Co., Milwaukee, grante[illegible] petition intervene applic. John C. Looney[illegible] Milton, Mass.; NEW, Continental Radi[illegible] Co., Columbus & Toledo, applic. CP ne[illegible] stations 1310 and 1200 kc respectively[illegible] 100 w, remanded to docket for additiona[illegible] testimony; KUMA, Flagstaff, Ariz., grant[illegible] ed renewal on regular basis; WAAB, Bos[illegible] ton, denied reconsideration action 1-15-3[illegible] setting applic. increase 500 w to 1 kw [illegible] for hearing; KLZ, Denver, granted pet[illegible] tion intervene applic. Mile High Radi[illegible] Corp., Denver; NEW, Tribune Printin[illegible] Co., Jefferson City, Mo., reconsidered [illegible] granted applic. 1310 kc 100 w D; NEW[illegible] Adv. Pub. Co., Honolulu, granted pet[illegible] tion intervene applic. Fred J. Hart[illegible] WISN, Milwaukee, denied reconsideratio[illegible] & grant applic. increase 250 w to 1 k[illegible] N, denied oral argument before division[illegible] WGAN, Portland, Me., denied dismiss[illegible] applic. Palmer Brdcstg. Syndicate Inc[illegible] Portland, and authorized to proceed wit[illegible] new station 640 kc 500 w ltd. to KFI, sub[illegible] ject action U. S. Court of Appeals upo[illegible] pending appeals; NEW, Paul R. Hei[illegible] meyer, Cheyenne, Wyo., granted dismiss[illegible] applic. Wyoming Radio Corp. for C[illegible] Cheyenne since applicants are same a[illegible] those in Wyoming Radio Educationa[illegible] Assn., denied an applic. 6-12-36; WCHS[illegible] Charleston, W. Va., denied reconsidera[illegible] tion & grant without hearing exp. auth[illegible] increase 500 w to 1 kw N; National Assn[illegible] of Regional Brdcstg. Stations denied peti[illegible] tion asking FCC to maintain present statu[illegible] on regional stations pending promulgatio[illegible] of new rules as result of hearing set fo[illegible] 10-5-36; NEW, Pacific Acceptance Corp.[illegible] San Diego, dismissed from docket and re[illegible] affirmed decision 10-22-35 granting applic[illegible] new station 1200 kc 100 w D.

Effective operation of Rule 981 post[illegible] poned six months to perfect freq. moni[illegible] tors for independent measurement of freq[illegible] of stations other than those in regula[illegible] broadcast band; Rule 1034 (c) postpone[illegible] until further notice, to be made effectiv[illegible] when definite allocations to television sta[illegible] tions are made.



SUN OPERATES RADIO — Rays of the sun were utilized Sept. 25 by Charles G. Abbott, curator of Smithsonian Institution, to operate an amplifier used on a remote setup of WMAL, Washington. Using only rays of the afternoon sun, Dr. Abbott switched from the battery power amplifier to power provided by his solar heat engine and the voice of James McGrath, WMAL announcer, was heard on the air, the first time the sun has been harnessed to radio.

Dr. Abbott's machine took direct energy of the sun, focused the rays into a small moving stream of black liquid, which became heated to about 400 degrees centigrade and was passed by tubes through a boiler, driving a steam engine which in turn generated electricity, which operated the amplifier. Signals from the amplifier were fuzzy, but strong enough to be heard and lasted three minutes although difficulty was experienced when the steam pressure melted solder.

In the photo are (left to right) Dr. Abbott, McGrath, Phillip I. Merryman, NBC operations supervisor in Washington, and Howard Gronberg, NBC engineer.

APPLICATIONS DISMISSED—WTAG, orcester, 580 kc 1 kw unltd.; KPRC, ouston, 920 kc 5 kw unltd.; WORC, orcester, 1280 kc 1 kw unltd.; NEW, W. Birdwell, Johnson City, Tenn., 1370 100 w unltd.; NEW, Press Co. Inc., henectady, 1210 kc 100 w D; WHBF, ock Island, Ill., 1450 kc 1 kw unltd.; GEK, Sterling, Col., 1200 kc 100 w SH; EW, Mid-Missouri Brdcstg. Service, Jefrson City, 1210 kc 100 w D; NEW, K. G. W. Radio Corp., New York City, 0 kc 1 kw unltd.; NEW, Maxwell, ncken & Lorick, Augusta, Ga., 610 kc 0 w 500 w LS unltd.; NEW, Harry J. ant, Milwaukee, 1010 kc 250 w 500 w S unltd.; NEW, Thomas L. Evans, J. L. illigan, Jefferson City, Mo., 920 kc 500 D; NEW, Constitution Pub. Co., Atnta, 590 kc 1 kw unltd.; NEW, Ventura dcstg. Co., Ventura, Cal., 1210 kc 100 D; NEW, Harry C. Kipke, Ann Arbor, ich., 630 kc 500 w D; Peoples Pulpit ssn., New York City, auth. transmit dge Rutherford program to XENT, uevo Larado, Mex.; NEW, Dixie Brdtg. System, Valdosta, Ga., 1500 kc 100 D.

CTION ON EXAMINERS' REPORTS:

NEW, A. W. Hayes, Erie, Pa.—Denied P 1270 kc 500 w 1 kw LS unltd. direcnal, sustaining Examiner Dalberg.

NEW, Watertown Brdcstg. Corp., Wartown, N. Y.—Denied CP 1270 kc 250 D, reversing Examiner Dalberg.

NEW, Pittsburg Brdcstg. Co., Pittsburg, an.—Granted CP 790 kc 1 kw D, susining Examiner Hill.

NEW, Union Tribune Pub. Co., San iego, Cal.—Denied CP 1420 kc 100 w 0 w D unltd., sustaining Examiner alker.

NEW, Star-Chronicle Pub. Co., St. Louis Granted CP 1250 kc 1 kw unltd., rersing Examiner Hyde.

WIL, St. Louis—Denied CP new equip. irectional N), move trans. locally, ange 1200 to 1250 kc, increase 100 w 0 w D to 1 kw unltd., reversing Exiner Hyde.

KGKO, Fort Worth—Granted CP (Com. se dissenting) new equip., move studio, ans. 570 kc 250 w 1 kw D unltd., susining Examiner Arnold.

NEW, Sioux Falls Brdcst. Assn. Inc., oux Falls, S. D.—Granted CP 1200 kc 0 w unltd., sustaining Examiner Hill.

NEW, Black River Valley Brdcsts. Inc., atertown, N. Y.—Granted CP 1420 kc 0 w 250 w LS unltd., sustaining Exiner Dalberg.

NEW, Johnson & Perry, Cedar City, ah—Granted CP 1310 kc 100 w unltd., staining Examiner Hill.

WHFC, Cicero, Ill.—Granted CP new uip., increase 100 w to 100 w 250 w D 20 kc. spec., sustaining Examiner Dalrg.

WKBI, Cicero, Ill.—Granted modif. liise increase 100 w to 100 w 250 w D 20 kc spec., sustaining Examiner Dalrg.

WEHS, Cicero, Ill.—Same.

NEW, Hunt Brdcstg. Assn., Greenville, x.—Remanded docket further hearing.

WCBD, Chicago—Granted modif. license ve studio from Waukegan to Chicago, 80 kc. 5 kw ltd., also transfer control L. E. Moulds, W. F. Moss & Gene T. er and E. M. Ringwald, sustaining Exiner Hill.

KRE, Berkeley, Cal.—Granted vol. asm. license to Central Cal. Brdcstrs. ., sustaining Examiner Hyde.

ORAL ARGUMENT GRANTED—Oct. : Times-Dispatch Pub. Co. Inc., Richnd, Va. Oct. 29: Ventura County Star . & Merced Star Pub. Co. Inc., Vena, Cal., KDYL, Salt Lake City; Nov. Southwest Brdcstg. Co., W. P. Stuart, h of Prescott, Ariz., KTFI, Twin Falls, Voice of Marshall Assn., Marshall, x., Albert Lea Brdcstg. Corp., Albert a, Minn., Winona Radio Service, Mina, Minn.; No. 13: WALR, Zanesville, Community Brdcstg. Co., Toledo, Earl eir, St. Petersburg, Fla., Nathan N. uer, Miami; Nov. 19: WTJS, Jackson, nn., WPRO, Providence, Chattanooga dcstg. Co., Chattanooga, Dorrance D. derick, El Paso; Dec. 3: K. K. & A. C. dd, Taft, Cal., Marysville-Yuba City blishers Inc., Marysville, Cal.; Fred A. Baxter, Superior, Wis.; WJBO, Baton Rouge, La.; Dec. 10: Tulare-Kings Co. Radio Associates, Vasalia, Cal., J. E. Brantley et al, Savannah, W. T. Knight Jr., Savannah, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.; Dec. 17: Cache Valley Brdcstg. Co., Logan, Utah; J. T. Bilben & N. G. Barnard, Walker, Minn.

SEPTEMBER 23

KFRO, Longview, Tex.—Denied rehearing applic. change 1370 to 1210 kc, increase to 100 w 250 w D unltd., instead of 100 w D only, asking KWEA facilities. Com. Stewart voted in favor of grant.

NEW, Dudley J. Connolly & Co., Chattanooga—Denied rehearing and review en banc applic. W. A. Patterson and Dudley J. Connolly & Co. for new station and denial applic. Dudley J. Connolly & Co. for CP 1200 kc 100 w D.

Applications . . .

SEPTEMBER 16

NEW, Utica Observer Dispatch Inc., Utica, N. Y.—CP 950 kc 1 kw D.

WBNY, Buffalo — Modif. license added hours, facilities WSVS.

WFBG, Altoona—CP vert. antenna, increase to 100 w 250 w D.

WKOK, Sunbury, Pa.—CP new trans.

WFIL, Philadelphia — Modif. CP new equip., vert. antenna, increase power, move trans., further asking auth. change trans. site locally.

KYW, Philadelphia — CP change equip., increase 10 to 50 kw.

KVOO, Tulsa — CP change equip., increase 25 to 50 kw.

NEW, Richard M. Casto, Johnson City, Tenn. — CP 1200 kc 100 w N 250 W D unltd.

WIOD-WMBF, Miami—CP new antenna, move trans. locally.

KGFK, Duluth—Modif. CP move station, to change studio site, antenna.

NEW, Twin City Brdcstg. Corp., Longview, Wash.—CP 1500 kc 100 w 250 w D unltd.

KVL, Seattle — Vol. assign. license to Howard J. Ryan.

KORE, Eugene, Ore.—CP move trans. studio locally, change equip., antenna.

SEPTEMBER 17

NEW, General Electric Co., Albany—CP high-freq. 150 w.

WEBR, Buffalo—CP new trans., vertical antenna.

WHN, New York — Modif. license increase 1-5 kw. to 5 kw D & N.

WRAX, Philadelphia—Modif. license 250 w directional 500 w D to 1 kw D & N directional.

NEW, Staunton Brdcstg. Co., Staunton, Va.—CP 1500 kc 100-250 w unltd.

WSAJ, Grove City, Pa. — CP change equip.

WPEN, Same as WRAX.

WMFR, High Point, N. C.—Vol. assign. license to Radio Station WMFR Inc.

NEW, J. Leslie Doss, Sarasota, Fla.—CP 1390 kc 250 w D.

NEW, Daily News Corp., St. Paul—CP 630 kc 250 w unltd., amended to 580 kc 1 kw D, change equip., antenna.

KNX, Los Angeles — Modif. license to Columbia Brdcstg. System of Cal. Inc.

KSFO, San Francisco—Vol. assign. license amended to change name to same as above.

SEPTEMBER 19

WCAO, Baltimore—License for CP new aux. trans.

NEW, Central Mich. Radio Co., Mt. Pleasant—CP 1350 kc 250 w unltd., amended to 570 kc.

WJAY, Cleveland—CP move trans. to Seven Hills, O., install new trans., antenna.

KTEM, Temple, Tex.—Modif. CP change equip., for approval antenna, trans. site.

WSMB, New Orleans—Modif. license 1 kw re radiation toward Akron.

WSIX, Nashville—License for CP move trans., studio, install antenna.

NEW, H. W. Wilson, Ben Farmer, Wilson, N. C.—CP 1310 kc 100 w D amended re antenna, trans.

KGNO, Dodge City, Kan.—License for CP new equip.

KCMO, Kansas City—Vol. assign. license to KCMO Brdcstg. Co.

KFKA, Greeley, Col.—Modif. license 880 to 1450 kc, hours to unltd.

SEPTEMBER 22

NEW, Debs Memorial Radio Fund Inc., Brooklyn—CP high-freq. 100 w.

WLBZ, Bangor, Me.—CP new trans.

WNLC, New London, Conn.—License for CP new station.

NEW, T. E. Kirksey, Waco, Tex.—CP 1330 kc 500 w unltd.

KGNC, Amarillo, Tex.—Auth. transfer control to Gene A. Howe.

NEW, Service Life Ins. Co., Omaha—CP 1500 kc 100 w unltd.

WOC, Davenport, Ia.—Auth. transfer control to B. J. and D. D. Palmer.

WJJD, Chicago—CP directional antenna N, change ltd. to unltd.

KFVD, Los Angeles—CP new trans.

KFAC, Los Angeles—CP new trans.

NEW, Clarence A. Berger, Coeur d'Alene, Id.—CP 1200 kc 100 w D.

SEPTEMBER 21

WQDM, St. Albans, Vt. — Modif. CP move trans., studio, change freq., new equip., increase power, change hours, asking equip. changes, move trans.

NEW, Trenton Times, Trenton — CP 1570 kc 250 w unltd.; also booster stations.

WDBJ, Roanoke, Va. — License for CP new equip., increase power, move trans., studio.

WJRD, Tuscaloosa, Ala. — Modif. CP new station to ask new trans., move trans., studio, change antenna.

WDBO, Orlando, Fla.—Modif. CP move trans., change antenna, increase power, asking new trans.

WBBZ, Ponca City, Okla. — CP new equip., change antenna, increase 100 to 250 w D.

WGL, Fort Wayne, Ind.—CP new trans.

WLBF, Kansas City—CP change equip.

KMA, Shenandoah, Ia. — Modif. license 2½ to 5 kw.

KANS, Wichita — License for CP as modif. new station.

KLS, Oakland, Cal.—CP new trans.

KRNR, Roseburg, Ore. — CP change equip., increase 100 w to 100 w 250 w D, unltd.

SEPTEMBER 24

WNEW, Newark—Modif. license move studio to 501 Madison Ave., New York.

WJBR, Gastonia, N. C. — Modif. CP 1420 kc 100 w unltd. extend completion.

WMAZ, Macon, Ga. — License for CP aux. trans.

KOVC, Valley City, N. D.—Vol. assign. CP to KOVC Inc.

KSCJ, Sioux City, Ia.—CP new trans., increase 1 kw 2½ kw D to 1 kw 5 kw D.

KFYR, Bismarck, N. D.—CP change equip., vert. antenna, move trans. locally.

KROY, Sacramento—Modif. CP 1210 kc 100 w D for new trans., vert. antenna, change to 1340 kc, 100 w to 250 w N 1 kw D unltd.

SEPTEMBER 25

WCAX, Burlington, Vt.—License for CP new trans.

WSPR, Springfield, Mass. — Modif. license ltd. LS WAPI to LS KVOO.

WSJS, Winston-Salem, N. C.—CP new trans., antenna, change 1310 to 1250 kc, increase 100 w to 1 kw.

WAGF, Dothan, Ala. — Assign. license to John T. Hubbard, Julian C. Smith & Fred C. Moseley, d/b Dothan Brdcstg. Co.

WRBL, Columbus, Ga.—CP new trans., antenna, move locally, increase D 100 to 250 w.

KUOA, Siloam Springs, Ark—Modif. CP move trans., studio, new antenna, increase power, asking further increase 2½ to 5 kw, new trans., added hours.

WTRC, Elkhart, Ind. — License for CP change equip., increase power, move trans., change antenna.

NEW, Waterloo Daily Courier, Waterloo, Ia.—CP 1420 kc 100 w unltd.

NEW, Charles J. Pettinger, Indianapolis—CP 1050 kc 5 kw D.

WEW, St. Louis University, St. Louis—License for CP change equip.

KFXD, Nampa, Id.—CP new trans.

SEPTEMBER 26

NEW, Fayette Brdcstg. Corp., Uniontown, Pa.—CP 1420 kc 250 w D.

WGPC, Albany, Ga. — Modif. CP new equip., move studio, trans., to request new trans., antenna change, increase 100 to 250 D, move studio.

WMC, Memphis—License for CP change equip., increase power, change antenna, trans. site.

KTHS, Hot Springs, Ark. — CP new trans., directional antenna, change 1040 to 1060 kc unltd., move trans.

KABC, San Antonio—CP new trans.

NEW, Journal Co., Waukesha, Wis.—License for facsimile station 620 kc 500 w midnight to 6 a. m. on WTMJ trans.

WOWO, Fort Wayne, Ind.—Amended to Westinghouse Radio Stations Inc.

NEW, D. L. Thornton, Centralia & Chehalis, Wash.—CP 1500 kc 100 w N 250 w D unltd.

SEPTEMBER 28

WGNY, Newburgh, N. Y. — Modif. CP new trans.

WBNX, New York—License for CP new equip. etc.

NEW, John S. Bryan, Douglas Freeman, Tennant Bryan, Petersburg, Va.—CP 1370 kc 100 w D.

NEW, World Pub. Co., Tulsa—CP 940 kc 1 kw unltd. directional N, amended to 5 kw, new trans.

KPLC, Lake Charles, La.—CP vert. antenna, increase D 250 w, move trans.

NEW, George H. Payne, San Jose, Cal. —CP 1010 kc 1 kw unltd., facilities KQW.

SEPTEMBER 29

WMBO, Auburn, N. Y.—Auth. transfer control to Roy L. Albertson.

WHDF, Calumet, Mich.—CP new trans.

WLAP, Lexington, Ky.—CP move trans., studio locally, new equip., antenna.

WIBG, Glenside, Pa.—CP move trans., vert. antenna, new trans., increase 100 w to 5 kw ltd. LS Chicago.

KTAT, Fort Worth—Vol. assign. license to Tarrant Brdcstg. Co.

KTSM, El Paso—CP move trans., vert. antenna, increase D 250 w.

Add Examiners' Reports

WJAC, Johnstown, Pa.—Examiner Dalberg recommended (I-290) that applic. increase D to 250 w LS be granted.

(Continued on page 78)

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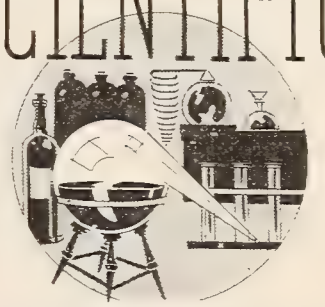
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NEW, Power City Brdcstg. Corp., Niagara Falls, N. Y., Niagara Falls Gazette Pub. Co., Niagara Falls.—Exminer Dalberg recommended (I-291) that applic. Power City Brdcstg. Corp. for 630 kc 250 w D be granted; applic. Gazette Pub. Co. be denied.

NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev. — Examiner Irwin recommended (I-292) that applic. CP 1420 kc 100 w unltd. be denied.

WHAZ, Troy, N. Y.—Examiner Irwin recommended (I-293) that applic. increase 500 w to 1 kw be granted.

Additional Decisions . . .

SEPTEMBER 29

KELD, El Dorado, Ark.—CP new trans.

KOL, Seattle—CP change equip.

WRDW, Augusta, Ga.—CP move trans. locally, new antenna.

WRJN, Racine, Wis.—License for CP 1370 kc 100 w 250 w D unltd.

KGNO, Dodge City, Kan.—License for CP 1340 kc 250 w unltd.

WMT, Cedar Rapids, Ia.—License for CP 600 kc 1 kw N directional 5 kw D unltd.

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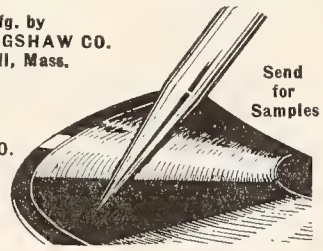
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WCAP, Asbury Park, N. J.—License for CP 1280 kc 500 w Sh.—WTNJ, WCAM.

WPRA, Mayaguez, P. R.—Modif. CP trans., studio sites.

KVI, Tacoma, Wash.—Modif. CP new equip.

KHQ, Spokane—Modif. CP trans. site.

KGCX, Wolf Point, Mont.—Modif. CP re trans.

WSAR, Fall River, Mass. — CP new equip.

KPRC, Houston—Modif. license to Houston Printing Corp.

WPTF, Raleigh, N. C.—Exp. auth. 5 kw directional spec. hours.

KWKH, Shreveport, La. — Ext. spec. auth. 1100 kc unltd. directional N.

KOOS, Marshfield, Ore. — Transfer control to Walter L. Read.

KSLM, Salem, Ore.—Transfer control to H. B. Read.

WPEN, Philadelphia—Renewal license.

WFBM, Indianapolis—Renewal license.

WRAX, Philadelphia—Renewal license.

NEW, Tampa Times Co., Tampa, Fla.—Ext. exp. auth. 2½ kw LS.

KQV, Pittsburgh—Operate simul. WSMK spec. hours.

KDAL, Duluth—Modif. CP re site.

SET FOR HEARING—NEW, Arthur H. Groghan, Minneapolis; WLB, Minneapolis; WCAL, Northfield, Minn.; WTCN, Minneapolis; KWTN, Watertown, S. D.; KGDY, Huron, S. D.; NEW, F. M. Gleason, Rossville, Ga.; KVOE, Santa Ana, Cal.; WLMU, Middlesboro, Ky.; NEW, C. S. Gooch, Amarillo, Tex.; NEW, W. E. Whitmore, Hobbs, N. M.; NEW, Virgil V. Evans, Gastonia, N. C.; NEW, Schuylkill Brdcstg. Co., Pottsville, Pa.; NEW, Northwestern Pub. Co., Danville, Ill.; NEW, Waldo Abbot, Ann Arbor, Mich.; NEW, Central States Brdcstg. Co., Council Bluffs, Ia.

ACTION ON EXAMINERS' REPORTS:

NEW, Northern Brdcstg. Co. Inc., Wausau, Wis.—Granted CP 1370 kc 100 w D, reversing Examiner Seward.

WPAR, Parkersburg, W. Va. — Denied CP increase 100 w to 100 w 250 w D, sustaining Examiner Bramhall.

NEW, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C.—Granted CP 1250 kc 250 w D, reversing Examiner Walker.

NEW, Jonas Weiland, Kinston, N. C.—Granted CP 1200 kc 100 w 250 w D unltd., sustaining Examiner Walker.

NEW, Navarro Brdcstg. Assn., J. C. West, pres., Corsicana, Tex.—Granted CP 1310 kc 100 w D, sustaining Examiner Hill.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Seward.

NEW, Jefferson Brdcstg Co., Ormond O. Black, pres., Birmingham, Ala.—Denied CP 1200 kc 100 w N 250 w D unltd., sustaining Examiner Seward.

KRLC, Lewiston, Id.—Granted CP new equip., move trans., change 1420 to 1390 kc increase 100 w to 250 w unltd., sustaining Examiner Hyde.

KGFG, Oklahoma City—Granted modif. license Sh.-KCRC to unltd., 1370 kc 100 w; auth. transfer control from Hale V. Davis to Harold V. Hough, sustaining Examiner Bramhall.

APPLICATIONS DENIED — WHBB, Selma, Ala., auth. operate unltd. pending action applic.; WLEU, Erie, increased power N 45 days; WIBW, Topeka, 5 kw midnight to 1 a. m.; WSMK, Dayton & KQV, Pittsburgh, auth. operate simul. LS to midnight; WSPA, Spartanburg, S. C., auth. unltd. 500 w 1 kw D 1120 kc; WEST, Easton, Pa., operate simul.-WKBO 30 days; WKBO, Harrisburg, same.

APPLICATIONS DISMISSED — NEW, Joseph G. Morrow, Oakland, Cal., 1150 kc 250 w LS D; NEW, KLA Inc., LaGrande, Ore., CP 1100 kc 250 w LS D; WJBR, Gastonia, N. C., vol. assign. license; NEW, H. A. Hamilton, Asheville, N. C., CP 1200 kc 100 w unltd.; NEW, Frank F. Airey, Twisp, Wash.; CP 1220 kc 250 w LS D; WJBR, Gastonia, N. C., modif. CP 1420 kc 100 w unltd.

Additional Applications . . .

SEPTEMBER 30

WBAL, Baltimore—CP directional N, change hours to unltd.

WJIM, Lansing, Mich.—Vol. assign. license to Harold E. Gross.

WPHR, Petersburg, Va.—Modif. license D to unltd. 500 w.

NEW, W. Va. Newspaper Pub. Co., Clarksburg — CP 630 kc 5 kw unltd., amended to 1 kw 5 kw D, change site.

WTAQ, Green Bay, Wis. — CP new trans., increase 1 kw to 1 kw 5 kw D.

NEW, Waterloo-Times Pub. Co., Waterloo, Ia.—CP special station 1370 kc 100 w D, amended to regular station.

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Mr. Sherman

JOHN M. SHERMAN, FCC radio inspector in charge of the St. Paul-Minneapolis district, on Sept. 16 became technical director of WTCN, Minneapolis. A graduate of Carnegie Institute of Technology in 1928, he become a radio inspector in 1929, and was assigned to St. Paul in 1932. Mr. Sherman was succeeded as radio inspector by Carl W. Loeber, transferred from the Detroit office of the FCC. Mr. Loeber is a native of Milwaukee and was graduated from the University of Wisconsin.

Dr. S. M. Kintner

DR. SAMUEL M. KINTNER, 64, vice president of the Westinghouse E. & M. Co. and a pioneer in radio development, died at his Pittsburgh home Sept. 28. A native of New Albany, Ind., he was graduated from Purdue in 1894, later becoming assistant to Prof. Fessenden on the faculty of Western University of Pennsylvania. He joined the Westinghouse research department in 1903. Except for a short period as general manager and president of National Signalling Co., he has served with Westinghouse almost continuously and was elected assistant vice president in charge of engineering in 1930. His widow and a son, John B. Kintner, survive.

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(Approved by FCC)

With mounting _____$50.00

Hollister Crystal Co.

WICHITA, KANSAS

Triple Sponsorships

A NEW cooperative campaign over four stations on the Mutual Network, with three different sponsors but featuring the same talent, was announced Sept. 29. Starting Oct. 5, the series will be broadcast 1:45 to 2 p. m. over WOR, Newark, and WAAB, Boston, with a repeat performance at 2:15-2:30 p. m. for WGN, Chicago, and WGAR, Cleveland, and will feature E. V. Meadows, beauty expert who barnstorms for the sponsors and who will be keyed from the city in which he happens to be at the time. Sponsors are Kesmet Laboratories Inc., on Mondays and Fridays, through Brooke, Smith & French Inc., New York; F. W. Fitch Co., Des Moines (hair tonics) on Tuesdays, through Ramsey Agency, Davenport, Ia.; Gibbs & Co., Chicago, (Grabrieleen Permanent Wave) on Wednesdays through Bertram Reibel Agency, Chicago. The Fitch and Gibbs accounts are for 26 weeks and the Kesmet Laboratories for 13 weeks but with two programs per week.

New Rebroadcast Rule

ACCEDING to complaints from licensees and others, the FCC Broadcast Division on Sept. 29 revised its new rules covering international broadcasts of programs so as to obviate the need of procuring a special authorization in each such instance. All language relating specifically to procurement of such authorizations, contained in the originally revised rule (177.1 and 177.2) has been revised to accomplish this end. The revised rule was made effective retroactive to Sept. 15 when the new rules governing all broadcast services other than those in the regular broadcast band became operative. [See June 1 BROADCASTING for text of original rules.]

Fawcett on Yankee

FAWCETT PUBLICATIONS, Minneapolis (*Modern Mechanix Hobbies and Inventions* magazines), starts Oct. 4 on Yankee Network a series of weekly evening half-hour broadcasts to include a dramatized account of some scientific or mechanical discovery and a scientific "man on the street" question-and-answer session. Agency: Ruthrauff & Ryan Inc., Chicago.

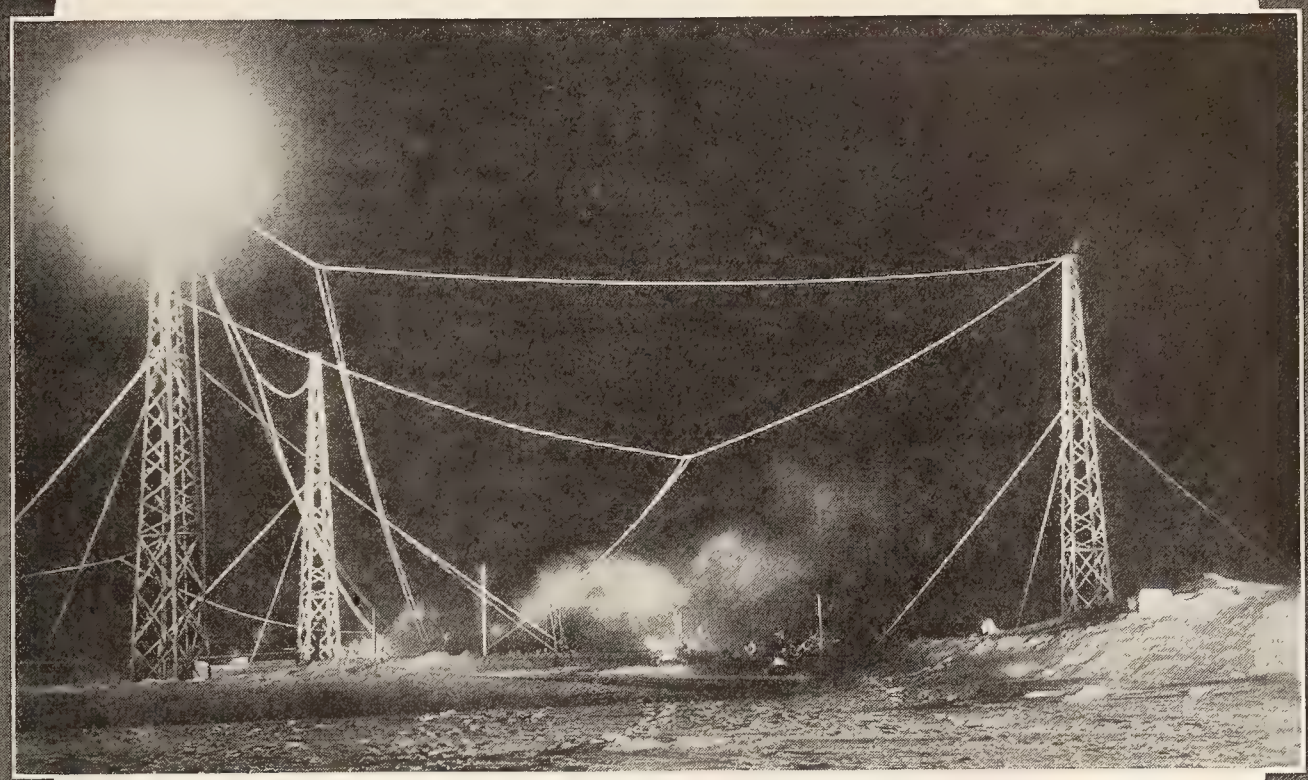
Household Finance Adds

HOUSEHOLD Finance Corp., Chicago (personal loans) starts a second network series, using 4 NBC-Red stations (WEAF, WLW WMAQ, KYW) for a *Sherlock Holmes* program, Thursdays, 11:15-11:45 p. m. The company also sponsors Edgar Guest. Charles Daniel Frey Co., Chicago, has the account.

Ice Institute on CBS

NATIONAL Ice Institute, Chicago ice dealers association, returns to the air Oct. 20 with a 26-week series on 38 CBS stations, Tuesdays and Thursdays, 11:45-12 noon. Program is titled *Talks to Housewives*. Donahue & Co. Inc., New York, is agency.

BLAW-KNOX
Vertical Radiators



Blaw-Knox Vertical Radiators in Little America-base of the Byrd Expeditions to the South Pole

STANDARD FROM POLE TO POLE

From Little America on the south to Alaska in the north, Blaw-Knox antennas are found serving all types of modern radio stations. As a pioneer in the industry Blaw-Knox has furnished:

The tallest Vertical Radiator in the world (1045 ft. Budapest, Hungary).

The tallest Vertical Radiator in the United States.

The first self-supporting Vertical Radiator.

The first "half wave" Vertical Radiator for broadcasting.

The first Vertical Radiator erected atop a building.

The first Vertical Radiator to be used for simultaneous broadcasting by 2 stations on different frequencies.

The use of Blaw-Knox Vertical Radiators results in greatly improved coverage. If you plan antenna improvements it will pay you to consult Blaw-Knox.

BLAW-KNOX COMPANY

2038 Farmers Bank Building · Pittsburgh, Pa.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

IN THE CONTROL ROOM

SID PARKS, formerly of KADA, Ada, Okla., has joined KFRO, Longview, Tex., as news operator, replacing Ralph DuBois, resigned. Edward Bumpass has been named maintenance engineer.

LARRY ADAMS, Hollywood sound engineer, has joined the technical division of Associated Cinema transcription studios.

GEORGE SHIELDS, formerly of WNEW, Newark, has joined the NBC control staff in New York.

LEONARD LANGE, formerly transmitter operator of KSCJ, Sioux City, Ia., has joined WNAX, Yankton, S. D., with Maurice Mitchell shifted from control to the WNAX transmitter.

JOHN BOYKIN, graduate of North Carolina State in electrical engineering, has joined the technical staff of WPTF, Raleigh, succeeding Arthur Brimley, who has returned to WWNC, Asheville, N. C., for his health.

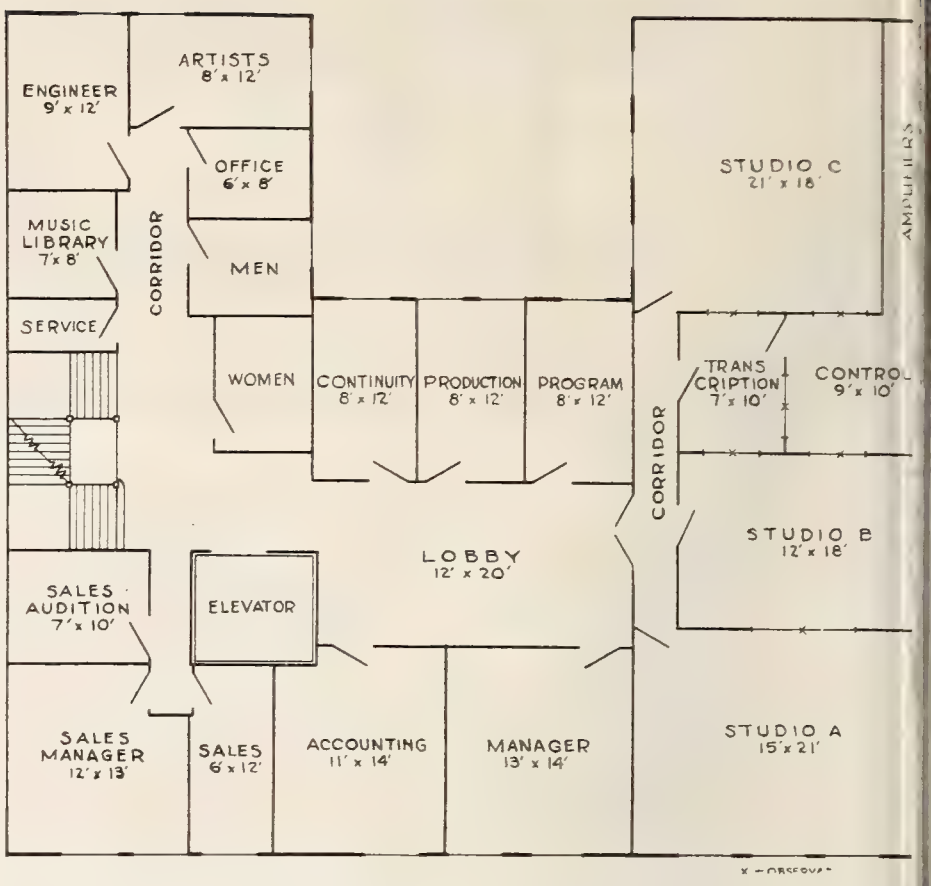
PAUL LEAKE has joined KFBK, Sacramento, as a technician.

NEIL McGINNIS, operator of KSTP, St. Paul, is the father of a baby girl.

PAUL SCHULZ, chief engineer at KYA in San Francisco, on Sept. 6, became the father of a girl.

CHARLES TORSCH, newly graduated from Johns Hopkins University and brother-in-law of William E. Plummer, associate of Glenn D. Gillett, Washington consulting engineer, has joined the broadcast engineering staff of RCA Victor Co., Camden, N. J.

GEORGE WILSON, of Cincinnati, has joined the engineering staff of WKRC, that city.



DESIGNED FOR RADIO-LIVING—Here is the new studio-office layo of WHKC, Columbus, which H. K. Carpenter, vice president of Unit Broadcasting Co., operating the station, claims is ideal for mediu sized stations. All studios and offices are easily accessible to the lobb Sales department, including an audition room, is removed from the st dios and operating end. Miscellaneous activities are in a corridor e tirely to themselves. Control room commands a view of all three studi and transcription room. Studios and control room have outside windo side windows.

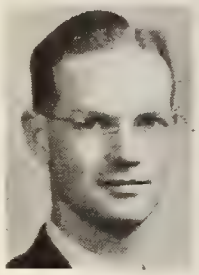
JACK BURRELL, chief engineer of KYOS, new Merced, Cal. station, is the father of a boy born Sept. 13 in San Francisco.

ROBERT F. POND of the WBBM, Chicago, engineering staff, was married Sept. 17 to Miss Gene Olkiewicz.

A. L. HENDERSON, former assistant chief engineer of KOL, Seattle, has been promoted to chief engineer, succeeding Clyde H. Bond, who resigned Sept. 1 to join Glenn D. Gillett, consulting engineer in Washington.

PHIL BOWMAN, of the CBS production staff, Chicago, is the father of a seven-pound boy born in September.

Bond Joins Gillett



Mr. Bond

CLYDE H. BON formerly chi engineer of KO Seattle, has join the staff of Gle D. Gillett, Was ington consulti engineer, as a assistant speci izing in transm ter tests and a justments a working on the certification of t performance of broadcasting s tions. Mr. Bond, onetime amate and ship operator, has had wi experience in radio in the Nort west, his first broadcasting a signment before entering the U versity of Washington being th of engineer of KPQ, Wenatch Wash.

KTHS Plans Changes

KTHS, Hot Springs, Ark., recently purchased by Radio Enterprises Inc., newly formed holding corporation for the Col. Barton radio interests, which also include KARK, Little Rock, and KELD, El Dorado, has applied to the FCC for authority to shift its frequency permanently to 1060 kc. and to operate full time in lieu of time-sharing with KRLD, Dallas. The 10,000-watt former local chamber of commerce station also proposes to move its transmitter to a point near McAlmont, Ark., and to erect a studio in Little Rock. Edward Zimmerman heads Radio Enterprises Inc.

GENERAL FOODS Corp., New York has signed Burns & Allen to start a network series next April. At present they are appearing on CBS for Campbell tomato juice.

Course in Recording

ACADEMY of Motion Picture's search council, Hollywood, will augurate a course in advar sound recording (film and disc on Oct. 5. The classes will be h two evenings a week for 21 wee in the Hollywood High School wi L. E. Clark, of the RCA Mfg. C in charge and a limit of 45 plac on the enrollment. The elementa course, like that of last year, w be supervised by A. P. Hill, ERPI, and will start Oct. 21 f 17 weeks.

To Station Managers and Advertising Agencies:

Our field managers have been instructed to visit every radio station and advertising agency handling radio accounts.

We know that when they arrive in your city, you will want to have your entire sales organization available to listen to, what we believe to be, the finest presentation of feature length major productions to be offered by any producer in the field of electrically transcribed radio programs.

Regardless of the requirements of your clients in the choice of an entertainment vehicle for their advertising message, we feel that we can supply just the program to satisfy the desire of the most exacting buyer.

Why not make this note on your memo pad right now: "Have Transco field manager give audition when he arrives."

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

Wasey on Mutual

ASEY PRODUCTS Inc., New k (Kreml, Zemo, Musterole,) on Sept. 27 returned Jacob rshish, *The Lamplighter*, to the for a 39 weeks series on Mu- l network. A staggered sched- is being used: Sundays, 3-3:15 m., on WOR, CKLW, WLW, JD; Mondays, Tuesdays, Wed- days, Fridays, 9:30-9:45 a. m. WOR, WLW, WGN, with CKLW ing only the Monday and Tues- programs. All broadcasts orig- te from the WOR studios. Er- , Wasey & Co. Inc., New York, the account.

ACCURACY

INFORMATION • • • EQUIPMENT • • • SERVICE

Radio Engineering Consultants

For Established Stations and For New Station Applicants

Frequency Measurements

Tru-AXIS Low Drift CRYSTALS

(Approved by F.C.C.)

COMMERCIAL RADIO EQUIPMENT COMPANY

7205 BALTIMORE • KANSAS CITY, MO.

The Radio Buildup

WHILE certain elements in the movie industry still harp on radio's alleged encroachment on box office, proof mounts almost daily that the "radio buildup" pays other fields of entertainment. Latest to join the "big name" box office stars is Jane Pickens, of the Pickens Sisters, now performing as prima donna of the Ziegfeld Follies. J. Walter Thompson Co., handling the *Kraft Music Hall* show with Bob Burns, who first attained fame via the Rudy Vallee hour, also reports that Burns has been signed by a newspaper syndicate to do a daily series guaranteeing him $500 a week, besides his new movie contract exceeding $700,000.

Seeks Waterloo Station

THE *Waterloo Courier*, which purchased Harry Shaw's *Waterloo Tribune* several years ago but not his station, WMT, which he later sold to the *Des Moines Register & Tribune*, on Sept. 24 applied to the FCC for a new 100-watt station on 1420 kc. WMT now operates as the Cedar Rapids-Waterloo outlet of the Iowa Network. Mr. Shaw, onetime NAB president, is now publishing the *Cedar Falls* (Ia.) *Daily News*.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

ombination announcer - engineer for e station in prosperous middle North- t city. Box 560, BROADCASTING.

anted: Engineer, programmer or solici- as stockholder and employe, good local ion. Address Box 554, BROADCASTING.

xperienced time salesman wanted. Rich l. Exclusive on prospects. Full commis- s on renewals. Also need more national esentation. Box 552, BROADCASTING.

anted: Experienced announcer by net- k regional in midwest city of 100,000. e full qualifications. Box 558, BROAD- TING.

me of the largest manufacturers of anteous recording equipment and discs s several sales representatives in key s of the United States and Canada. eptional opportunity for specialty sales ineers who can take on an additional and receive exclusive representation well developed territory backed by na- al advertising. State full particulars. 556, BROADCASTING.

eal opportunity for two aggressive ra- time salesmen with midwest full time onal station. Only station in town of 000. Network affiliate and new equip- t. Earnings limited only by your own ity and energy. Drawing account suf- nt for living expenses against com- sions. Floaters not wanted. Give full rmation. Box 562, BROADCASTING.

Situations Wanted

Program Director, Announcer, Pro- tion, Special Events. Ten years' ex- ience, local and network. References. 553, BROADCASTING.

adio executive of seventeen years' ex- ence desires connection as Station nager or Chief Engineer. Can take plete charge of studio and technical sonnel. Box 548, BROADCASTING.

ggressiveness, conscientiousness and ity, together with five years experi- e in announcing, engineering, produc- and sales work in three Southern ions, are the qualifications of a young who wishes to become affiliated with rogressive station. Best of references. 561, BROADCASTING.

Situations Wanted (Cont'd)

Station manager with ten years experience wants to manage station on percentage basis. Prefer small station. Best of references. Box 555, BROADCASTING.

Experienced station representative. Formerly Program Director, Sales Manager, and Manager of local and regional stations. Highest character and business references from all employers. High sales record. Age thirty. Married. Available November. Box 557, BROADCASTING.

Wanted to Buy

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

Have clients for broadcasting stations now operating. All matters confidential.

Radio Investment Company

Broadcasting Properties

Times Bldg. New York

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

One Western Electric 6-B Transmitter for sale, complete with motor generators and spare armatures, two sets of tubes and special insulating base for generators made by Johns Manville. Excellent condition. Price $2500. Also one Hammarlund Comet Pro Receiver with crystal filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • P. O. Box 189
New York City Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Merchandising & Promotion

Heat for Sale — Mob and Candy — Bran Display — Seal Coats Free — Hillbilly Jacket

SUCCESS of Williams Heating Corp., Bloomington, Ill., in daily quarter-hour news flashes on WCFL, Chicago, led the concern, making Oil-O-Matic heaters, to renew the contract for another year. Commercials are tied in with content of the news periods, handled by Announcer Don Norman. The sponsor used a thousand congratulatory letters sent Norman on the Oil-O-Matic program's first birthday as part of its sales campaign. Roche, Williams & Cunnyngham Inc., Chicago, is agency.

* * *

HUDSON COAL Co., Scranton, broadcasting on an NBC-Red network Sundays, 2-2:30 p. m., has sent an array of broadsides to all dealers to merchandise the series. Broadsides contain photographs and sketches of Col. Jim Healey, commentator, and the Landt Trio & White, as well as window displays, post cards, blotters, newspaper mats, bumper signs and mailing stickers. The program is extensively advertised in coal trade journals. A contest is planned, with coal, thermostats and automatic stokers as prizes. Leighton & Nelson, Schenectady, is agency.

* * *

ANNOUNCERS of WGAR, Cleveland, take their lives in their hands every time they conduct the Baby Ruth Junior Vox Pop series, which started recently under sponsorship of Curtiss Candy Co. Armed with 1,500 samples of candy, they are at the mercy of mobs of youngsters who want candy and interviews. The five-weekly series includes cartons of candy for best replies to weekly questions, with candy wrapper required. E. W. Hellwig Co., New York, is agency.

* * *

PROCTER & GAMBLE Co., Cincinnati, announces a contest for its Camay soap, with $1,000 a year income for life offered as grand prize, as well as $15,000 in other prizes for a thousand participants. Prizes for dealers also are announced. Simple rules have been drawn up. Entry blanks contain space for dealer's name, which must be filled in by entrants. Newspaper, magazine and display tie-ups with the radio promotion have been announced.

* * *

POLLS of listeners' views, at the heighth of their popularity as election nears, are not at all new to American Packing Co., St. Louis, sponsoring Harry Flannery in *Views on News*, on KMOX, St. Louis. Early in 1935 Flannery began to conduct polls among the program's followers, with the sponsor awarding daily prizes for best letters accompanying their opinions.

* * *

KFRO, Longview, Tex., has started a series of sales letters to the leading advertising agencies placing radio advertising. The first of the series pointed out the advantages and importance of the East Texas Oil Fields. A copy of *The Story of KFRO and Its Market*, which gives a complete breakdown of the oil field market, was sent to each agency.

SPOTLIGHT advertising is the favorite merchandising method of NBC advertisers, the network reveals in its recent publication *Broadcast Merchandising Reprints*. In 1931 this method of promoting programs ranked only fifth, NBC points out.

National magazines and national newspapers are declared to offer ideal tiein opportunity, with reminder lines promoting the program. Daily newspapers provide made-to-order opportunity to focus attention locally, says NBC, giving sponsors a chance to arrange nationwide campaigns to include local call letter and program time.

For the most part, spotlight ads are inserted on regular radio pages of newspapers, NBC finds, particularly for the first few weeks of the program's appearance.

* * *

KELLOGG Co., Battle Creek cereal concern, sponsoring football on a wide scale this autumn, has started a contest in connection with its Yankee Network sports series. Prizes are selected by the Boston staff of N. W. Ayer & Son Inc., and are awarded for letters on "Why I Like Corn Flakes", accompanied by a box top. Full-page newspaper advertisements in color are being used in Boston, and 48-line ads in 16 New England cities, as well as window displays. Prizes include a Pontiac automobile, fur coat, radio sets, insurance policies and miscellaneous products.

* * *

A FOLIO containing 100 candid photos of station personalities and activities has been distributed by Central States Broadcasting Co., operating KOIL, KFAB and KFOR in Lincoln and Omaha. Much of the camera work was done by J. Buryl Lottridge, general sales manager, whose hobby is photography. Copies of the booklet may be obtained from any Free & Sleininger office.

* * *

WNEW, Newark, gives away popular fiction as prizes on its *Heart Throbs* program, dramatizing listeners' romances. Doubleday Doran provides books free for the air mention.

GENERAL SHOE Corp., Nashville (Jarman shoes), is tying up a prize contest to its NBC-Blue program on Tuesday nights by announcing winners of six Packard 120 models over alternate broadcasts. Entrants submit essays on why they like Jarman shoes. Interior and window display advertising in stores handling Jarman shoes calls attention to the contest, entry blanks for which are procured with purchases of Jarman shoes. The advertising advises readers to listen to the Jarman *Portraits in Harmony* broadcasts in order to hear the names of the winners. The contest began Sept. 15 and will close Dec. 8.

* * *

A PARADE from the airport to the Majestic Theatre was staged recently by WOAI, San Antonio, to promote the *Texas Rangers* series sponsored by Kellogg Co., Battle Creek, when the *Rangers* cast arrived in town. Beside fire engines and police escort, five old trailers participated, headed by Capt. Billy Krempkeau, one of the last of the trail drivers. Two Kellogg box-tops and five cents were charged for admission to the program. Newspaper promotion and spot announcements were used.

* * *

RIVAL PACKING Co., Chicago (Rival Dog Food), which started a series on WMAQ, Chicago, Sept. 28, thrice weekly is giving three watches weekly as prizes in a jingle contest requiring no proof of sale for entry. This evening series is in addition to the spot campaign now running on a dozen stations in East and Midwest, using musical clock and participation programs. Agency is Chas. Silver & Co., Chicago.

* * *

SKINNER MFG. Co., Omaha (Raisin Bran), using a thrice-weekly disc series on WSM, Nashville, staged a mass dealer display campaign and gave 50,000 samples of the product with attached leaflets to the public. Representatives of National Life & Accident Insurance Co., operating WSM, handled the sampling. Buchanan-Thomas Adv. Agency, Omaha, has the account.

* * *

KILPATRICK BAKERY Co., San Francisco (wholesale bakery), sponsoring *Ken Stuart the Sunshine Man* on KFRC, that city, is offering dollars bills to dialers for good resolutions used on his thrice weekly program. Contest is attracting about 200 letters weekly.



SEAL COATS—Are given by Oakite Co. (cleanser), as well as permanent waves, stationery and other prizes on its current participation in *Homemakers' Council of the Air* in New England. Radio fan and newspaper tieups also are being used, as well as a sampling campaign and posters. Stations are WEEI, WCSH, WTIC, WTAG, WJAR. The agency is James Fay Advertising, Boston.



AT THE FAIR—WKRC, Cincinnati, set up a display at the Carthage Fair, Cincinnati, and also had its roving reporter program at the fair.

KMBC, Kansas City, didn't wa the world to believe that its ma ket was ruined by the drought, Arthur B. Church, president, se an open letter to the Chief Exec tive of the United States, whi pointed out that rain has been fa ing and that all types of busine are well above 1935.

* * *

WHBF, Rock Island, Ill., has i sued a promotion piece done up hillbilly style. An illustrated y low jacket describes the conten of loose-leaf market material, wi homespun syntax predominatin The contents, however, are form and statistical in presentation.

* * *

A THOUSAND peaches we wrapped in napkins carrying t message "The Peachy Prograr Are at the Top of the Dial, KL 560 kc." and distributed by t Denver station when the Colora State Fair Special left Denver f the fair at Pueblo. Peach eate also were urged to listen to Saf way Stores news periods on KL

* * *

W9XBY, Kansas City station 1530 kc., has issued a brochu describing its operating setup a explaining that more than nin tenths of Kansas City sets c tune in the frequency. Equipmen market data, coverage and pr grams are depicted, as well as list of advertisers and photograp of the station staff.

* * *

THE brochure published last D cember by WOW, Omaha, was i cluded in the midseason collectio of fine direct mail pieces by t Direct Mail Advertisers Assn.

* * *

LAMBDIN KAY, manager WSB, Atlanta, has sent to t trade a dope-book for footba fans. It contains schedules, 19 results and general grid data.

* * *

WOR, Newark, has issued a livel promotion piece titled *A Sign Story*, telling about its New En land coverage as checked by newspaper radio editor on tour

★

The price of leadership
s still high and WLW recognizes that it
nust pay in many ways for its position in
he field of broadcasting.

The BENEFITS of this
eadership, however, are shared equally by our
dvertisers, the listening public and WLW.

★

RCA Research Triumphs again!

INTRODUCING THE NEW

RCA UNI-DIRECTIONAL MICROPHONE

—ANOTHER RCA FIRST!



Type 77-A—Ingenious new type High Fidelity Microphone...picks up sound coming only from one direction . . . solves a problem that has puzzled engineers for years

An achievement in the Microphone field featuring:

1. Uniform wide-angle response from the front.
2. Negligible response at ALL frequencies from the back.
3. Attenuates audience noises in theatres or large studios.
4. Can be placed closer to the wall in small studios without pick-up of reflected sound.
5. Can be tilted and rotated conveniently.
6. Can be used with all RCA Microphone Stands, or suspended.

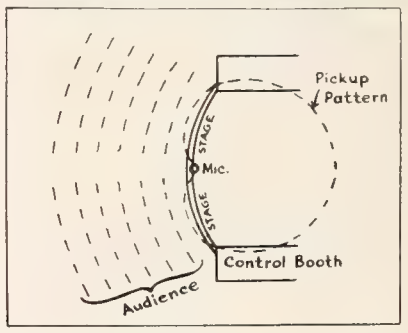
RCA's new Uni-Directional Microphone uses but a single ribbon. The lower half of this new microphone is operated on Velocity principles...the upper half, Pressure. Ingenious labyrinth provides proper terminating impedance.

It practically kills all unwanted sounds. Wide pick-up covers entire stage or studio where broadcasters are located, thus eliminating the need for two or three ordinary microphones. Is ideal for small studio use, since it picks up a much lower percentage of reflected sound.

Frequency response is uniform throughout the audio range. The Type 77-A affords reproduction as smooth and pleasant as that provided by the standard Velocity Microphone, and can be used interchangeably, or can be mixed with standard Velocity or Inductor type microphones.

Specifications: Output impedance, 250 ohms. Output level (10 bar input), –69 db. Mountings, standard. Directional ratio, 10-to-1.

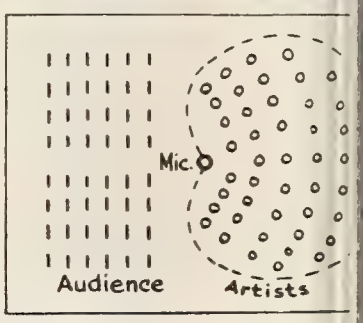
Write us for complete descriptive literature concerning this new broadcasting creation. The 77-A—RCA Uni-Directional Microphone — is the one the experts demanded . . . Here it is!



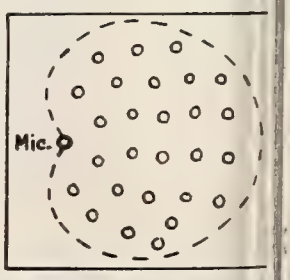
Type 77-A Microphone is uniquely adapted for pick-ups in auditoriums, theatres, night clubs and the like, where audience noise is always a problem. Because of the wide angle pick-up, one microphone will usually suffice, even for large ensembles.

• • •

In small studios the Type 77-A Microphone has the advantage that it can be placed close to the back wall, with much less pick-up of reflected sound from the back.



Noise-discriminating feature of microphone is similarly valuabl a large audience is in limited sp



Listen to "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

BROADCASTING

Broadcast Advertising

Vol. 11 • No. 8

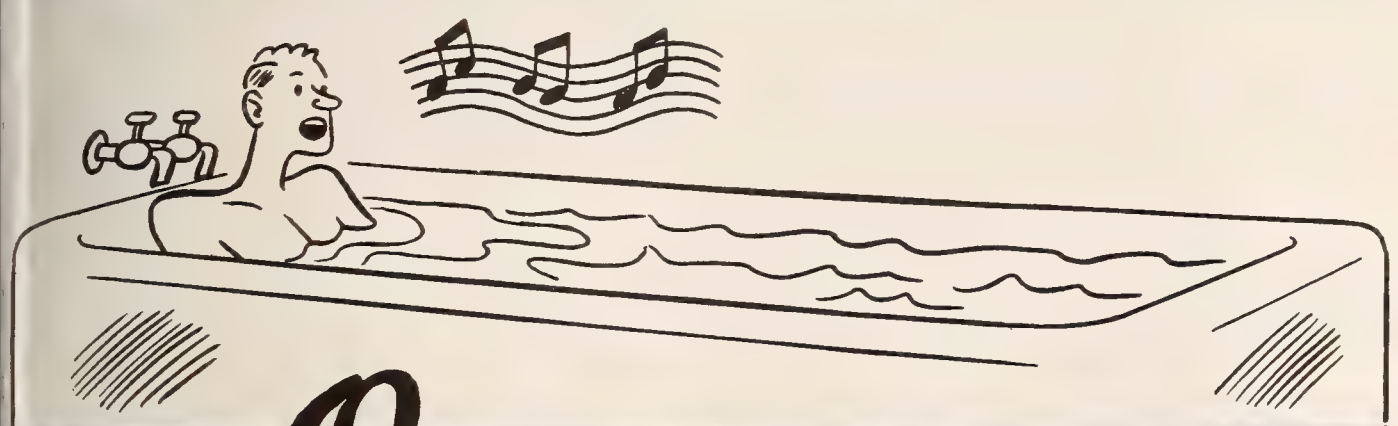
WASHINGTON, D. C.
OCTOBER 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



...One GOOD BATH TUB
IS WORTH A *dozen* FINGER BOWLS



● For dainty gestures, finger bowls may be adequate. But for a real clean-up, bigger facilities are preferred—hence the natural preference of radio advertisers for the 50,000-watt facilities of WHO.

In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is broad, horizontal. Iowa's largest city, Des Moines, has less than 6% of the state's population. Buying power, spread over the entire state, flows through a score of important trading centers. In selling Iowa, you have ground to cover. And where you have ground to cover, one good tub is worth a dozen finger bowls.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives: FREE & PETERS, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Extra "Dividends" for 170 Thesaurus Stations

THESAURUS
a Treasure House of
RECORDED PROGRAMS

Bulletin •

NATIONAL BROADCASTING CO., INC. ★ ELECTRICAL TRANSCRIPTION SERVICE ★ 30 ROCKEFELLER PLAZA, NEW YORK

October 9 1936

Bulletin #74

SPECIAL THESAURUS MATERIAL AND PROGRAMS FOR COMING HOLIDAYS

For ready reference and advance planning, we list the special program material available (or that which is to be made available) in THESAURUS, for the coming holidays.

ARMISTICE DAY -- November 11th

1. "For Us The Living" -- A 30 minute dramatic show which abounds in dramatic suspense and deep emotion symbolic of the spirit of Armistice -- Records #256 & #257.

2. Patriotic Music (list attached).

THANKSGIVING DAY -- November 26th

1. NEW -- "The Proof Of The Pudding" -- A 30 minute dramatization, rich in feeling regarding the things for which we should really be thankful (complete announcement to follow).

2. "The First Thanksgiving" -- A 30 minute dramatic show historically accurate in its story of how Thanksgiving began -- Records #256 & #257.

CHRISTMAS DAY -- December 25th

1. NEW -- "The Family Tree" -- A THESAURUS Christmas party in the form of a one hour variety show containing comedy, music and drama with Ray Knight as Master of Ceremonies and including many prominent THESAURUS artists -- GEORGE HALL AND HIS ORCHESTRA with DOLLY DAWN and JOHNNY MC KEEVER, HARRY RESER, FIELDS & HALL, THE HONEYMOONERS, SENATOR FRANKENSTEIN FISHFACE, BETSY WHITE, NATHANIEL SHILKRET, FERDE GROFE and others (complete announcement to follow).

2. "The Christmas Carol" -- A 45 minute dramatization of Charles Dickens' loved masterpiece -- Records #189, #190 & #191.

3. Christmas carols and other Christmas music (list attached).

GEORGE WASHINGTON'S BIRTHDAY -- February 22nd

1. "George Washington" -- A 30 minute dramatization giving the modern conception of America's first President.-- Records #201 & #202.

2. Patriotic Music (list attached).

For further information regarding THESAURUS Special Holiday Programs—or THESAURUS Service itself—write:

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO



COLONIAL NETWORK

hits New England markets where sales are made

WAAB
Boston
WTHT
Hartford
WSAR
Fall River
WSPR
Springfield
WLBZ
Bangor
WFEA
Manchester
WNBH
New Bedford
WLLH
Lowell
WIXBS
Waterbury
WEAN
Providence
WICC
Bridgeport

SUCCESSFUL sales coverage of the rich New England market presents a problem in sales economy.

New England's great buying power, because of the wide population spread, is divided among many retailing centers. Selling New England calls for intense local sales effort.

How can this vast market be approached economically and at the same time effectively? The Colonial Network is designed to solve this problem.

It is a network of strong local stations offering direct access to eleven key markets from northern Maine to southern Connecticut.

WAAB, the most popular local* Boston station, is the key station, serving the radio homes of 80 cities and towns. The other Colonial Network stations are comparable in popularity and sales influence in their respective areas.

For low cost New England-wide coverage, route your program over the Colonial Network. Reach an 11-station audience in the very markets where sales are heaviest.

**Local station—not carrying full schedule of major network programs.*

The Colonial Network is a member of the Mutual Broadcasting System and will take programs from or feed programs to this network without line charge.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

"ORIGINALITY, IDEAS AND SALESMANSHIP"



A cereal company's agency writes to KDKA: "We have had this offer on about twenty stations and I think that your scripts show more originality, ideas and salesmanship than those we have received from any other station." Programs plus audience preference for KDKA have resulted in great sales for this client.

KDKA **50,000 WATTS**
NBC Blue Network
PITTSBURGH

Completely programmed by NBC

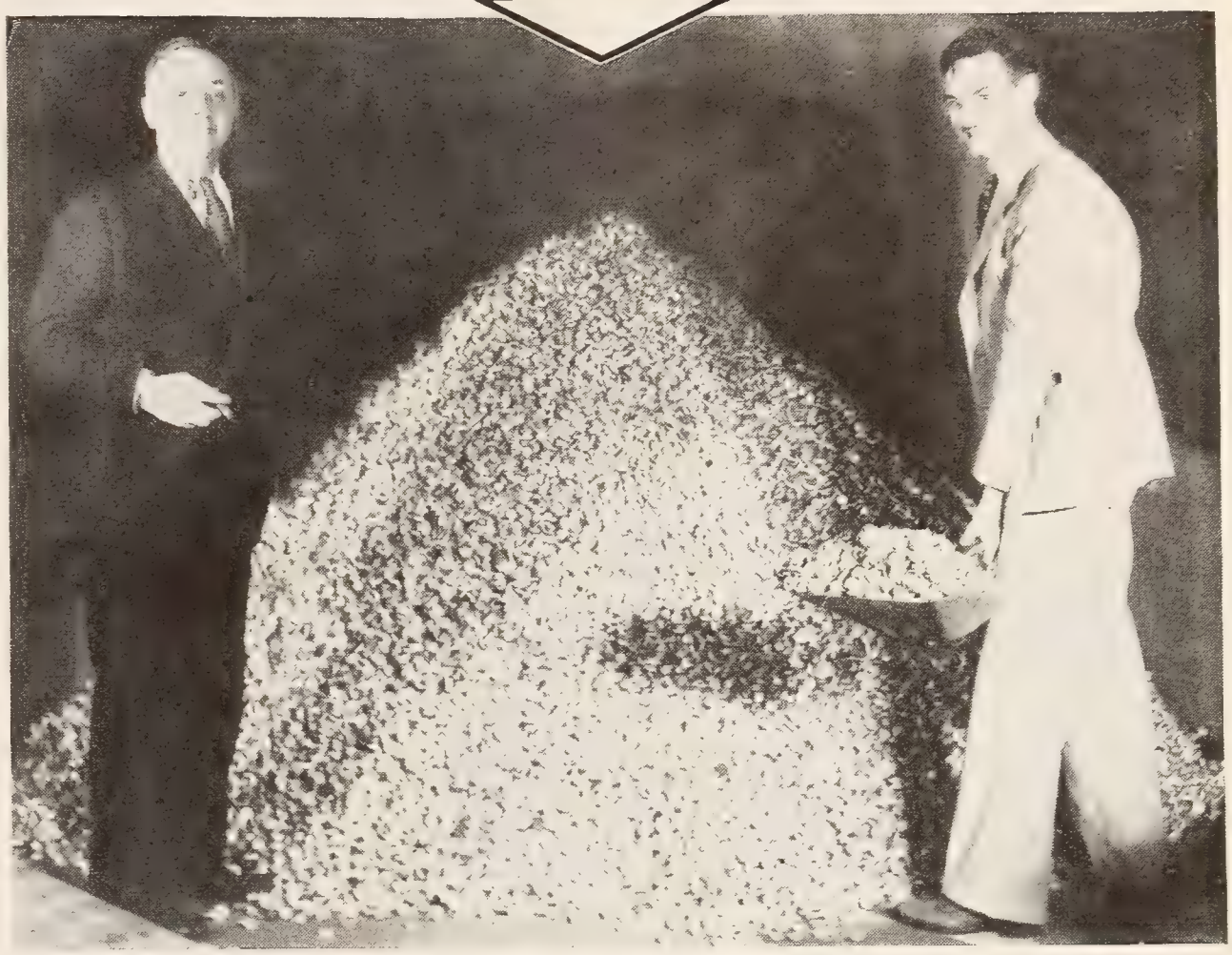
IOWA NETWORK GETS THE TOPS...400 PER MINUTE

185,484
250 PER MINUTE
1935

300,360
400 PER MINUTE
1936



thought this was a big pile (185,484 Budweiser bottle caps) 1935. but look where 1936 pile would come (dotted line)



Harry Goldman, Budweiser distributor and George F. Tilton, advertising director of Anheuser Busch help pile the results of Second Annual Budweiser Band Contest. 300,360 Budweiser bottle caps—over one ton in weight. Tilton was so pleased with 1936 contest that he awarded $100 in extra prizes, bringing total awards to $1,100.

62% GAIN IN SECOND ANNUAL BUDWEISER BAND CONTEST

400 BUDWEISER BOTTLE CAPS per minute! That is the aver-ge return of the Second Annual Budweiser Band Contest over RNT, Iowa Network station in Des Moines. We think it is a new cord for twenty-six ½ hour broadcasts on a single station.

Remember, every one of these 300,360 Budweiser bottle caps rep-sents a 15-cent or a 25-cent purchase, approximately 50% in each rice class. Which means that the program sold $60,000 worth of udweiser beer—or $80 worth every minute. The entire cost to the onsor for everything: Station time, prizes, traveling expenses and lent, was a little over $9 per minute. From the standpoint of known les the program was profitable—and no one will question that the ttle caps represent only a small part of the benefits accruing to e sponsor.

The program idea back of the Budweiser Band Contest is simple. wn bands compete for $1,000 in cash prizes. The bands broadcast rect from their own bandstands—swell local angle! Studio talent pplements the band music on each program. Listeners vote for eir favorite bands with Budweiser bottle caps.

However the execution of the idea is not so simple. Bands must be cured, telephone lines arranged for, and dozens of unpredictable hazards overcome by announcers and engineers working under strange conditions. "The success of the Budweiser Band Contest bears eloquent testimony to the aggressiveness of the KRNT organization," says George F. Tilton, advertising director of Anheuser Busch.

This same aggressiveness, on one station or a network, is ready to do a job for your product. Write today for facts, or get in touch with the nearest office of E. Katz Special Advertising Agency.

HERE ARE THE RESULTS OF 2ND ANNUAL BUDWEISER BAND CONTEST

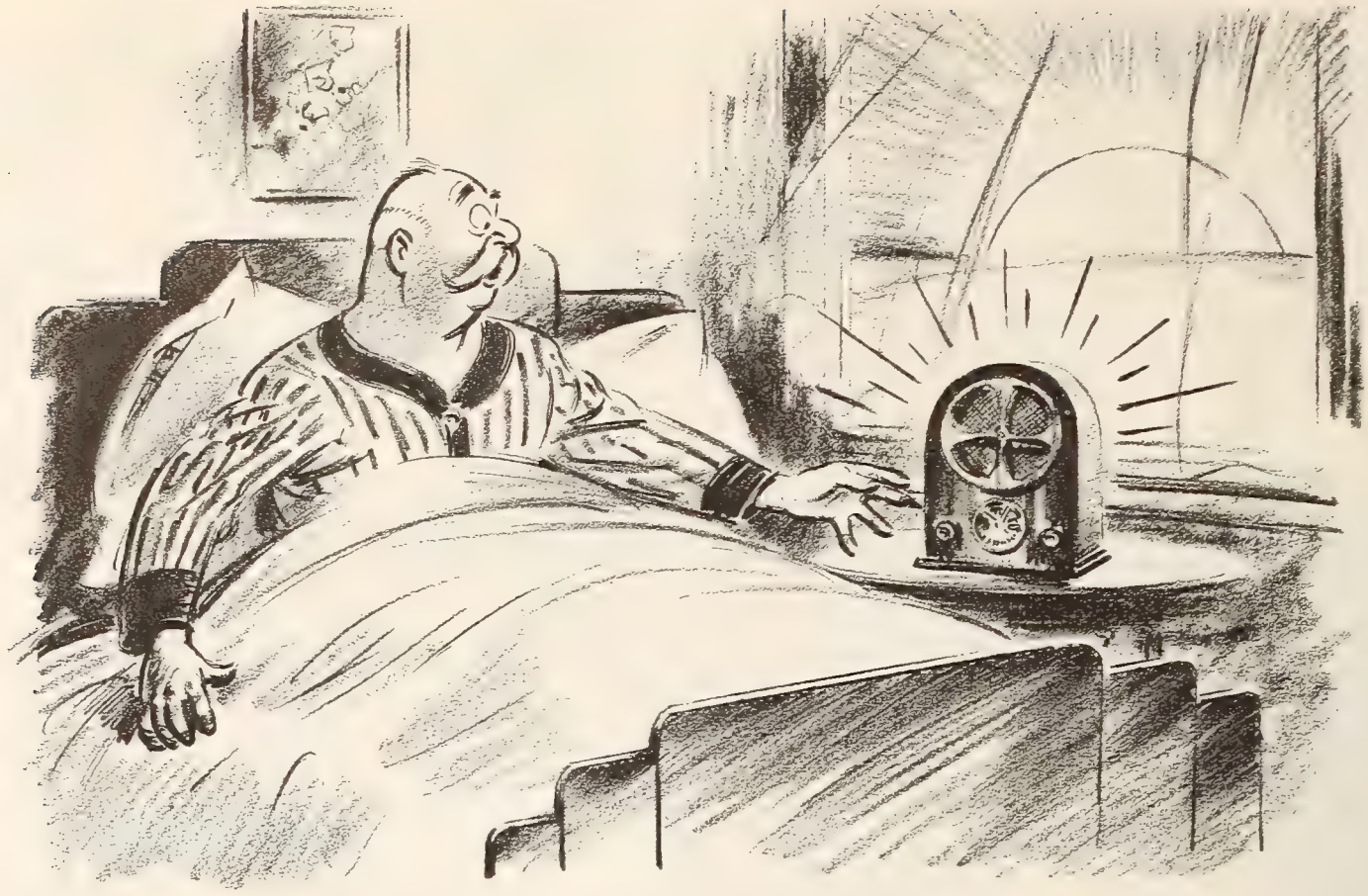
300,360 Budweiser bottle caps, which represents approximately
450,540 pints of beer sold; or
$60,000 retail value. In addition program received
426 inches of newspaper publicity (not paid advertising),
156 inches of which appeared on the front pages.

THE IOWA NETWORK



Two Network combinations available: WMT, Cedar Rapids-Waterloo linked with either KRNT or KSO in Des Moines.

CBS Basic | NBC Basic Blue | NBC Basic Blue



"And now that breakfast is over...!"

Lots of advertisers seem to have forgotten that mid-morning in New York and thereabouts is getting-up time for millions of other more westerly prospects—

—that the noon lunch-hour goes on for four long hours all across America, yet occurs only once in each locality—that SPOTS are the only sure way of getting ALL the people at the time when they're *most* receptive to one's own particular product.

That's why spot broadcasting is getting more and more recognition from *smart* advertisers . . . also the reason we've qualified ourselves as experts on the entire subject. Shall we analyze the possibilities *for you*? Address the nearest office shown below.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	111 Sutter	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 4353	Richmond 6184

WIS	Columbia	WDRC	Hartford	WMBD	Peori
WHKC	Columbus	WKZO	Kalamazoo	WPTF	Raleig
WOC	Davenport	WNOX	Knoxville	KTUL	Tuls
WDAY	Fargo	KFAB	Omaha-Lincoln	KVI	Tacom
KTAT	Fort Worth				

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 8 WASHINGTON, D. C., OCTOBER 15, 1936 $3.00 A YEAR — 15c A COPY

ANA Seeks Data on Cost-Per-Listener

By J. FRANK BEATTY

National Advertisers Want More Complete Facts on Coverage to Learn What They Get for Radio Dollar

AFTER a decade of profitable experience with radio as a national advertising medium, members of the Association of National Advertisers, meeting for their 27th annual convention Oct. 8-10 at the Greenbrier, White Sulphur Springs, W. Va., showed intense interest in what they are buying for their radio dollars, going deeply into the subject from a technical and coverage standpoint.

These key figures in the advertising field, who control the spending of several hundred millions of dollars annually for broadcast time and talent, white space, direct mail and outdoor promotion, are becoming increasingly radio-minded, as evidenced by the lengthy discussion of radio and the methods by which it can be employed most effectively, as well as by their mounting radio budgets.

Closeted behind locked doors, with all outsiders excluded, a group of some 60 ANA members, led by Robert V. Beucus, advertising manager of Andrew Jergens Co., Cincinnati cosmetic and soap manufacturer and a big radio user, heard suggestions during the afternoon of Oct. 8 on how radio coverage can be measured from a cost-per-listener standpoint and then held a roundtable at which adviser problems were debated.

Work of Joint Committee

MR. BEUCUS previously had given a brief resume of ANA radio studies, having told the full convention at the morning session of the work accomplished by the Joint Committee of 15, composed of five members from the ANA, the National Association of Broadcasters and the American Association of Advertising Agencies. His report had referred to program popularity studies of the Cooperative Analysis of Broadcasting, a bureau operated by the ANA which employs the Crossley statistical organization to conduct the research. The Crossley studies are held in high regard by ANA members, who receive frequent reports on program popularity in 33 cities, using the coincidental method.

A. W. Lehman, of the ANA executive staff, presented a series of charts during the secret afternoon session. While no official announcement was made of his radio research activities, it was understood that he offered data showing the percentage of time during which radio sets are turned on but not listened to, a type of study new to ANA members. This was received with interest, it was learned, since the percentage of non-listening while the set is turned on is regarded as lost money by those interested in listener-hour data. The percentage, it was learned, was small but worthy of study.

In addition, Mr. Lehman is understood to have made an analysis of the Crossley studies from a talent cost standpoint. His charts on this phase of his research are said to have shown that program popularity is not directly based on the amount of money spent for talent. His studies are to be published at a later date.

ANA members, for the most part, have shown a liking for big names when they buy radio and they have held to this view despite the growing cost of big shows and better known artists.

The Crossley reports for the Cooperative Analysis of Broadcasting are growing in favor among ANA members, it was brought out, the number of subscribers to the reports having shown a steady increase in the last year. The reports are based on 400,000 phone calls a year, covering 33 cities. During the year a check was made of the accuracy of the Crossley method, an intense survey over a three-day period in which 40,000 calls were made by the same organization having confirmed the regular Crossley results within a few percentage points.

Other Coverage Proposals

TWO ENTIRELY different methods of checking radio station coverage were presented to the ANA radio group. Edgar H. Felix, radio coverage consultant of New York, and A. C. Nielsen, of A. C. Nielsen Co., Chicago, publisher of food and drug indices, appearing as invited speakers at the secret meeting.

Mr. Felix suggested that the audience be determined by multiplying program by coverage value. He took the position that listeners are not wedded to a program but that in general they prefer an average program with good reception to a better program with a weak signal.

Advising advertisers to study the cost of reaching each listener through each station, he pointed out that he had found the variation in cost to run as high as 30 to 1. While no entirely satisfactory method of evolving the coverage of stations has been developed, he said that considerable progress had been made in the last three years and he foresaw the day when highly accurate coverage data will be available.

This viewpoint proved attractive to ANA radio-minded members, who peppered Mr. Felix with questions on how they can compute coverage on the basis of cost per radio set family reached. He explained his own coverage system, used by a number of agencies. It is based on the Joint Committee of 15 census of radio homes, completed last summer [BROADCASTING, July 1], as well as personal signal strength studies in some 300 cities, 1930 U. S. Census figures on radio homes and all correlated with audience mail data.

Mr. Nielsen, who is understood to have acquired rights to the automatic device for listener habits developed last year by Prof. Robert F. Elder, of Massachusetts Institute of Technology and first used by John Shepard 3d, envisioned the day when several thousand of the devices will be in constant use in a manner which will provide continuous nationwide reports on audience habits and station popularity.

Cost of the undertaking, it was indicated, was a factor retarding its execution. Experience gained in tests made in Boston and Chicago will prove helpful in selection of the sample used for surveys employing Prof. Elder's device, it was pointed out, since income groups and other factors are carefully studied before the automatic recording devices are installed in receiving sets.

Types of Campaigns

INTERVIEWS with radio-minded ANA members during the three-day convention suggested that advertising managers rely heavily on their agencies in designing radio campaigns and selecting method of rendition as well as markets and stations. A number stated that

Banks Evince Growing Interest in Radio As Plans for Cooperative Series Mature

WITH banks over the country showing growing interest in radio, final plans for the cooperative series to be sponsored on CBS by large banking houses have been announced by Stanley Wessel, of Wessel Co., Chicago agency arranging the series [BROADCASTING Sept. 1]. Already some 35 banks have signed for the series and about 50 are expected by the time it goes on the air later in the autumn.

The 39 half-hour programs will be heard on a nationwide CBS hookup Fridays, 10-10:30 p. m., with the Philadelphia Orchestra as talent. Participating banks are said to have resources of more than six billion dollars.

Besides this series, banks have been queried on proposals for a transcription series using a symphony orchestra and adaptable to any community for local sponsorship. This project has been favorably received, it is understood, but local banks have been unable to agree on the type of program.

The Human Side

THE NETWORK cooperative series will be strictly institutional in character, making no attempt to solicit deposits or other banking business, but confining the commercial copy to the job of portraying the bank, not as a structure of stone and steel for the purpose of storing up the wealth of a community, but as a human institution whose operations are of the utmost value to the community which it serves. Each piece of commercial copy will be custom-built to fit the particular needs of each sponsoring institution and will be read by a local announcer against a background of theme music broadcast from Philadelphia. A bank in one city may be discussing foreign exchange at the same time FHA loans are being described by another bank in another part of the country. These localized announcements will be sent out each week to each station, together with a cue sheet showing the announcer just where in that particular program he is to cut in.

Each program will consist mainly of the music of the Philadelphia Orchestra, with Leopold Stokowski and Eugene Ormandy as conductors. Mr. Stokowski will conduct the opening program and will continue as conductor until mid-December, when he will leave for Hollywood to make a picture for Paramount, turning his baton over to Eugene Ormandy. This part of

(*Continued on page 81*)

they are becoming more interested in spot advertising owing to its adaptability to market and sales problems as well as providing a chance for intensive coverage at particular times. For example, a proprietary representative who uses a big network jumps into localities with spot campaigns when a noticeable increase occurs in prevalence of the common cold.

ANA members continue a liking toward name talent and big shows where justified by volume of business and advertising budget, but their growing interest in coverage data revealed that detailed matters of plotting radio campaigns are interesting them more and more as they use the medium.

Less attention was devoted to radio the last two days of the convention, during which representatives of agencies and media were invited guests of the ANA. Among speakers at the Oct. 9 sessions was Lee H. Bristol, of Bristol-Myers Co. (Sal Hepatica, Ipana, Minit-Rub), who is a member of the ANA board of directors and chairman of the board of the Advertising Research Foundation, a joint ANA-AAAA agency which has been making market, copy and media studies.

The Foundation, in testing effectiveness of advertising copy, uses five methods, which he described as follows:

1. The recognition and identification tests, that is, tests made by actually showing advertisements.
2. The recall test, unaided, aided and triple associate, in which people are asked such questions as: What cereal advertising have you seen or heard recently? What product does Major Bowes advertise?
3. The order of merit test, also known as the consumer jury or controlled opinion test.
4. The coupon or inquiry tests, involving some voluntary action on the part of the consumer.
5. Sales tests, both campaign and mail order.

The first four of these studies have been prepared and are being further analyzed by a technical committee. They are to be published in a few months.

Another study by the Foundation is the project for creation of a uniform definition of retail trading areas, since it is becoming increasingly necessary for national advertisers to have basic statistical information regarding the extent, size, quality, population and buying power of each market, and these data must be developed on a uniform and comparable basis.

"I know in my own case," Mr. Bristol said, "that I want to know more about 'the intricate business of making advertising pay'. I agree with Walter Thwing (of Walter E. Thwing Inc., New York agency) that I don't believe we can continue to justify advertising on theory or accept it on faith. Of course, I know it pays me to advertise. But I also know that as advertising costs continue to rise, as they have a way of doing despite depressions or the ANA, I am going to have an increasingly difficult task to make it pay."

Guest in the Home

IN AN ADDRESS earlier in the day Mr. Thwing had brought out that "too many space buyers are primarily interested in what a medium offers its advertisers and not in what it offers its readers." He was including radio in this thought.

Continuing he said: "Advertising may help a medium to keep body and soul together, but it isn't the body and the soul of a good magazine, or a good newspaper or a good radio program. Advertising is like a guest in a home. It can be tolerated if its manners are good, even welcomed if it is helpful. But, in the long run, if it abuses its privileges, it will wear out its welcome.

"When an advertiser assumes the pompous role of host at a radio entertainment, and, with complete disregard of the elementary rules of etiquette, insists on boring his guests to death with a persistent recital of his own virtues and an importunate demand for contributions to his support, the radio entertainment loses its real identity and becomes nothing but a side show barker whose job is to lure the customers. Will that method attract a quality audience? Doesn't it cripple radio for the advertiser? Won't the domination of advertising over the real function of radio ruin the medium for the advertiser? You remember the fable of the man who filled his hat so full of treasure that the hat broke and he lost it all."

ANA Officers

AT ITS Oct. 8-10 convention, the Association of National Advertisers elected the following officers:

Chairman of the Board—Allan Brown, Bakelite Corp.

Vice Chairmen — Harold G. Thomas, Centaur Co.; George C. Congdon, Jones & Laughlin; W. P. Rogers, California Packing Corp.

President—Paul B. West.

Treasurer — A. T. Preyer, Vick Chemical Corp.

Directors—Gordon Cole, Cannon Mills; M. H. Leister, Sun Oil Co.; Stuart Peabody, Borden Co.; Lee H. Bristol, Bristol-Myers Co.; Turner Jones, Coca Cola Co.

G. O. P. Station Breaks

REPUBLICAN National Committee, Chicago, launched a series of station break announcements Oct. 5 over WJR, WGAR, WBEN, WMCA, WXYZ, WIRE and WISN, with more stations to be added. From two to five 30-second announcements are used daily on each station.

SITE IN HOLLYWOOD ACQUIRED BY CBS

CBS, through Donald W. Thornburgh, vice president in charge of West Coast activities, on Oct. 10 announced purchase of an entire city block in the center of Hollywood for new KNX studios and offices. Plans for the various units are nearing completion and actual construction work will begin early in January. It is estimated $1,000,000 will be spent on the new broadcasting center, to be ready for occupancy in October, 1937.

The studio site takes in the full block between Gower and El Centro Sts. and fronts on Sunset Blvd. In addition to studios and offices the new building will have several large auditoriums for the use of programs heard on CBS coast-to-coast network as well as west coast broadcasts. Experimental television studios will be included.

The new KNX studio was designed by William Lescaze, who is in complete charge of construction plans. Preliminary drawings indicate that Mr. Lescaze will introduce new structural materials, such as glass brick, into the exterior and interior design.

Network Billings Rise

FROM unofficial preliminary sources, BROADCASTING has learned that CBS will report September billings totaling $1,860,000, which is a 65% increase over September, 1935. The combined NBC network totals will show a 35% increase over the same month a year ago, or $2,800,000. Of this amount the NBC-Red accounts for $1,900,000 and the Blue for $900,000. More than doubling its billings for the same month last year, Mutual Broadcasting System has reported total revenues of $168,919 for September, bringing its cumulative total for the first nine months of 1936 to $1,294,904.

Lee & Perrins Spots

SCHWIMMER & SCOTT, Chicago agency is lining up stations for a national spot announcement campaign for Lee & Perrins Inc., New York (Worcestershire Sauce) to start the latter part of November.



CBS HOLLYWOOD STUDIOS — This is an architect's drawing of the new CBS studio to be erected in Hollywood. On the left will be the offices and studios, in the center are the entrances to the auditoriums, and on the right a large restaurant will be located. Walls of the office and studio building will be constructed of glass brick. William Lescaze, architect and designer of the interiors of the three CBS playhouses in New York, is in full charge of construction of the building.

Referendum Called On NAB Sessions

Membership to Decide Month For Annual Conventions

A REFERENDUM vote of the NAB membership of some 400 stations, to determine the month in which the annual NAB conventions should be held, was authorized Oct. 2 by the NAB board of directors at its meeting in Washington.

Simultaneously the board, with a half-dozen members absent, decided against NAB participation as an organization in the Oct. allocations hearings and authorized President C. W. Myers to notify the FCC chairman. The reason given was that the hearings were of such a character that the NAB could not present testimony on an industry-wide basis.

The board also discussed legislation and decided that a legislative committee of five should be designated. Appointments on this committee will be made by President Myers prior to the convening of the next session of Congress in January.

Copyright Bureau

MR. BALDWIN told the board of routine developments since the last convention and gave a progress report on the NAB bureau of copyrights which has been functioning for the last three months in compiling public domain music as the first phase of a three-point plan designed eventually to relieve the industry of its dependence upon ASCAP. Mr. Baldwin expressed optimism over the outlook.

The referendum on the convention time was ordered at the suggestion of Mr. Baldwin, who declared there appeared to be no present unanimity among members. Prior to 1935, conventions were held during the fall. Stations complained about this because they came at a time when fall business schedules were beginning, or at the busiest season of the year. The last two conventions have been held in July, and there has been some complaint about summer heat. Sentiment seems to favor late spring or early summer, but the board decided that the membership should be asked to express itself with a majority vote to govern.

Present at the meeting, in addition to President Myers and Managing Director Baldwin, were Vice Presidents John Elmer, WCBM, Baltimore, and Gardner Cowles, Jr., KSO, Des Moines; F. R. Russell, NBC; Harry C. Butcher, CBS; John J. Gillin Jr., WOW, Omaha; Alfred J. McCosker, WOR, Newark; T. W. Symons Jr., KFPY, Spokane; J. O. Maland, WHO, Des Moines; W. Wright Gedge, WMBC, Detroit; Edward A. Allen, WLVA, Lynchburg; Gen. O'Fallon, KFEL, Denver; John H. Patt, WGAR, Cleveland; Ralph H. Brunton, KJBS, San Francisco.

Absent were Harold V. Hough, WBAP, Fort Worth, due to illness; Edwin W. Craig, WSM, Nashville, due to illness; Arthur B. Church, KMBC, Kansas City; L. B. Wilson, WCKY, Cincinnati, and Gordon Persons, WSFA, Montgomery.

NATIONAL Pharmacy Week will be observed Oct. 19-24 with nearly all drug and cosmetic programs using tie-ins.

Policy Changes, Not Reallocation Foreseen

By SOL TAISHOFF

Revamped Spectrum Opposed at FCC Hearing; Superpower, Clear Channels in Balance; 5 kw Regionals Certain

INTRODUCTION of entirely new factors in broadcast station operation which will have far-reaching effect upon station coverage patterns and methods of doing business, rather than any reallocation upheaval, is indicated after nearly a fortnight of hearings before the FCC Broadcast Division.

Whereas the FCC called the informal sessions, which began Oct. 5 and were still in progress Oct. 15, to determine whether there should be a sweeping realignment, it found virtually unanimous sentiment against such a change. Instead, there were arguments, as opposite as the poles, on superpower for clear channels; on duplication of stations on clear channels; on the economic status of groups of stations and the effect changes in allocation policy would have upon the public, the stations themselves and their advertiser clients.

Nearly twoscore witnesses, among them the presidents of the major networks and outstanding independent broadcasters and engineers, appeared before the FCC to set forth their views. For the first time in any public hearing, the economics of broadcasting were gone into extensively, with profit and loss factors in operation set forth in comprehensive statistical analyses.

What of Superpower!

AS THE HEARINGS drew toward their conclusion, it became evident that the knottiest problem presented to the Broadcast Division for solution, out of the host of issues covered, was whether superpower of 500,000 watts should be permitted on any, some or all of the 30 remaining clear channels. Inextricably interwoven with this was the fate of the clear channels themselves—that is, whether they should remain clear or be duplicated as proposed by both the regional and local classifications of stations.

Brought into play against 500,000 watt stations—equal in power to WLW—were such arguments as the financial "ruination" of smaller stations through blanket coverage of the country by the proposed Goliaths; the dropping of regional stations from networks and corresponding reduction in the number of outlets per chain; "monopoly" of national radio spot business by the clear channel stations, and other claims of harmful effects.

The interesting situation was presented wherein one of the major networks, CBS through President William S. Paley, opposed superpower, while NBC, through President Lenox R. Lohr, favored it but on a gradually accomplished basis. The brunt of the superpower and clear channel issue, however, was borne by the Clear Channel Group, an association of 13 clear channel outlets formed two years ago. The battle against it and for duplication of stations on such waves was carried largely by the National Association of Regional Broadcast Stations, representing some 80 regionals.

Horizontals Unopposed

ON ONLY ONE major point was there no real opposition. That was for horizontal increases for regional stations, whereby all might boost their night power from 1,000 to 5,000 watts. Designed to give these stations greater signal intensity in their primary coverage areas, it also would enable them, to varying extents, to broaden their areas of coverage. Based on the testimony adduced, it is more than likely that when the FCC does promulgate its new policies respecting station assignments, there will be 5,000 watts of night power on those regional channels which can accommodate it. On others, changes in allocations possibly of a slight nature will be necessary to avoid objectionable interference.

Economics, rather than engineering, developed as the crux of the hearing. Squarely presented to the Broadcast Division were the dollars-and-cents issues. Before it can arrive at any conclusions the FCC must decide whether the investments in, and cost of operating superpower 500,000-watt stations on all of the remaining clear channels will be sound economically. And, assuming that it is, then it must weigh that factor against the economic salvation of other classes of stations and of the networks. Overshadowing all these factors, however, is the fundamental issue of whether the public will be served more efficiently through any or all of the changes proposed.

Rearing up throughout the arguments for superpower on clear channels was the talk of "monopoly": whether a station with 500,000 watts and a coverage of more than three times that of a 50,000-watt station gave the licensee too much in radio facilities. Sporadically this question was raised by FCC members. (At one time or another all seven FCC Commissioners sat in on the hearings, whereas the Broadcast Division alone sits as the judge.)

The question, first raised by Telegraph Commissioner Irvin Stewart, which seemed to cling in the minds of members, was whether more than one 500,000-watt assignment should be given, first, to the same licensee in a given area, and secondly, to the same licensee anywhere in the country. This train of thought obviously envisaged the situation of the major networks, each of which owns a number of clear channel stations that would become earmarked for 500,000 watts if the FCC decided to retain the 30 remaining clear channels and remove the existing 50,000-watt limitation on power.

On this score, it was evident too that many of the clear channel stations do not at this time want superpower. This was pointedly remarked upon by President Paley of CBS. But Mr. Paley, in a strong statement which minced no words as to intent, in effect served notice on the FCC and upon other clear channel stations that if any competitive stations procure 500,000 watts, then all of the CBS-owned clear channel stations and those on its networks would be expected to go after the same thing to safeguard themselves. President Lohr, on the other hand, specifically asked for superpower only for WJZ, Blue network key, and said he was satisfied to have other stations go after it on their "individual merits" and after due hearing.

In the case of independent clears, it was rather generally hinted that only a few of them were today serious contenders for 500,000 watts. The others, however, would not recede from a demand for it lest their channels be "broken down" otherwise, or their immediate competitors procure the power advantage. There were many figures produced on what it costs to operate and install 500,000 watters, and they varied by amazing percentages, depending upon which group put them in and for what purpose. Using the minimum figure, however, it appeared hypothetically that if 30 clear channel stations now having 50,000 watts installed 500,000 watt units, they would invest some $10,000,000 more in physical equipment alone. And, using the same minimum figures, if they increased from 50,000 to 500,000 watts, they would increase their technical operating overhead, excluding talent, studios and kindred items, from $5,500 per month to $16,630 monthly.

Possibilities of New Stations

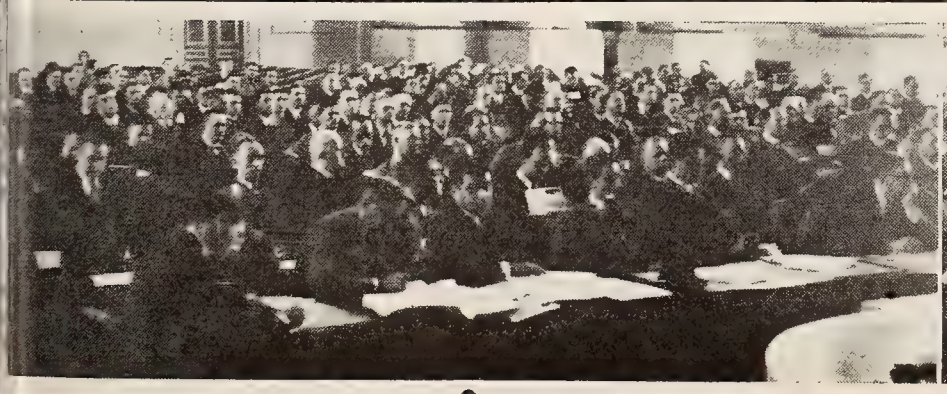
OUT OF the maze of testimony, notably that on economic and social aspects, the Broadcast Division within the next year will base its revised regulations. Greatest fear on the part of the industry is that somehow the effort will be to throw open the spectrum, through duplicated operation on certain clear channels, tightening up of regional assignments and other steps toward licensing many additional stations—perhaps 100 to 200.

The hearings thus far, and the questions asked by commissioners and FCC engineering counsel, however, did not give any inkling of such a plan. Yet the pressure for new stations has been such that this feeling could not be banished from the minds of broadcasters, especially since they are mindful of the fact that nearly 50 new station grants have been authorized since last Jan. 1.

Based upon established FCC procedure from which the Broadcast Division presumably will not veer, together with the sounding of sentiment in official sources, it appears likely that it will be well into next year before there can be any tangible results from the hearings. Before it can settle the superpower issue, for example, the FCC must hold hearings, competitively, on the 14 pending applications for 500,000-watt stations [see lineup elsewhere in this issue]. There is no likelihood of that hearing until next spring.

That is the all-important next step, since in it is entwined the question of duplication on any of the remaining 30 clear channels. It is presumed, too, that even though there is substantial agreement in favor of 5,000 watts night on regionals, this authorization will not come until such time as

In Extraordinary Sessions Assembled: Broadcasters, Technicians and Observers





the Division decides upon the fate of superpower and of clear channels.

If there be such a thing as worthwhile signs of what the future may bring, based on testimony, reactions and the deductions of the writer, we are inclined to believe that the pulse of the FCC now beats upon retention of most of the existing 30 clear channels—perhaps as many as 25 of them. If any are broken down it probably will be due to the fact that they are already occupied by time-sharing stations which would prefer such a move.

By the same deduction, it would appear that the issue of superpower is very much in the balance, but that if any stations get it they will probably be in the interior of the country—at the beginning, in any event. With one station already using superpower and with its unquestioned success, the thought seems to be that others, similarly located, might do an efficient job, provided the economics with respect to other stations will warrant.

Mileage Separation

CLUSTERING of 500,000-watt stations in the key cities of New York, Chicago and Los Angeles constitutes another burdensome question for the FCC, assuming that it will allow superpower at all. If one station gets it in New York—say WJZ—then it can be expected that WEAF, WABC and WOR will seek the same. An identical situation holds in Chicago, where WMAQ, WLS-WENR, WBBM and WGN could be counted upon to seek the same treatment. In Los Angeles, if KFI gets 500,000 watts, then KNX, through President Paley, already has indicated it will match the request.

From the purely technical standpoint, it appears that sufficient evidence was adduced during the hearings to show that the existing arbitrary mileage separation tables, which specify for example that regional stations on the same channel must be separated by 1,000 miles, will give way. This looks toward revision of separations all down the line, so that instead of a 50 kc. ether separation between stations in the same geographical area, which has been rather rigidly adhered to, there may be a 40 kc. separation, or possibly less. And instead of arbitrary mileage separation between stations on the same wave, these will be reduced or enlarged to fit actual propagation measurements, plus a reduction in the ether separation, to 20, 30 and 40 kc., depending upon the geographical separation.

This is believed possible as a result of more precise station operation and greatly improved selectivity of receivers as compared to their quality when the last allocations were made in 1928. By so reducing side-bands and mileage separations, it is admitted that high-fidelity reception and transmission will be retarded, but it will make possible fitting in of additional stations here and there.

The general effort of witnesses and the prevailing view on the FCC itself is understood to be that whatever new assignments may be opened, through duplication on certain clear channels or through other changes which may grow out of reduced separations, existing stations first should be accommodated. This encompasses the view that deserving regionals,

(*Continued on page 77*)

ALLOCATION HEARINGS: SOME CONCLUSIONS

IT MAY take many months — possibly a year — before any tangible policies crystallize from the so-called allocation hearings before the FCC. From where we sit, it would seem that the term "allocation" is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies rather than over any far-reaching revamping of the broadcast band.

Whatever the outcome, the mass of testimony was imposing, and gave the Commission and its engineers plenty to conjure with before they draw any conclusions. At the behest of the FCC, the industry, it is estimated, dug into its pockets to the amount of $150,000 for the preparation of its cases. The wealth of data covered economic as well as technical phases—much of it breaking entirely new ground.

It is too early perhaps to attempt to draw any conclusions. At the risk of being presumptuous, however, a few general observations may be apropos, although it must be emphasized that we have no inkling, as no one can, as to what the FCC Broadcast Division in its wisdom will do.

As we see it, no case was made against a horizontal increase in power for regional stations. The only limiting factor, it appears, will be that of the manner in which regionals themselves participate in this movement. It was brought out that regionals cannot expect to increase appreciably their coverage through boosts from 1,000 to 5,000 watts at night. But they will improve their primary services, providing they go up horizontally. On some of the regional channels it may not be possible to increase horizontally without certain corrective measures in allocations. Technically, there is sound engineering involved in such boosts, and economically and socially they are certainly desirable.

That the clear channel stations made a meritorious showing for the preservation of exclusive waves as a means of serving rural audiences, was generally reflected by observers. But on the important issue of superpower, with its far-reaching possible economic implications, especially the claimed threats of destruction of regionals and locals, the question presented the FCC is much more delicate.

As for duplication of the clear channels, it seems to be admitted that the location of some of them will militate against it. But it was also glaringly apparent that some clear channel stations have not made the maximum use of their facilities. There was some rather devastating testimony against coast clears, which the FCC must weigh and weigh carefully before it introduces new policies.

Summarizing, we feel as impartial observers that a clear-cut case was made for horizontal power boosts; that a good case was made for retention of clear channel service, particularly at centrally located points; that superpower on perhaps a selected few interior clear channels will probably come eventually by reason of WLW's experience; that no urgent need for superpower on all the 30 clear channels was demonstrated or is even desired by some of them at this time; and that some additional east-west coast duplication is very likely to come.

In reaching these conclusions for what they may be worth, we cannot ignore the rather sweeping technical judgments of such organizations as the Institute of Radio Engineers and the Radio Manufacturers' Association, which have no motives beyond good listener service, in favor of preserving clear channels and in support of higher power.

FCC Officials Give Outline of Purposes As Allocation Hearings Get Under Way

WITH SOME 350 persons attending, Broadcast Division Chairman Sykes opened the hearing. He emphasized that it was informal in character. "The Broadcast Division," he said, "desires to procure the most comprehensive information on the subject of allocations not only in the engineering phases but also the social and economic phases." The objective, he explained, was to provide maximum service in both transmission and reception throughout the country.

Bringing out that there had been no substantial change in existing allocations since 1928, Judge Sykes asserted that there have been material advances in radio technique and in the social and economic phases of broadcasting. Moreover, the repeal of the Davis Amendment last June, he said, eliminating the requirement for a mathematical distribution of facilities, likewise placed a new complexion upon allocations.

As the first witness, FCC Chief Engineer T. A. M. Craven read a statement covering the scope of the hearing. He brought out that it was confined to the broadcast band between 550 and 1600 kc. and that the purpose was to secure facts respecting engineering principles of allocations within that band as well as the economic and social consequences of any proposed changes in the existing regulations.

"Naturally," said Comdr. Craven, "with the experience gained since 1928 in the economics of broadcasting, whether operated by commercial concerns, social groups, or by any other method, we should be in a position to know better today the relationship between the engineering of allocation and the economics of allocation.

"Having had some personal experience in the practical end of broadcasting, it appears to me that possibly there is a definite relationship between economics and engineering of radio broadcasting and therefore it appears that if we are to have a sound system of allocation in the future, the Commission should receive facts with reference to this phase of the broad problem which confronts us today.

Practical Problems

"ON THE other hand, the engineers of the Commission, as a result of unavoidable limitations, are unable to secure continuous practical experience in the field in the actual operation of stations, and therefore may be somewhat handicapped, through no fault of their own, in sensing a relationship between engineering and the economics of a broadcasting station. However, they do have expert knowledge with respect to the problems of administration and regulation.

"Before concluding, I believe it desirable to inform the industry that as a result of the June 15 hearing, the Interdepartment Radio Advisory Committee is making progress in its study of the allocation of frequencies above 30,000 kc to government services. It is my opinion that we may expect with confidence the allocation of sufficient frequencies above 30,000 kc. to accommodate aural facsimile and television broadcasting in the future on an initial experimental basis. In my opinion the date when these new services will cease to be experimental depends upon many factors, and in particular, upon the rate of progress in development."

An analysis of the questionnaire phases of the so-called allocation surveys released by the FCC Sept. 1 then was presented by Andrew D. Ring, assistant chief engineer in charge of broadcasting. Mr. Ring submitted considerable new material relating to the survey the most important of which was a tabulation of the urban distribution of broadcasting stations. This analysis, revealed that of the total population of 130,000,000 an area embracing some 67,000,000 people, or 55%, did not have broadcasting stations in their own communities. A substantial portion of this population, he brought out, receives both primary and secondary services from other stations but in the urban centers do not have outlets of their own.

In defining the allocation survey, which has been under fire by groups in the industry, Mr. Ring said it pertained only to rural reception and was not designed to cover urban areas. Moreover, he said, the survey was not designed for use for commercial purposes.

Completing the testimony with respect to the allocation survey was the statement of Dr. L. P. Wheeler, chief of the FCC Technical Information Section which was created last February. Dr. Wheeler explained that since that time his staff has analyzed the technical study with the objective of determining the field intensity of clear-channel stations at various distances. These intensities were recorded at 11 locations with automatic recorders over a period from February to May, 1935.

Declaring this data to be of great value, Dr. Wheeler said that additional surveys should be made to procure comprehensive data for the country as a whole. There were many revelations with respect to sky wave propagation, he said.

Case for Clear Channels and Superpower

Craig and Caldwell Plead for Rural Coverage

HE OPENING gun on the real sue of clear channel preservaon and superpower developed at ne afternoon session Oct. 5 when dwin W. Craig, vice president of VSM, Nashville, and chairman of ne Clear Channel Group, began resentation of a 35-page report. ased on exhaustive research by ne group and its counsel, Louis . Caldwell, the Craig statement ent flatly on record for the presrvation of clear channels and for o limit of power to open the way or 500,000 watts.

Mr. Craig had come from a sick ed to deliver the long report, and fter three hours of reading was orced to retire in favor of Counel Caldwell. The presentation was veritable radio "book of knowlge" for the FCC members, hisorically, for it traced the developent of radio from the "Hoover onference" days of regulation in 921 through the present era. It rought out that in 1923 the cry "superpower" was raised when ations proposed to go from 500 1,000 watts, then on the ground hat other reception would be anketed.

Through the remainder of the ay, and well into the next, this stimony ran, with a rigid crosskamination afterward. The Craig atement pointed out that the embers of the Clear Channel roup total 13, banding together t his call in May, 1934, that many dependently owned outlets to rotect the remaining exclusive ays designed for rural reception the 1928 allocation. He enumrated the stations as KFI, WSM, LW, WGN, WSB, WBAP, FAA, WHAS, WWL, WLS, HO, WHAM and WOAI.

Following the historical disourse, the presentation came to e issue of duplication on clear annels. It was brought out that hereas 40 clear channels were set aside in the 1928 allocation for high power operation to reach distant listeners, only 30 remain. Of these Mr. Caldwell read from the Craig statement, 13¾ channels are occupied by stations owned or operated by the networks; 11½ by members of the Clear Channel Group and 4¾ by others.

And, as the first dig against the regional group of stations opposing superpower and advocating duplication on clear channels, the Craig statement recited that John Shepard 3d, president of the Yankee Network and chairman of the Regionals Group, had opposed the power increase to 5,000 watts maximum in 1924 at one of the "Hoover conferences". This was cited as an example of "how history repeats itself". There were two other references to Mr. Shepard—one critical of his applications in Boston for duplication on clear channels and the other commendatory of his cooperation in the FCC clear channel survey.

Mr. Craig's statement launched an attack upon recognition of the principle that the licensee of a clear channel station has the right to "bargain away the rights of the listening public by a so-called consent, whether given for a consideration or gratuitously." Mr. Craig said that he hoped the FCC never again would recognize this principle. Pressure resulted in these "consents" in most cases, he said.

Cites FCC Channel Survey

STEPS which led to the so-called FCC allocation survey, released last Sept. 1, then were outlined. The survey was undertaken at the instigation of the Clear Channel Group, and constituted the most comprehensive analysis of technical radio ever made.

Although under attack as imperfect and not a fair gauge of clear channel coverage, the Group contended that, whatever its imperfections, it showed that clear channel service is essential for rural reception and that it coincided with other knowledge on the subject. It showed, among other things, that 76.3% of the rural residents surveyed preferred clear channel stations, as against 72% in a less comprehensive study made in 1929 by the former Radio Commission.

Net Duplication Not at Issue

ON THE question of duplication of network programs, the Group contended it was not a momentous problem, and certainly one that has not yet been studied scientifically to find a solution. It was cited as something the FCC must decide for itself. "Most of us who are in the business of broadcasting", continued the statement, feel that so far as commercial programs are concerned, the man who will effectively prevent excessive duplication is the advertiser. In fact, we think we have detected signs of his unwillingness to pay for double coverage for a long time. If we are wrong in this belief the commission has ample power to settle the matter under the Communications Act."

Regarding charges of "monopoly" in clear channel operation, the Group asked that the FCC give due recognition to the principle of independent ownership in the licensing of stations. This struck particularly at network-owned and operated stations.

The Group made no suggestion for additional classes of stations, stating that the existing classes of clear, high-power regional and local were ample. But it added it "vigorously opposes abolishing the clear channel class, as is proposed

(*Continued on page 64*)

Maland Expounds Economic Side Of Power

CONCLUDING the comprehensive case for the Clear Channel Group, Joseph O. Maland, vice president of WHO, Des Moines, delivered a statement covering the social and economic phases of broadcasting at the Oct. 8 session.

Fortified with many exhibits relating to the business of broadcasting and with figures on station earnings, he consumed two hours in the presentation of the voluminous paper. In it he attempted to discredit contentions that superpower would restroy regional and local stations; that it would mean the dropping of smaller stations from the networks and that it in any way would wreak havoc in the industry.

Afterward he was subjected to a cross-examination by Commissioners and FCC engineering counsel on economics of broadcasting.

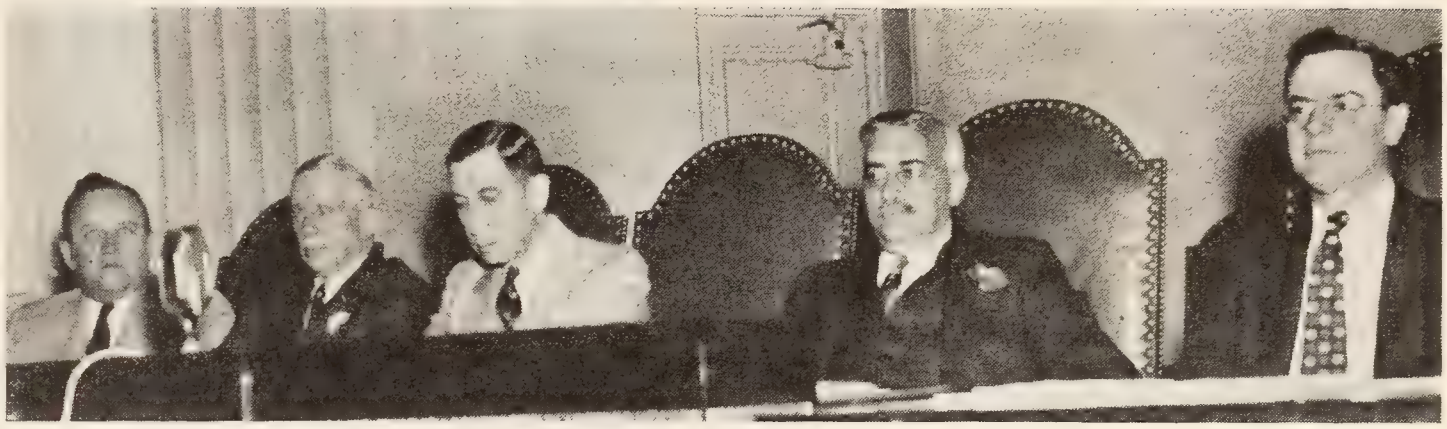
Describing the American system of broadcasting in its economic and social phases, Mr. Maland said the principal danger to this system is not that which is discussed most, namely, excessive or undesirable advertising. He called these simply growing pains of a young industry, accentuated by the depression.

Business Improvement

"THE REAL danger in the economics of broadcasting is that the interest of the advertiser in reaching large masses of listeners, and the profit that is to be made in accommodating him, will result in laying down too many tracks of good reception to thickly inhabited centers and too few, or none at all, to sparsely settled areas, which are not such attractive markets. Analyze these issues that now face you to see if underneath the elaborate technical charts and graphs and the impressive statistics and tabulations you do not find a fundamental issue between those who want more stations in cities that already have stations and those who are striving to preserve what there is of rural reception and to improve it."

Mr. Maland drew heavily upon general statistical data on business

(*Continued on page 65*)



Harris & Ewing Photos

ENDURANCE LISTENERS — Attending most of the hearings regularly were the majority of the members of the FCC, although the issues will be decided by the Broadcast Division (center three). Left to right: Thad H. Brown, Anning S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart.



ECHNICAL BRAIN TRUST—Engineering executives of FCC as they earkened to mass of technical data presented at hearings. Left to ght: K. A. Norton; Comdr. T. A. M. Craven, chief engineer who andled bulk of examination of witnesses; Andrew D. Ring, assistant nief engineer for broadcasting; Raymond Asserson, and Dr. L. P. heeler, chief of newly-established technical information section.

PALEY OPPOSES SUPERPOWER


Mr. Paley

ASSERTING that superpower will make "the big fellow stronger" and the "little fellow weaker," William S. Paley, CBS president, at the Oct. 6 session pointed out that superpower would reduce the need for local network outlets and declared that "perhaps in one-half of one per cent of the radio homes of the United States, and there only at night, superpower, as such, would make the difference between an adequate and an inadequate signal."

Mr. Paley drew heavily on his knowledge of the economics of broadcasting as well as upon technical data for his stand, which in effect opposed superpower as dangerous to independent stations and to regionals and locals and opposed duplication on clear channels as destructive of rural service.

Nevertheless, he told the Commission, CBS will apply for a full quota of superpower outlets for the clear channel stations it owns and operates if the FCC decides to grant such powers.

No Problem of Service

URGING a "realistic appraisal" of the effect of superpower on radio listening, Mr. Paley asked: "If we consider superpower not in terms of the stations which would benefit by it or the stations which would suffer by it, but in terms of the listening public, what do we find? We find that the difference between 500 kw. and 50 kw. is clearly not the difference between good service and bad service. Even in deep rural areas it is rarely the difference between a usable and non-usable signal. Perhaps in one-half of one per cent of the radio homes of the United States would superpower, as such, make the difference between an adequate and an inadequate signal.

"I should like to urge upon the Commission and the industry one basic consideration on the subject of superpower: Study it. I do not believe any of us knows enough about the immediate effects and the subsequent effects of superpower, both in itself and in relation to the progress and welfare of radio broadcasting and radio listening. Many of the doubts I have raised have been, expressly, doubts. Many of them have been questions, not answers. We need those answers. I believe the Commission needs those answers before altering the basic structure of broadcasting."

Probing categorically into the economic phases, Mr. Paley asked and answered for CBS questions as to the advantages and disadvantages of superpower upon superpower stations themselves as follows:

Advantages and Disadvantages

"THE advantages of superpower to the superpower station itself are self-evident. A stronger signal throughout its entire area, an extension of that area of service, an increase in rural audience, a greater theoretical revenue because its time should be more valuable.

"The disadvantages are, on one hand, less specific, on the other hand, more numerous. First, if the station's own program standards are not to suffer, its greater theoretical sales revenue must carry the load of an investment in the neighborhood of half a million dollars and an operating cost estimated to be $150,000 higher annually than that of even a 50,000-watt station. This presumes no profit whatever on the additional investment or operating cost. If its increased sales fail to provide all of this differential, then funds now going into program service and management must be taken out of programs and management and put into transmitter operation.

"A second disadvantage emphasizes the first: Except in the largest cities, and except for the largest merchants, the increased card rate necessary to a 500 kw. station will tend to make it a prohibitive medium for local advertisers. Single exceptions notwithstanding, the record of local advertising media whose circulation has grown well beyond their trading areas reveals that they have been forced to lose local retail advertising, or to offer it at a special and lowered rate. This is feasible for a newspaper, for instance, which can sell its city circulation at a lowered rate, because it can exclude the local merchants' advertising from its statewide or interstate editions. That, however, is impossible for a superpower radio station. If it does lower its rate to

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LOHR ASKS GRADUAL CHANGES


Mr. Lohr

TAKING an attitude almost diametrically opposite that of CBS, Lenox R. Lohr, NBC president, in testimony at the allocation hearings Oct. 14, put his company on record in favor of superpower gradually accomplished, and of preservation of clear channels so their "service capacity" will not be lessened.

A series of recommendations was made by the NBC head as he appeared for the first time before the FCC since he assumed the network's presidency last January. With respect to superpower, he said there were two valid objections—one, that of actual physical interference, and the other economic. He asked that each request for superpower be considered on its individual merits, and that in the case of his network, it would seek at the outset only to procure 500,000 watts for WJZ, New York.

Again taking a view opposite to that of CBS, Mr. Lohr said that NBC, and its parent company RCA had discovered nothing in their investigations of the ultra-high frequencies, either with respect to sound broadcasting or television, "which would militate against the recommendations which we have made here for stations operating between 550 kc. and 1600 kc." Whereas Mr. Paley had predicted television in two years, Mr. Lohr said that to the best of his company's knowledge "the American audience is going to continue to receive its aural broadcasting service upon present frequencies for several and perhaps for many years."

Recommends Five Steps

MR. LOHR'S definite recommendations were as follows:

"1. We earnestly recommend in the interest of economic stability for the industry that in your new regulations you lenghthen the license period for all broadcasting stations to the three-year maximum permissible under the law.

"2. With respect to the continuance of clear channels, your records disclose that upon the 40 frequencies designated as clear channels in 1928, 50 stations were licensed to operate, each as a dominant clear channel station. In order to bring about this result, the Radio Commission required 20 stations to share time upon 10 channels. By and large the past eight years have demonstrated that part time operation of this sort is not successful either from the listeners' standpoint or for the station operator.

"In some instances the stations have worked out their own salvation by synchronization, directive antennas, joint use of a single transmitter or some other means. A number of the stations still operating part time on clear channels have asked that they be permitted to submit a plan to the Commission which will give each of these stations full time operation and they propose that a hearing be held upon such plan. We are entirely in accord with this.

Preserve Clear Channels

"THERE remain out of the original 40 clear channels some 25 or 30 upon which progressive forward looking stations are being operated today. Their value as a means of service to rural listeners has been reaffirmed by the recent Commission clear channel survey. We recommend that your Commission take no action which will either limit the existing service capacity of stations of this type or preclude the development of a better and more extensive service by them.

"3. With respect to the power of clear channel stations we recommend that your regulations be revised to remove any limitation of maximum power to be used by the dominant station upon these channels. Having adopted regulations of this sort we recommend that each individual application be considered and acted upon with due regard for the interference problems and the economic justifications which each case presents. Thus far my company has concluded that at one station, WJZ, 500 kw. power would be desirable when measured by the standard referred to previously. We have reached no decision with respect to other stations which we operate.

"4. With respect to power of shared channels we recommend increases in power for regional stations to 5 kw. day and night whenever the engineering and economic factors previously referred to warrant the use of such power.

"We recommend increases in power for local stations who satisfy the engineering and economic

(*Continued on page 71*)







Candid photos by Roy Scha

FROM LEFT TO RIGHT—We present: Paul D. P. Spearman, regional group counsel; I. Z. Buckwalter, Mason-Dixon Group; Martin Campbell, WFAA, Dallas; Herbert L. Pettey, WHN; Benedict Gimbel Jr., WIP, Philadelphia; Edwin W. Craig, WSM, Nashville; Louis G. Caldwell, Clear Channel Group counsel; Dr. L. P. Wheeler, FCC technical information director; John Shepard 3d, Yankee Network and chairman regional group.

Regionals Fear Economic Ruin in 500 kw.

pearman Argues For Horizontal 5 kw. Boosts

"INANCIAL RUIN" of regional ations was envisioned by Paul D. Spearman, chief counsel for the ational Association of Regional oadcast Stations, if the FCC al-ws clear channel stations to use perpower. Presenting the case chief for the Regional Group on t. 13, Mr. Spearman argued that ere is no justification, technical-, economically or socially, for perpower.

Supplementing the technical tes-nony of Dr. Greenleaf Whittier ckard, chief engineering counsel NARBS, Mr. Spearman pleaded at group's case for a horizontal crease in power to 5,000 watts all regional stations; for dupli-tion on clear channels, and for tention of the present limit of ,000 watts powers as the maxi-um.

In delivering his 56-page paper, ong with elaborate charts and hibits on networks earnings, cov-age and similar statistical data, r. Spearman argued fervently ainst the superpower increase. hile his recommendation on dup-ation covered all clear channels, was indicated that the group lt that the Commission in its dgment could determine whether rtain of these channels should main clear. Superpower, if gen-ally applied, Mr. Spearman ar-ed, would not only mean the uin" of regional stations, and ssibly those in the local cate-ry, but also would result in a recarious position for the clear annel station themselves. He esented detailed arguments to bstantiate his claim that 500 kw. ations are economically unsound.

"Loaded With Dynamite"

R. SPEARMAN painted a black cture of international complica-ns if 500 kw. is permitted. He id that international interfer-ce would be caused, adding that e question "is loaded to the ards with dynamite" and that it ight have an embarrassing ad-rse effect upon the whole system American broadcasting.

Should the Commission decide to low establishment of any 500 kw. ations, Mr. Spearman said, it ould see that they be located here they will render unique rvice which cannot be duplicated any other means. Moreover, he id, the financial qualifications of e applicant should be unques-ned. He reiterated, however, at NARBS was unqualifiedly op-sed to 500 kw.

As for duplication, Mr. Spear-an urged that this be permitted clear channels on the ground at facilities now are being asted and that regional stations e doing an adequate job of rural verage. He attacked the FCC al-cation survey, made public Sept. as inadequate and suggested at the FCC disregard it entire-in any determination of future olicy having to do with alloca-ons.

By duplicating clear channels, r. Spearman argued, some re-



FRIENDLY ENEMIES — Here are the legal and technical counsel for the clear and regional channel groups caught by our cameraman during a recess between their hot arguments. Left to right: Paul D. P. Spearman, Dr. Greenleaf Whittier Pickard, Paul Godley, John Barron, Joe Chambers, Glenn D. Gillett, Swager Sherley, Louis G. Caldwell.

gional stations could be permitted to move off their present assignments and onto clear channels, thus reducing interference on the former and at the same time making for greater coverage.

"The facts we have presented indicate a great upheaval and upset in the economics affecting regional stations if 500 kw. operation should be permitted. No such disturbance would result from moving some existing regional stations to duplicate operation on clear channels. As we have already pointed out, such duplication would make possible great improvements and there would be no such exodus of business from regional stations as would, we are convinced, take place if the Commission should authorize 500 kw. stations to be constructed and operated," he said.

Opening his statement with the assertion that regional stations are "the backbone of American broadcasting," Mr. Spearman discoursed at length on the character of business done by these stations and the sphere of their activity as public service units. He called the regional station comparable to the average city newspaper whereas the clear channel stations are in the category of the *New York Times*. He claimed that regional stations serve the bulk of the population with more than half of them which operate unlimited time being located in cities of 100,000 or over. Within 20 to 50 miles of these 93 largest centers, he said, live almost half of the nation's population, including a large rural population.

Depend on Each Other

MR. SPEARMAN cited further figures showing that 71.7% of all the unlimited time regional stations are affiliated with the major networks. As did the Clear Channel Group, he cited financial statistics of station incomes to support his point that the national networks and regional stations are mutually dependent upon each other.

In an effort to break down the FCC's allocation survey which showed that rural listeners preferred clear channel stations almost to the exclusion of other classes, Mr. Spearman referred to many analyses which, he said, furnished proof positive of the high order of service rendered rural listeners by regional stations.

This rural service of regionals would be greatly intensified, Mr. Spearman argued, if regionals are authorized to increase their power horizontally at night from 1,000 to 5,000 watts. Not only would it enable them to lay down better signals in their present service areas but it would also make possible "satisfactory reception of programs broadcast by them by thousands upon thousands of listeners who cannot now enjoy this service."

"Since regional stations constitute close to half of all the stations in the country; do half the combined business of the industry; serve the social and economic needs of local trade areas, and cater to the cultural and business needs of these communities; and since the local advertiser pays taxes in the community served by regional stations, contributes to and supports the welfare organizations, adds to its social life and cultural influence and depends almost entirely on the area served by regional stations for existence; and since the listeners within such areas in return receive concessions from local business men and look to and depend upon them for economic leadership, the Association which I represent respectfully submits that regional stations should be permitted to increase the intensity of their signals so that the service rendered by them to their respec-

(*Continued on page 74*)

Shepard Explains Regional Group Purposes

BY WAY of opening the elaborate regional station presentation, John Shepard 3d, president of the Yankee Network, and chairman and prime mover in the National Association of Regional Broadcast Stations, explained the scope and purpose of the organization. He said its three principal objectives were horizontal increases to 5,000 watts on all regionals, opposition to superpower of 500,000 watts and duplication on clear channels.

NARBS, he explained, was formed following the NAB convention last July because of the anxiety among regionals over impending superpower and the economic havoc they felt it would cause. He said the organization has 81 members in 34 states and has one or more members on 35 different frequencies out of 40 frequencies assigned to regionals. Mr. Shepard said:

What Association Wants

"HAVING determined what all of the stations' general interests were, and attempting to condense these into as few definite proposals as possible, it was unanimously determined that the association should sponsor and present evidence supporting changes in the rules of the Commission so that such rules as amended would permit the operation of regional broadcast stations with 5 kw. power at night, as well as day, and so as to also permit the operation of more than one full-time station on a clear channel. It was also definitely determined as the governing policy of the association that it should and therefore would sponsor these changes in Commission rules for general application to regional broadcast stations. Your division, in giving notice of this hearing and in inviting participation in it, made it clear that the information and data desired should go to general applicability of rules rather than attempt to produce evidence in support of relatively few stations or a small number of regional frequencies. The association has tried sincerely to comply with this implied if not direct request of the Commission and has prepared the showing which it will make along these lines.

Adverse Effect of 500 kw.

"THE association was unanimously of the opinion that regional stations, both as a group and as individuals, would be adversely and most severely affected if stations should be authorized and regularly licensed to operate with 500 kw. Believing in our own stations and being convinced that they are rendering an indispensable service to the American public, we were convinced that we would be negligent in our duty as individuals and as an association, to both this division and ourselves, if we did not show some of the facts as to how the regional stations would be so adversely affected by the regular operation of 500 kw. stations."

Superpower a Success, Says Crosley; Tilts With Payne

THE METEORIC success of WLW as the pioneer superpower station was recited by Powel Crosley, Jr., president of the Crosley Radio Corp., which operates the station. He recounted the history of WLW from a 20-watt affair in 1921 to the 500,000 watts, which it acquired in March, 1934. It has operated experimentally with this power, being licensed only as a regular 50,000-watt station. Like some of the preceding clear channel witnesses, Mr. Crosley related how listeners as early as 1922 regarded the "50 watts as superpower" and complained of blanketing.

Always a proponent of higher power, Mr. Crosley said that WLW's interest in high power was manifest long before the present commercial possibilities of broadcasting became evident. He said:

"We have endeavored to cover that 'No Man's Land' lying between areas well served by local or regional broadcasting stations to deliver, winter or summer, in spite of atmospheric or other forms of interference, satisfactory reception for the radio listener who cannot afford the more elaborate and costly receiving sets. That we have succeeded in doing this is evidenced by the recent engineering report of the FCC indicating the popularity of our station in rural districts."

"Most of the profits of WLW". Mr. Crosley said, "have been plowed back into better and better programs, more and more costly presentation of programs, and better and better electrical, mechanical and technical equipment."

Mr. Crosley discussed program policies of the station and its effort to keep its listeners over a wide area informed on livestock quotations, weather reports, educational programs and such programs as the *Farm and Home Hour* which have never been moved for commercials.

Coverage Quadruples Mail

THE IMPROVED coverage that resulted in WLW's increase from 50 to 500 kw., Mr. Crosley said, was demonstrated in the fact that during the first three months of 1935 it received four times as many fan letters as it had received during the same period of the preceding year operating with a power of 50 kw. For the six-month period, October 1935 to March 1936, operating with 500,000 watts, WLW received five times as many pieces of mail as during the corresponding period of 1933 to 1934.



Mr. Crosley and Chairman Prall

"When you consider that a great bulk of our fan mail comes from the small towns and rural districts, and the further fact that experience has shown that a relatively small number of listeners do actually write fan letters, it is clear that the power increase of WLW has resulted in furnishing a radio service not heretofore available to a vast number of such listeners," Mr. Crosley said.

Summarizing, he said the benefits of these successful power increases have been threefold: (1) Many listeners received programs which, because of the type of receiving equipment used or because of distance, they never would have received otherwise; (2) the reception for those who could hear the programs is vastly improved, and (3) increased revenues have improved the programs themselves.

Evidence purporting to show that WLW does not blanket with its 500 kw. signal even those stations on adjacent channels at points close to the WLW transmitter, was also submitted. This was elaborated upon by other witnesses for the station.

The Economics of 500 kw

ON THE subject of economics, Mr. Crosley made the following observations:

"The economic results of the use of power of 500 kw. to a station using it or to other stations are not as susceptible of definite proof as are the technical benefits to the listening public or the absence of injury to the listening public from the technical operation of such a station. This is true because, among other reasons, each station and each locality presents an individual problem. Differences in location, in directing personnel in program policies, in the prior experience and popularity of the station, and many other factors en-

(*Continued on page 72*)

TIME-SHARING CLEAR CHANNEL PLEA

A PLEA for full-time operation of existing shared-time clear channel stations, on the ground that they are now economically unsound, was made by John C. Kendall, attorney, of Portland, Ore., appearing for five of these stations. The recommendation was that the FCC amend existing rules to permit this, and to accomplish this after a general hearing on the subject. The stations in the group were KEX, Portland; WOWO, Fort Wayne, Ind..; WWVA, Wheeling, W. Va.; KTHS, Hot Springs, Ark., and WBAL, Baltimore.

Pointing out that the time-sharing assignments were made primarily to bring about an equitable division of clear channels among the stations and zones under the so-called Davis Amendment, and that the amendment since has been repealed, Judge Kendall contended that there is no longer any legal reason to prevent the full-time operation. He said:

"More than eight years of trial and operating experience has clearly demonstrated that the operation of clear channel stations on a time-sharing basis is economically unsound and does not permit of the rendition of the maximum service by such stations to which the radio listening public is entitled.

"Present operating assignments of shared time cleared channel stations are economically unsound for the following reasons:

"a. The same investment is required for installation and maintenance as is required for a full-time cleared channel station, and the operating cost is substantially the same.

"b. Due to the fact that nearly one-half of the most valuable night-time hours are not available there is a substantial loss in station revenue.

"c. Listener popularity and station prestige are seriously impaired by reason of the interruption in the continuity of program service.

"The radio listening public is now being deprived of program service from shared time cleared channel stations which with full-time operation from such stations would be available to it because:

"a. Shared time cleared channel stations under present assignments are required to observe a silent period up to a maximum of four hours each day during certain months of the year. Such night-time hours are generally recognized as most valuable from the standpoint of the listening public.

"b. During the hours when these stations are forced to remain silent occur the greatest number of programs in which the public is most interested.

"c. An analysis of the radio listener habits has demonstrated that the early evennig hours are the most popular to the rural listener. On account of such silent period the shared time cleared channel stations are unable to render the maximum service to the rural listeners residing within their respective service areas.

"In June, 1936, the Davis Amendment hereinbefore referred to was repealed and we submit that the present is an opportune and logical time to make it possible for these part-time cleared channel stations to operate full time."

Under cross-examination, Chief Engineer Craven brought out that whereas there are 20 time-sharing clear channel stations, only five were in the group represented by Judge Kendall. He asked whether the other stations subscribed to the same views, and Judge Kendall said he had no definite information but felt that they did.

To the question whether the time-sharing stations would be willing to install directional antennas to prevent interference under duplicated operation, Judge Kendall said he believed that they would do everything possible to get a solution of their problem.

FURTHER detailed accounts of FCC allocation hearings will be found on pages 54-77.



SERENADING THE SOUTH — In center photo, Lambdin Kay, WSB, Atlanta, listens appreciatively as Glenn Snyder, WLS, Chicago, performs "Temple Bells of Texas" on his dime harmonica (without permission of copyright owners). Flanking duo, left to right, are Dona Flamm, WMCA, New York; A. J. Eaves, Graybar Electric Co.; I. Baker, RCA Mfg. Co.; Ralph Atlass, WIND-WJJD, Chicago.



50% of Products Sold in Kansas are Bought in COUNTRY STORES



Practically every leading nationally advertised brand is to be found in country stores — for farm people are "brand conscious"—more so than metropolitan buyers. In Kansas and Missouri, WREN serves a farm audience of over 1,500,000 people in an area of approximately 90,000 square miles. WREN is the source of news, entertainment, education and advertising to this audience—at all hours of the day and evening!

If you want to sell your commodity in this rich farm section, let WREN carry your advertising.

SERVING 11 MAJOR CITIES AND 90,000 SQUARE MILES OF FARM SECTION

In addition to 1,500,000 farm population, WREN serves the following principle cities of a combined 761,535 population: Kansas City, Mo.; Kansas City, Kansas; St. Joseph, Topeka, Atchison, Leavenworth, Ft. Scott, Ottawa, Lawrence, Emporia and Manhattan.

Only NBC Blue Network Outlet Between Denver and St. Louis.

WREN

Transmitter located 18 miles west of Kansas City — centrally located to serve Eastern Kansas and Western Missouri.

NBC Offering New Contracts To Integrate Station Relations

New Clause Designed to Check Defections to Other Hookups; Compensation Revised in Come Cases

CARRYING forward the determination of President Lenox R. Lohr to integrate NBC's relations with its station affiliates, the network organization's station relations department is currently offering practically all affiliates new contracts designed to stabilize the network's position and to eliminate some of the friction of past years.

Some of the contracts are for one year or more, others for five-year periods, and in some instances the base station compensation rate under NBC's sliding-scale compensation plan instituted about a year ago is revised upward.

The contracts contain several important departures from previous practice, although for the most part they maintain the basic compensation scheme. One of the most significant features is a clause in some of the contracts by which an affiliate agrees "not to permit the use of your station's facilities by any radio network, other than ours, with which is permanently or occasionally associated any station serving wholly or partially a city or county of one million or more inhabitants."

Aims at Affiliations

THIS clause manifestly is aimed at NBC station affiliations with such organizations as the Mutual Network, whose WOR and WGN readily fall within the "one million" category, and carries into contractual argeement Mr. Lohr's already demonstrated intention of discouraging further defections. On the other hand, it does not keep NBC stations from joining small state or regional networks or hookups outside of NBC's optional time.

For the last few weeks, and particularly during the course of the FCC allocation hearings which began in Washington Oct. 5 and which brought several hundred broadcasters to Washington, members of the NBC staff have been contacting affiliated stations to discuss the contracts with them and procure signatures. Mr. Lohr himself is handling some of the contracts, as are Frank Mason, station relations vice president; Reginald Brophy, station relations manager, and others of the staff. Mr. Brophy and Keith Kiggens were in Washington during most of the hearings.

The contract forms were drawn, with slight variations, to be offered to stations now operating under the present form of station contract on a regular affiliation basis and on an optional time basis. Except for the latter classification, which gets no guarantee of service, the affiliates receive a guarantee of 200 unit hours of sustaining and commercial service per 28-day period. Two hundred unit hours are the equivalent of 200 night hours, with daytime hours (8 a. m. to 6 p. m.) counting for half night hours; 11 p. m. to 12 midnight for half night hours; 12 midnight to 8 a. m. one-third night hours—and a slightly altered ratio for Sunday hours.

The stations affiliating with NBC waive compensation for the first 16 unit hours of network commercials during each 28-day period, the rest of the compensation plan, as before, remaining as follows: (a) For the first 25 unit hours in excess of 16, NBC pays 20% of the station's average unit hour for the 28-day period; (b) for the next 25 unit hours, NBC pays at the rate of 30% of average unit hour rates for the 28-day period, and (c) for all unit hours in excess of 66, NBC pays at the rate of 37½% of average unit hour rates for the 28-day period.

The contracts provide that both increases and decreases in station rates are to be reflected in the compensation scale, but that if rate decreases are made, the station may terminate the contract upon 90-day notice.

Rate Decreases

TO PROTECT against decreases by stations of their rates to national advertisers below the prevailing network rate for the station, NBC writes into the contract this provision: "If you accept from national advertisers net payments less than those at which NBC sells your station to network advertisers for corresponding periods of time, as set forth in the preceding table, then NBC may, at its option, reduce the network station rate for your station in like proportion, in which event the compensation due you from NBC will be likewise reduced but the right of termination provided for in the preceding paragraph [90 days] shall not thereby accrue to you."

Network optional time schedules, setting forth the time that must be cleared for NBC commercials upon 28 days' notice, remain as before, namely, 10 a. m. to 12 noon, 3 p. m. to 6 p. m., 7 p. m. to 7:30 p. m. and 8 p. m. to 11 p. m. weekdays; 1 p. m. to 4 p. m., 5 p. m. to 6 p. m. and 7 p. m. to 11 p. m. Sundays (all New York City time). The network guarantees 28 days advance notice of discontinuance of scheduled commercials and, as formerly, retains the right to substitute public service programs for scheduled programs without compensation for the cancelled program "because of the public responsibility of the network and its associated stations."

New Clauses Added

SEVERAL new clauses in the contract, which are self-explanatory, are also contained as follows:

"You agree not to sell or lease your station during the term of this contract unless such sale or lease is expressly made subject to the terms and conditions of this contract.

"In the event you substitute another program for a network program which we offer you and which you are obligated to broadcast in accordance with the provisions of Section III, paragraph *a*, [relating to optional time], you agree to pay us, as liquidated damage, a sum equal to the difference between the total monies received by you for broadcasting such other program and monies you would have received from us had you broadcast our network program. This provision is without prejudice to any other rights which we may have under this contract arising from your failure to broadcast any of our network programs, and shall not be deemed to give you the option to refuse to accept such a network program by making the payments specified in the foregoing sentence.

"You agree not to authorize, cause, permit, or enable anything to be done without our consent whereby a recording is made, or a recording is broadcast, of a program which has been, or is being, broadcast on NBC networks."

The contract forms conclude with a provision that the contract shall be in force for a specified period of time, believed in most cases to be five years, terminable by NBC upon 12 months' written notice.



SERIOUS ART OR SATIRE?—Much discussion has been aroused over these companion plaques cut from polished black granite and flanking the entrance of the magnificent new studio building of WWJ, Detroit. They are the work of Carl Milles, noted Swedish sculptor, and the left plaque is designed to represent "broadcasting" and the right "listening". Because of their unconventional treatment of the subject, debate is raging in art circles whether the sculptor intended them to be serious or satirical. The left plaque shows a group of musicians "playing for dear life", as Albert Kahn, architect of the building, puts it. At right are radio listeners in varying moods of wakefulness and interest.

Election Coverage On Elaborate Basis

Networks and Stations Laying Plans for Unique Feature

WHILE time is currently being cleared by the networks at a greater rate than ever before for the presidential candidates and their spokesman, both NBC and CBS in mid-October were laying elaborate plans for coverage of the election returns the night of Nov. 3. Besides securing a steady flow of reports from all over the country through the Press-Radio Bureau the two major networks are setting up extensive staffs of their own to insure full coverage and interpretation of the returns.

NBC will send its first returns over combined networks from 6:3 to 6:45 p. m., starting with an interview with James W. Barrett editor of Press-Radio Bureau Graham McNamee and John Kennedy will be the announcers who at frequent intervals throughout the evening will broadcast and interpret the vote tallies, interrupting regular programs if necessary.

Special Features

IN ADDITION, NBC will carry remotes from New Ashford, Mass. traditionally the first town to complete its count; from Democratic and Republican headquarters, with the party chairmen at the microphones; from the candidates' homes at Hyde Park and Topeka, and from a mobile unit getting crowd reactions in Times Square and other parts of New York. The returns will also be carried to the world via shortwaves from W3XAL, Bound Brook; W2XAF Schenectady; W8XK, Pittsburgh and W1XK, Springfield.

Paul White, CBS director of special events, will head a big staff setup in Columbia's largest New York studio. He will edit copy to be handed to Hugh Conrad, who does the *March of Time* announcing and who will handle the straight announcing while H. V. Kaltenborn acts as commentator and Bob Trout, presidential announcer, comments on the Congressional voting.

The tabulation system employed by CBS will be similar to that used in 1932 when a large blackboard, with all states and territories indicated, was mounted in the studio and carried the latest returns plus an indication of each state's electoral vote.

Additional CBS lines will be installed in Democratic and Republican headquarters, at the home of President Roosevelt and Governor Landon and in the Times Bldg. in New York.

Mutual Network, according to early advices, will not handle the returns on an organized network basis, early plans being for each station to do a local job. WOR will depend upon the *Chicago Tribune* and WOR will use Trans-radio Press and may join with the *New York Journal* for its returns.

Generally, the networks and independent stations expect to have an easier time covering the elections this year than they did in 1932 when they had to do without newspaper service. Transradio service will be keyed for its individual station clients, with the type and radio transmission service.

Plotting Spots--The Multi-Station Trend

By BLAYNE R. BUTCHER
Radio Director, Lennen & Mitchell Inc., New York

Impressions of Spot Broadcasting From Agency Viewpoint; How a Time Buyer Can Size Up Stations for a Campaign

NOW a time buyer, Blayne Butcher for years — seven of them — served time behind the microphone as well as at the manager's desk. His training took him through all sorts of studio jobs at WTAR, WLVA, WGH, WBAP, WLW and WCAU, which is considerable mobility even for a radio man. Since 1934 he has been in the agency end of the business and has acquired some ideas about agency-station and agency-advertiser relations. And in telling his story, he gives his blessing to the new trend toward the use of more than one station in a market.

ONE OF THE major problems faced by a radio department executive in an advertising agency is the matter of "sizing up" the stations in the area in which he wants to spot a program.

How best to "size up" a station? Perhaps the writer can point the way toward the solution of that problem from his experience during the past 24 months in buying spot programs and time in a number of areas. Naturally, this afforded the opportunity of meeting and working with many major and minor station officials. From individuals and their methods of handling their particular jobs, it is possible to determine in large measure what to expect from radio campaigns placed through their stations. There is scarcely any "rule of thumb" by which the uninitiated agency man can absolutely judge stations in advance, lest he have a thorough station background, since estimates of station aggressiveness, and of adequate presentations and servicing by their 'reps' are as varying as the various individuals concerned.

Taking Their Measure

BECAUSE the profession of radio is such a highly individualized one, the measure of the parties concerned must be taken into consideration in planning and placing any spot program. Naturally, the best way to do this judging is by visiting the station or stations in the area desired and using one's best judgment. For instance, a 'station to station' personal survey will disclose that at one point the general manager is the most conscientious; at another, the commercial manager; and at others, minor executives or announcers. A discerning agency man, with an understanding of human nature, and above all, a working knowledge of what makes the radio station 'tick', should be able to spot, during the course of a brief visit, the person around whom the responsibility of the spot campaign's operation can revolve.

The best way to get this knowledge is by the simple and slow process of working in a station. Spot time and program buyers should be able to visit stations and understand or find out more than the things appearing on the surface. Naturally, the traditions of best selling on the part of the stations require that the agency man's hand be held, and that the rosy glow of happiness permeate all agency-station relationships.

All well and good, but if the agency man understands station problems, talks the language of anyone in the station from manager to control operator, how much better chance he has of penetrating the superficial veneer of salesmanship and acquiring a valuable insight on the station, its personnel, policies and operations, thus doing a real service to his client. Worthy stations whose business operations are open and above-board will welcome and cooperate to the hilt with this type of agency representative.

On the matter of service, there are, unfortunately, still a few shortsighted station owners who limit their personnel budgets to the point of hampering the servicing of commercial accounts. A newspaper, staffed as sparsely as some radio stations with several people 'doubling' in duties, would go under in short order.

The old argument station owners have against building up a large physical equipment because of their short licenses by the FCC, scarcely holds water in the case of personnel which is as "fireable" as it is "hireable". Of course, radio stations must make reasonable profits, but their chief stock in trade—personnel—should not be at such a bare minimum that this very factor works against the commercial principle to which they are dedicated—that of getting accounts and producing results for as many advertisers as possible, to secure their own financial future.

Traditions Aplenty

TODAY'S far-seeing station owners employ a higher type of personnel and compensate them more adequately for the creative and individual work they accomplish. Staffs are enlarging, under the impetus of additional income, to the point where radio service can be on a par with that given by other media.

By this word 'service' is not meant the moot 'merchandising service', which is still radio's spot question number one, but the mere manual or vocal labors of personnel concerned with broadcasts. At some points these people are so overworked that one advertiser's program, as well as another's, is just a daily chore to be dispensed with as quickly, and with as little trouble, as possible. In this year of grace, while radio spot business is climbing to a new high, it is to be hoped that the few backward station owners will forsake some of their personal avarice, and enlarge staffs to the point of offering real help to spot radio advertising campaigns.

While on this subject of stations, let us consider the background of



MR. BUTCHER

some of them — a factor which plays such a big part in influencing operations today. Too many stations were founded back in the 'catch - as - catch - can' wavelength scramble by either the get-rich-quick gentry who always jump into new ventures, or by experimental operators—idealists in the field of radio technique—who gave them up under economic pressure to promoters or local firms that used them purely as a toy adjunct to their advertising promotion.

It is to be doubted that many conscientious persons could visualize, in its earliest phases, the level-headed business angle that this medium has attained today. The weeding out started when radio's commercial aspects began to be apparent, and when competition in its own field and with other media became inevitable. So deep-rooted are some of the family and personal station holdings, that even yet, at a few points, reactionaries dictate unsound policies, regardless of the station personnel's standards of business acumen.

In any other field of business, competition would force the correction or elimination of an unhealthy enterprise, but with the restriction peculiar to radio—that of a wave length grant by a Federal commission — which necessarily limits the competition in its own field, a station may go merrily along with its owners laboring under the grand delusion that they are doing an excellent job. In reality, however, the whole setup may be hampered by so many idiosyncrasies that it is amazing that it functions as a business at all. This sort of thing may particularly hamper spot placements. Fortunately for radio this group of stations is growing increasingly smaller as stations are bought and sold, and sound practices come into play.

What Station to Use

HERE is another point about spot placement concerning which there can and always will be much controversy. An advertiser will say to his agency—"Put our program on the *best* station in 'Blank City'. The agency is then faced with a difficult problem. Were it to be a newspaper campaign, circulation figures might support the choice, but in radio judgment has to be based on other principles. And at this point, more than any other, judgment must be based on a cool consideration of all the elements involved, after having discounted station reps or commercial managers social overtures, and other personal elements.

The man who has worked in stations knows that every station in the city desired can, without doubt, poll a substantial audience, and possibly any one of them could do justice to the proposed campaign, but nevertheless, he starts the usual round of sifting out data, including power, frequency, network connections, estimated listener habits, success stories, time availability, program offerings, local prestige, opinions and what not. This usually winds up in such a confusing mass of details pointing to relatively little difference in two or even three competing stations, that he feels disposed to drop the whole business in the permanent file.

But his client, who has unquestioningly spent large sums in other media in the past, wants infallible proof before risking his radio dollars, so frequently it is necessary to make the personal call and come back with a firm recommendation. Along with the personal call may come the insistence upon checking with the client's local contacts in the area visited. At first glance, this looks like sound reasoning, but there are twice as many potential radio impresarios in business offices throughout the country as there are in the entire radio industry. And their ideas practically all conflict.

Multiple Placements

IF SOLICITATION of their opinions cannot be avoided, the agency man must be prepared to meet the objections of those who have been overruled in the final selections of station, time and program, and be prepared to sell the client over and over again when and if their usually trivial complaints come

(*Continued on page 80*)

THESE ARE BUSY DAYS at KFRU



630 Kilocycles
1000 Watts (500 Watts night time)

New Studios Are Being Built . . .

For the past weeks carpenters, bricklayers, plumbers, interior decorators and the host of other artisans who have a hand in such things, have been creating new studio and office groupings. Their work is nearly finished.

New Equipment Is Being Installed . . .

The new studio, incorporating all of the latest developments in acoustic control, will be served by new Western Electric speech input equipment.

Sorry we can't show you pictures now . . . You'll see them later on, though.

All to Give Better Coverage In . . .

The rich, Central Missouri area between the Retail Markets of St. Louis and Kansas City . . . A new data book covering the economic and retail sales factors of this area is yours for the asking.

KFRU
COLUMBIA, MO.

Is owned and operated by the St. Louis Star-Times Publishing Company.

National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo.
1329 Baltimore Ave.

Chicago
1530 Mather Tower

New York
250 Park Ave.

A Store Wanted to Grow Up-And Did

Furniture House in Milwaukee Turns to Broadcasts To Build Prestige and Acquire New Customers

By WALTER J. DAMM
Manager, WTMJ, Milwaukee

ONCE Home Furniture Co., Milwaukee, was a second-hand store. During this humble period the desire to graduate to new merchandise surged deep in the hearts of the management. But always there was the fear that the public would be afraid to buy new goods at a former second-hand store. How to build prestige? There was the problem! And along came S. W. Shay, who had no time for one-hoss methods and who had learned in Chicago what radio can do for furniture stores that manifest an interest in the state of their sales chart.

HOME FURNITURE Co. of Milwaukee, which prior to July 1934 had been an outlet for second-hand furniture, has firmly established itself in this market as a buying place for new furniture. This record in itself is not unusual but for the fact that radio was used exclusively to effect the change.

The store had a two-fold problem. On the one hand it had to spread the news far and wide that it now sold only new furniture, and on the other hand, it had to build confidence in its new merchandising policy. In this latter phase it could not start from scratch like a new establishment but had to overcome the antipathy of people for buying at a former second-hand store.

Radio was chosen as the medium for accomplishing the store's objective because the new manager, S. W. Shay, had had successful experience in merchandising furniture by radio in Chicago. The record of 15 months of consistent broadcast advertising over WTMJ has been well nigh phenomenal.

Merchandising Schemes

HOME FURNITURE Co. opened accounts in 52 Wisconsin towns in less than six months after going on WTMJ. It credits radio with successfully establishing the attractive store with all new merchandise. It has secured unit sales in cash as high as $570. One man from a town 100 miles from Milwaukee came in and bought a $275 bill of goods because he liked the Home Furniture Co. program. He came direct to the store without shopping around anywhere else in Milwaukee.

One woman from Milwaukee's south side, who admitted she hadn't been downtown shopping in two years, was induced by the store's radio program to come in and buy $260 worth of merchandise. This is significant in view of the fact that Milwaukee is a city of good outlying shopping districts. There is no question in the minds of the Home Furniture Co. management regarding the source of their business because they use radio exclusively.



HELPS HOUSEWIVES—Don Gordon tells women how to run their homes. He is sponsored on WTMJ, Milwaukee, by Home Furniture Co.

Mr. Shay employs simple, homely, direct sales talk messages in his broadcasts. He also merchandises his promotion adroitly. He is repeatedly presenting new merchandising stunts in his broadcasts. As an example, during one week's broadcast he promoted a set of aluminum made by a firm noted for quality, and offered the set at $14.95. At that price it was obviously a good "buy". It pulled many customers. Further capitalizing it after the item was definitely established as highly attractive, Mr. Shay came back shortly afterward and offered the set as a special inducement, pegging it as the set sold previously for $14.95 and gave it free with any three-room outfit of furniture purchased during the week.

When the Veterans' Bonus went through Mr. Shay was quick to put into effect the deferred payment plan appealing to veterans. "Buy now and pay later" was the basis of the plan.

After opening new accounts in many Wisconsin towns the Home Furniture Co. decided to broaden its service. From the beginning they had offered "free delivery anywhere in Wisconsin" and now extended this to "free delivery anywhere". This resulted in the obtaining of many customers from the neighboring states of Michigan, Illinois and Iowa.

The sponsor's initial radio program was a five-day-a-week 15-minute morning period featuring the *Home Harmonizers*, hillbilly act. An inexpensive cash contest in which listeners were rewarded for their best letters on "Why I Like the *Home Harmonizers*" was the means of securing many names of potential customers. An offer of photographs of the *Home Harmonizers* also produced thousands of names and addresses. Repeated song requests furnished many others.

When, at the end of a year's broadcast, listeners were asked if the *Home Harmonizers* should be continued, the store was deluged with affirmative responses. One man sent in a petition with more than 200 names and then came down to make sure the letter arrived and said that he could get double that number of signatures if necessary.

On June 1 of this year the Home Furniture Co. was so satisfied with the success of its efforts over WTMJ that it decided to increase the appropriation for broadcast advertising. In looking about for additional programs it found one tailor-made for its needs in the WTMJ sustaining program known as the *Exchange Club*. This 15-minute feature, which is broadcast three times a week, features an exchange of household hints and is conducted not by a woman announcer but by a man, Don Gordon, of the regular WTMJ staff.

The program has developed a tremendous mail response and while this is no reflection on the average woman announcer, it appears that the housewives in the WTMJ audience have developed an unexpected degree of interest in Don Gordon's household advice. The reason may lie in the unusual situation of having a man expound such advice and the further fact that a man tackling a job of that kind may bring to bear a somewhat more practical and hard-headed attitude with regard to what is worth broadcasting.

A Thousand Hints

IN ANY EVENT the Home Furniture Co. now sponsors this program in addition to the original *Home Harmonizers* and is well pleased with the results from the second program. At the time the store took over the sponsorship of the *Exchange Club*, WTMJ had a booklet entitled *One Thousand and One Household Hints* on the press. These hints had been selected by Don Gordon from the many thousands he has received from listeners and the compilation made a very attractive offering.

Because the program was now theirs, the Home Furniture Co. asked for the privilege of distributing and selling these booklets and this right was given to them. The first edition of the book was exhausted in a short time and a second edition was planned by the sponsors.

As a further tieup with the new program Don Gordon appears at the Home Furniture Store on Saturday afternoons and personally autographs all copies of the booklet which are sold at that time.

So with the help of radio the Home Furniture Co. has accomplished its original objectives and has gone on to build an increasing clientele and increasing dollar volume of business. In this connection one interesting fact has been apparent. While the Home Furniture Co. persistently promotes "easy terms to all", the many large unit sales for cash secured by radio have convinced the management that there are many sizeable nest-eggs that can be effectively tapped by radio, penetrating as it does to all classes and types of prospective customers.

SEVERAL SPONSORS PLAN DISC SERIES

H. W. KASTOR & SONS ADV. Co. Inc., Chicago, has commissioned WBS to make a series of transcription announcements, of various lengths, for the following clients: Beaumont Laboratories, St. Louis (4-Way cold tablets); Booth Fisheries Co., Chicago; Hurley Machine Co., Chicago (Easy Washing machines); Lykolene Co., Kansas City (Lyko & Lykolene); Williamson Candy Co., Chicago (Oh-Henry bars); Tattoo Co., Chicago (cosmetics). For A. H. Lewis Medicine Co., St. Louis (Tums), Kastor is preparing a series of quarter-hour WBS discs entitled *Music You Love*.

For Products Inc., through Meldrum & Fewsmith Inc., Cleveland, World is preparing announcements. Other series are being cut for Procter & Gamble Co., Cincinnati (Crisco) through Blackman Adv. Inc., New York; Crosse & Blackwell Inc., Baltimore, through Van Sant, Dugdale & Co. Inc., Baltimore; J. W. Marrow Co., Chicago (Mar-O-Oil shampoo), through Baggaley, Horton & Hoyt Inc., Chicago.

A brief spot announcement campaign starting Oct. 19 on 91 stations is being cut by WBS for Buick Motor Co., Flint, Mich., to announce new models. Arthur Kudner Inc., New York, is agency.

Two N. Y. Net Accounts

REMINGTON RAND Inc., Buffalo (office equipment), on Oct. 5 started *Tim Tyler's Luck*, King Features comic strip, on New York State Network, Mondays, Wednesdays and Fridays, 5:30-5:45 p. m. Account was placed by Leeford Adv. Agency, New York. Fawcett Publications Inc., New York, on Oct. 11 started dramatizations of stories from its *Modern Mechanics* and *True Confessions* magazines on the same network, Tuesdays, 5:30-6 p. m., through Ruthrauff & Ryan Inc., New York.

New KOBH on Air

HEADED by Robert J. Dean as manager, the new KOBH, Rapid City, S. D., using 100 watts full time on 1370 kc., is now on the air on full schedule, with Arden Swisher as commercial manager; Katherine Walpole, as program director; E. H. Carter, as chief engineer, and M. J. Jones, as assistant chief engineer. Mr. Dean is part owner with Dr. F. Koren of KWTN, Watertown, S. D., and KGDY, Huron, S. D.

CARLO de ANGELO, formerly radio director of Blackman Adv. Inc., New York, has joined the radio production staff of Lennen & Mitchell Inc., New York.

Cleveland and Denver Stations Basis Of New Negotiations by Major Networks

CLEVELAND and Denver appear to be the scenes of two new negotiations by the major networks to change or acquire new outlets and in both situations Mutual Broadcasting System figures prominently.

Although denied officially, reports were published locally in Cleveland that WGAR, present NBC-Blue outlet, would switch to CBS, which on Oct. 1 began a new three-year contract with WHK. Presumably, under such a situation, WHK would become aligned with NBC, although there have been no negotiations on this.

The Denver situation is a curious admixture of events and moves, which, on a temporary basis, would see the time-sharing stations KFEL and KVOD become outlets for both NBC-Blue and MBS. KFEL, owned by Gene O'Fallon, has an agreement with MBS to begin service when that hookup goes nationwide Dec. 29 and joins with Don Lee. The other half of this assignment—KVOD—has not signed with MBS, however.

Full Time Sought

AS BROADCASTING went to press, negotiations were in progress whereby KFEL-KVOD would take both NBC-Blue and MBS programs (the latter after Dec. 29) on a first-come-first-serve basis. The KFEL agreement with MBS runs for a year from Dec. 29 and it is presumed that after that time there will be steps to rearrange on a one-network exclusive basis of the character NBC now is demanding in its new five-year contracts.

Simultaneously, however, it was learned that KFEL had filed an application with the FCC for full time on 920 kc., which it now shares, and that KVOD has applied for full time on 630 kc., Canadian-shared regional. Presumably, if these applications are granted, then both NBC and MBS would have Denver outlets on a full time basis.

NBC now has the clear channel KOA in Denver, which at present is both a Red and Blue supplemental. The negotiations on the Denver situation have been carried on by Gene O'Fallon for KFEL, Duncan Pyle for KVOD, and NBC officials, including President Lenox R. Rohr. Fred Weber, MBS general manager, acted for that network.

In connection with the Cleveland situation, it is known that CBS struggled long and hard to negotiate its present three-year contract with WHK, owned by the *Cleveland Plain-Dealer* interests. The contract, agreed to in August, is understood to be for three years, with a one-year cancellation clause. It also provides for certain CBS sustaining service over WJAY, Cleveland station also owned by the *Plain-Dealer*.

Credence is given the report of a possible switch to WGAR by the fact that it is owned by the Richards-Fitzpatrick-Patt interests operating WJR, Detroit, which last September switched from NBC-Blue to CBS. The published report that CBS had already given WHK notice of its desire to cancel under the one-year recapture clause was denied officially at CBS.

Should CBS later give WHK notice (on this score nothing could be learned, pro or con), it normally would mean that the cancellation would not become effective until one year from the date of notice. However, in other cases of this kind, the networks have gotten together in advance of the final shift dates to their mutual satisfaction. It is not certain, of course, that should WHK get notice from CBS it would negotiate a contract with NBC as the replacement for WGAR, but this is a logical supposition. WGAR has been taking certain MBS commercial programs.

Before and After

BARRED from carrying sponsored broadcasts of Ohio State football games this season, WGAR, Cleveland, with the Pittsburgh game Oct. 10 nevertheless began broadcasting both home and out-of-town games with Grant Ward at the microphone. The games themselves are not sponsored but Kellogg's is actually footing the bill by buying a 30-minute grid rally broadcast before each game and a 15-minute summary account after the final whistle.

Publisher Buys WCHS

PURCHASE of WCHS, Charleston, W. Va., by a syndicate headed by John A. Kennedy, publisher of the *Clarksburg* (W. Va.) *Exponent*, was disclosed with the filing of an application with the FC for voluntary transfer. The station, a 500-watter on 580 kc., was purchased for an undisclosed pri from the Huntington Publishing Co., publishers of the *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser*, which also owns WSA Huntington, and which has operated WCHS as a subsidiary sin 1930. Mr. Kennedy's newspap also holds a construction perm for a new 250-watt daytime station on 1370 kc. in Clarksburg, be known as WBLK. Until he pu chased the Clarksburg newspap several years ago, Mr. Kenne was a Washington newspaper co respondent.

CBS Engineers Elect

ELECTION of Kendall E. Dav as president of the association the employes of the engineerin department of Atlantic Broadcas ing Corp. Inc., technical operati subsidiary of CBS, was announc Oct. 1. Other officers elected the company union are John Tiffany, vice president; Arthur Mundorff, treasurer; Charles Kleinman, secretary; Lester Hatfield, national representativ and an executive committee co prising L. K. Farkas and Charl Malmstedt.



X MARKS THE SPOT !!

And the "spot" is St. Louis and its surrounding territory. Thi rich and active trading area, completely and efficiently covered b KWK, should receive your most serious consideration. An adver tising campaign through KWK will definitely increase your sales And remember, now that we have just installed a fine new 5000-wat transmitter, we expect to show even better results than we have i the past.

KWK

THOMAS PATRICK INCORPORATE
HOTEL CHASE — ST. LOUIS, MO

REPRESENTATIVE — PAUL H. RAYMER CO
NEW YORK — CHICAGO — SAN FRANCISC



WKY Sells for Its Advertisers by Consistently Selling Itself!

• Because WKY never lets up selling itself, there's never a let-up in its pulling power for advertisers.

Consistently and with dominant space, WKY keeps selling itself to its audience through the Southwest's greatest publications.

WKY's complete program schedule appears every day in more than 185,000 copies of the Daily Oklahoman and Oklahoma City Times and twice a month in the Farmer-Stockman, farm paper read in more than 205,000 rural homes of Oklahoma and North Texas.

Regularly each Sunday (oftener, if programs or events of special interest warrant it) WKY uses large space, frequently in one and two colors, to keep its audience thoroughly aware of what it is doing . . . to keep itself in the public eye and ear . . . to keep itself the most listened-to, most talked-about, most written-to station in Oklahoma.

WKY

OKLAHOMA CITY

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman

National Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Ice Institute Planning A Second Network Show

WITH various local members planning sponsorship of local programs, National Ice Institute, Chicago ice association, which has engaged a 38-station CBS network for a Tuesday-Thursday 11:35 a. m. to noon program, also is planning an operatic series on an unselected network to start after the first of the year. Gladys Swarthout, Frank Chapman and William Daly's orchestra have been signed. The association has changed the starting date of its noon program to Oct. 27 and has adopted a new title, *Homemakers Exchange*. It will run 26 weeks and is placed by Donahue & Coe Inc., New York, which last year placed the *Parties at Pickfair* CBS series for the association.

NATURAL BLOOM Inc., New York (cigars) on Oct. 12 assumed sponsorship of INS news broadcasts on WMCA, New York, four days a week, through Montrose-Rosenberg Co., New York.

WOL's Regional Grant Is Reaffirmed; 2 New Stations, Power Boosts Granted

REAFFIRMING its decision of last summer, the FCC Broadcast Division Oct. 13 granted the application of WOL, Washington, for regional facilities with 1,000 watts power day and night. It is now a local operating on 1310 kc. with 100 watts, and with the authorized change will shift in frequency to 1230 kc.

The action reaffirms its grant of July 22 which was protested by several stations on the ground that the usual protest period had not expired. As a consequence it set aside that grant, which it reaffirmed.

There are pending a half-dozen applications before the FCC for new stations in Washington, all of which are on the hearing docket. Several of these ask for the facilities now occupied by WOL. Among these are applications of former Senator C. C. Dill, of Washington; Continental Radio Co., Scripps-Howard subsidiary, and William B. Dolph, manager of WOL and radio director of the Democratic National Committee.

At the same meeting, the FCC granted two new local broadcast station applications, and authorized several increases in station power. The new grants are to Robert K. Herbst, Moorhead, Minn., for a new station to operate on 1310 kc., with 100 watts, full daytime and sharing night-time. Identical facilities were granted Roberts McNab Co., Jamestown, N. D., which will share with the new Moorhead station at night. The principals in the latter are R. B. McNab, Arthur L. Roberts and A. J. Breitbach.

KMO, Tacoma, Washington, was authorized to increase its power day and night from 250 watts to 1,000 watts. Daytime increases in power to 250 watts were given WTMV, St. Louis; KRND, Shreveport, La., and WJAC, Johnstown, Pa.



Philco Agrees to Revise Claims for Its Receiver

PHILCO Radio & Television Corp. Philadelphia, has agreed with th Federal Trade Commission that i will cease broadcasts, the effect o which is to imply to listeners "tha the announcer has actually tune in a designated foreign station that the program heard is picke up from such foreign station an is being rebroadcast through th local station or network over whic the announcer is speaking, or tha the foreign station was originall picked up and a recording mad therefrom, when such are not th facts."

According to the FTC, Philc broadcasts programs titled *Aroun the World With Boake Carte* consisting of transcriptions i which Carter describes his visits t foreign countries, during whic tuning in of foreign stations i simulated. Philco also agrees t cease such statements as "with th new Philco I can tune what I war when I want it", implying tha foreign programs can be obtaine with reasonable clarity regardles of atmospheric conditions or signa strength.

WOR in New England

PAUL A. BELAIRE, formerl sales representative of WB WBZA, Boston-Springfield, ha been named a New England re resentative of WOR, Newark, e fective Nov. 1. The opening of Boston office by WOR followe growth of the station's account interested in the New Englan market. Before joing WBZ-WBZ Mr. Belaire had been with WPR Providence, as salesman and late sales manager.

Prestone-Eveready Spots

NATIONAL CARBON Co., Ne York (Prestone anti-freeze) ha begun its fall campaign on 11 stations, using station-break a nouncements until mid-Januar During the week of Nov. 15, th same sponsor for Eveready B ba teries will buy station-breaks al on 10 middle western stations. M. Mathes Inc., New York, ha dles the account.

Canada Dry Spots

CANADA DRY GINGER AL Inc., New York (beverages) Oct. 26 starts a series of on minute RCA-Victor transcription twice a day, six days a week, WQAM, WDBO, WJAX, WFL WSUN, WFIL, WRC and a grou of unselected New England st tions. J. M. Mathes Inc., New Yor has the account.

Corn Products on CBS

CORN PRODUCTS REFININ Co., New York, is negotiating f a quarter-hour program on CB Mondays, Wednesdays and Fr days, 1-1:15 p. m., starting da undetermined. Talent will inclu Ray Sinatra's orchestra, Mort Bowe and Mary Belle. E. W. He wig Co., New York, has the a count.

Luden Station Breaks

LUDENS Inc., Reading, Pa. (cou drops) during the week of Nov. will start a series of station-bre announcements for 13 weeks WCCO, WPTF, WKY, WISN. J. Mathes Inc., New York, is agenc

Service
creates an audience
and brings advertising
Results

Twenty-seven advertisers signed contracts with WLS in September—a month's record of which we are justly proud. Six of these were yearly renewals of present contracts — seventeen were seasonal orders by regular WLS advertisers—ten were new, attracted to WLS by successes being made by other advertisers.

Proud as we are of this September sales record, we take greater pride in that it reflects a continued enlargement of the service and entertainment to mid-west homes which has been our aim since 1924, and which has built for WLS such tremendous listener loyalty, and—"Listener Loyalty Predicates Advertising Results."

●

Twenty-four food advertisers used time on WLS in September. Twenty of these have advertised over WLS before. This is a record number of food sponsors in one month.

●

A food distributor tested for a a week a program featuring "Pokey Martin", a tall-story teller, offered Pokey's mother's recipe book to mid-west listeners. Result—the advertiser signed a year's contract.

●

WLS broadcast twenty-eight hours of educational and service programs during September. Over seventy executives, professional men and women, farm experts, political and civic leaders spoke. Favorable response proves WLS service is appreciated.

KNOW WLS 50,000 Watts

The Prairie Farmer Station
CHICAGO

BURRIDGE D. BUTLER Pres. GLENN SNYDER Mgr.

National Representatives John Blair & Co.

Dr. Pepper Co. Renews Program on 20 Stations

RENEWAL of the *Pepper Upper* program over a special Sunday hookup of 20 Southern radio stations, under the sponsorship of the Dr. Pepper Co., Dallas (soft drinks), was announced Sept. 30 by Tracy-Locke-Dawson Inc., Dallas agency. The show, which began using the expanded network last April after a full year of testing on the Texas Quality Network, will run for 26 more weeks through March, 1937. Expansion of the network kept pace with the opening of new markets by the sponsor.

The program goes on the air Sundays at 5:30 p. m. (CST) and takes advantage of the "curtain raiser" aspects of the usual Sunday night list of big-time programs on the network. Since the opening of the Texas Centennial it has been broadcast from the grounds before audiences of about 3,500. Starring *Sugah and Her Boy Friends, Roy & Jimmy* and the *Pepper Upper Trio*, the show also has had as guest artists the many celebrities visiting the Centennial. It is produced by Alex Keese and Tex Brewster.

AN APPROPRIATION of $5,000 to finance experimental radio programs on WNYC, New York municipal station, was asked of New York's board of education by Dr. Joseph M. Sheehan, associate superintendent of schools.

Budget for Politics

THAT the Republican National Committee's "public relations" budget has been fixed at $1,750,000 for the current campaign, was disclosed Oct. 6 by Henry Fletcher, committee counsel, in announcing in Washington that the G.O.P. expenditures in the campaign would run $8,636,000. The public relations division is the one headed by Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency, and embraces radio, billboards, etc. It is believed expenditures for radio time, at first calculated at running to $1,000,000, will not reach that amount this year, although they will exceed the 1932 G.O.P. total of $500,000.



SAN FRANCISCO – OAKLAND

United by the great Bay Bridge which opens to traffic next month.

MOUNTING PAYROLLS, increasing population and building permits, new industries, expansion of bridge, highway, water, rail and air transportation facilities to serve the Pacific Coast, the inland empire, the Orient, Alaska, South America, Australia, New Zealand – all make a great market opportunity for your company and product.

KYA in San Francisco is the open door into every home in this market of 2,000,000 people.

KYA should be on your schedule.

KYA

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO

NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

Rail Group Advises Radios in All Cars

Central Systems for Limiteds Drawn Up by Technicians

CENTRALIZED radio systems on de luxe passenger trains and radio pillows so individuals can listen to programs in their seats and berths were recommended to the Association of American Railroads by its telegraph and telephone section, a group of communications officials of leading railways, at its annual meeting in Washington Oct. 8.

Exemplifying the increasing interest of railroads in broadcasting reception to entertain passengers, the group outlined the technical needs for radio receiving sets on trains and recommended the use of equipment, especially designed to stand the jars of rail travel. The systems would be located in a compartment, baggage car or other suitable car under the supervision of an operator and the output of the receiver could be distributed through a train line to the various cars.

Pillows That Talk

FOR THE individual receiving sets it was proposed that "radio pillows" be used in the sleeping and chair cars so reception could be confined to the individuals and not disturb surrounding passengers. The radio pillows would consist of a plug connected to a high-quality speaker mounted within a sponge rubber pillow and covered with the usual linen pillow slip. The radio pillows would be individually wired and provided with volume controls, is was suggested.

The centralized system for the deluxe passenger trains, it was recommended, should also be supplemented with apparatus for the playing of phonograph records when radio reception is poor and for announcements if desired. The system would be used to operate both the individual radio pillows and the loud speakers in the various cars, while the report also recommended small cabinet loud speaker units in the drawing rooms and compartments of sleeping cars.

Consulting members of the committee were W. H. Arkenburgh General Electric Co.; A. L. Budlong, American Radio Relay League C. A. Davis, Graybar Electric Co. S. W. Goulden, RCA; B. Lazich Union Switch & Signal Co.; D. G Little, Westinghouse E. & M. Co. Elam Miller, A. T. & T.

KGKO, Ft. Worth, Move Leads to New Application

WITH KGKO, Wichita Falls, Tex. recently authorized by the FCC to move into Fort Worth, where it will be operated as an NBC-Blue outlet, a newly formed company called the West Texas Broadcasting Co. applied to the FCC Oct. 1 for a construction permit for a new station in Wichita Falls to operate with 1,000 watts full time on 1380 kc. Stockholders in the new company are J. H. Allison, Rhea Howard and B. D. Dennell, who are also officers and directors of the *Wichita Falls Times & Record News*. KGKO was sold to Amon Carter, publisher of the *Fort Worth Star-Telegram* and owner of WBAP, Fort Worth.

ROLL CALL *at* B. B. C.



Roger Baker, ace sports commentator, and Dickie Wanamaker, talented and experienced child artist, are the principals in Roger and Jimmy — one of the most successful shows of its kind on the air.

LANDSHEFT AND BONNING INC.
Advertising — Merchandising
LIBERTY BANK BUILDING
BUFFALO, N. Y.

October 2, 1936

Buffalo Broadcasting Company,
Rand Building
Buffalo, N. Y.

Gentlemen:

We want to make a complaint.

Last March we put Roger and Jimmy on the air for O'Rourke's Blue Seal Bread.

In working out the merchandising angles it was decided to form a Blue Seal Club and to send membership badges and buttons to all children writing in for them.

At that time we asked you how many members we might expect to enroll over a thirteen weeks period.

You estimated that ten thousand badges and buttons would be sufficient.

We ordered the ten thousand.

At the end of the third week, 26,718 applications had been received, smashing the station record for mail received as a result of a local program during a compareble period of time.

Before the program went off the air for the summer, this number had been increased to 35,000 members.

We, therefore, brand your estimate of 10,000 as false and misleading, unethical and a lot of other things.

At any rate, it's a swell show and has done an excellent job for our client.

We are looking forward to even better things from the fall and winter series that has just stated.

Sincerely yours,
LANDSHEFT AND BONNING, INC.
William Landsheft
President

AW:Landsheft:r

Landsheft and Bonning, Inc., whose letter is reproduced above, have supervised this outstanding radio program. Their letter speaks for itself.

Thirty-five thousand children enrolled in a thirteen weeks period.

Twenty-six thousand enrolled in a *three weeks period.*

Thirty-five thousand boosters for a new and *different* program.

Thirty-five thousand salesmen for O'Rourke's Blue Seal Bread.

An enormous listening audience established by a local station using local talent and competing with the best the networks have to offer.

Landsheft and Bonning, Inc., advertising agency for the O'Rourke Baking Company, have learned from their experience with this and other successful radio shows over the same station that B. B. C. delivers a buying radio audience.

Here is an organization producing "network programs" over a local station and delivering "network" results to their clients.

The same organization and the same facilities are ready to do a "local network" job for you.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Bunte Brothers Books Spots and Michigan Net

BUNTE BROTHERS, Chicago (Tango candy bars), on Oct. 5 started an announcement campaign, using from three to six announcements weekly in the evening on the following stations: WSB, WAPI, WCHS, WBT, WMC, KOMA, KVOO, WCKY, WFAA, WBAP, WGBF, KMBC, WIRE, WSM, WOW, WMBD, WCAE, KWK, WIBW, KFH, WOAI, KFYR, WMT, WGAR, WHO, WEBC, WOWO, WTMJ, WHAM, WGY, WTCN, WSPD, WNAX. The daily temperature report announcements which have been used all summer on WBBM are being continued. WQAM will be added after Jan. 1, 1937.

Bunte Brothers also started a junior variety show on the Michigan Network, Oct. 13, Tuesday thru Friday, 5-5:15 p. m., using artists from 16 to 20 years old. Agency: Fred A. Robbins Inc., Chicago.

PROFITING FROM ELECTIONS

WROK Has Local Electric Utility as Sponsor for Daily Presidential Straw Ballot

CASHING in on the coming election, not only in a financial way, but also in garnering new listeners, WROK, Rockford, Ill., has started the *WROK Ballot Box*, sponsored by Central Illinois Electric & Gas Co. The program is built from results of a survey which covers 100 homes daily in Rockford and the surrounding territory.

Totals are broadcast nightly and a recapitulation is given at the end of the program, indicating the totals in the balloting up to date. Listeners are invited to keep charts and a running record of the results for themselves. Most of them do, as politics is a very serious business in this part of the country.

According to Donald McClure, president of the Central Illinois Electric & Gas Co., the program is an outstanding success, not only in building goodwill for the company, but in actually selling the three services which it advertises —a furnace gas-burning attachment, gas ranges and their "Better Light—Better Sight" campaign.

Three commercials, one for each product, are included in the program, by the same voice handling the feature. All commercials are worked carefully into the continuity in such a manner that the selling is done before the listener realizes he has been subject to a commercial announcement.

KXOK will be the call letters of the new 1,000-watt station on 1250 kc. which the FCC recently authorized the *St. Louis Times-Star* to construct.

Tony was a showman

but . . .

he was short on power!



YOU HAVE to hand it to the organ grinder on one count. He put up a good show. But he just naturally couldn't reach many people at a time. Consequently Jocko's cup never ran over.

It's the same way with radio. Showmanship must be coupled with plenty of power to do a real advertising job. And that is what WSM delivers—50,000 cleared channel watts to reach out to the audience you want, coupled with the inimitable WSM showmanship which makes that audience eager to listen to what you have to say, to buy what you have to sell.

Incidentally, WSM's showmanship and power offers you entry into the Nation's fastest growing section.

National Representatives
Edward Petry & Co.

WSM SHOWMANSHIP AND POWER

50,000 WATTS

NASHVILLE, TENNESSEE

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.

Democrats Forget Ban on KFI-KECA

Communist Issue Heard Again; Air Crowded With Politics

LIFTING of the Democratic National Committee ban against KFI and KECA, Earle C. Anthony stations in Los Angeles, even before it was to have become effective early this month, was ordered after an eleventh-hour reconsideration of the issues by party leaders. The Committee, after a discussion with White House attaches last month, had decided to bar commercial political programs over these stations because Mr. Anthony had declared to accept last *Fireside Chat* of President Roosevelt on Sept. 6 as a sustaining program.

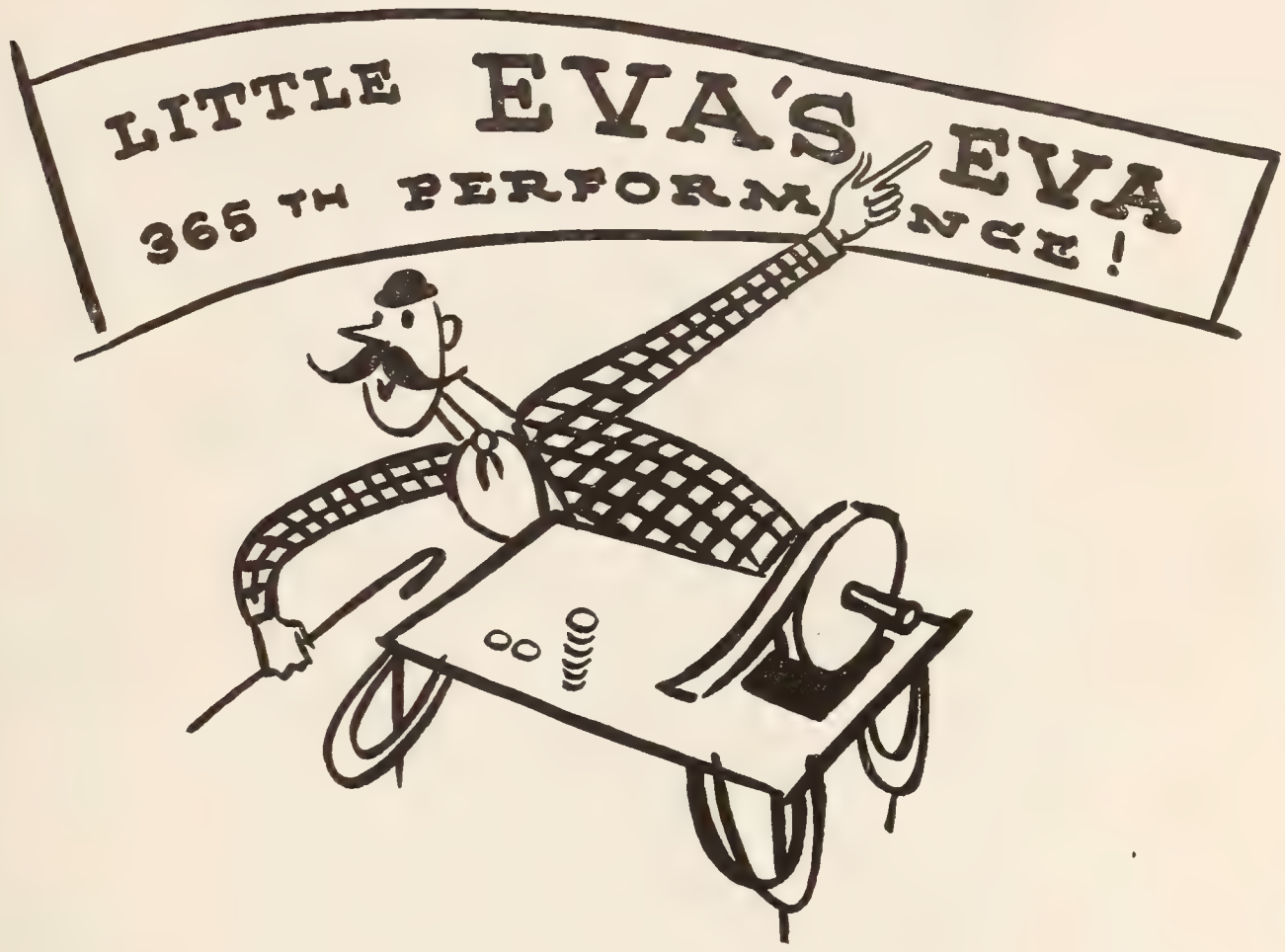
Orders had gone out that the Oct. 1 campaign address of the President, presented over both NBC-Red and CBS networks, should not include KFI or KECA. During the afternoon of Oct. 1, however, the matter was taken up with Democratic headquarters by NBC Vice President Frank M. Russell. It is understood, he pointed out, that KFI since the *Fireside Chat* had taken two sustaining programs by the President and that it did not propose to reject such sustaining features. The indication was that the Anthony stations would not be excluded from future Democratic campaign addresses. Moreover, it is understood that Democratic organizations in Southern California had petitioned headquarters to use KFI.

This development was the only one of real importance during the fortnight, even though politics literally swarmed over the ether. There were still mild revivals of the Communist issue, and the FCC on Oct. 10 made public letters to complainants over the refusal of WCAE, Pittsburgh, to carry a speech by Earl Browder, Communist presidential candidate, fed by NBC last Aug. 28.

In answering each of two letters, which claimed that "other offenses are being committed", the FCC brought out it had no jurisdiction over criminal offenses, and suggested that the complainants take up the matter with the U. S. attorney in their districts.

WBOW, Terre Haute, Ind., had to do some fast thinking in connection with Communist Browder's scheduled address over the station late last month. Arrested by Terre Haute police, Browder's attorney was permitted to deliver the candidate's speech over the station, and this was followed by an address by an executive of the American Legion, so that both sides of the issue were presented. It was at the request of the Legion and of the Chamber of Commerce that Browder's attorney was permitted to talk. W. W. Behrman, manager of WBOW, decided to preface the Browder speech with a brief statement of the policy of the station.

The KFI-Democratic situation precipitated something of a furore when NBC fed to KHJ, Don Lee CBS outlet in Los Angeles, the President's speech from Syracuse late last month, without KFI's consent. This, KFI contended abrogated the NBC contract to provide it exclusively with Red network service in Los Angeles. The situation was healed by long distance conversations between Mr. Anthony, Harrison Holliway KFI-KECA manager and NBC and Democratic committee officials.



New York is Not a One Night Stand

Sooner or later, the sales managers and merchandise managers and space-time buyers of this fair land will get it through their heads that they must ring up more than one curtain on the market which WOR serves. Most advertisers would sneer serenely at the thought of making a dent in Greater New York and Philadelphia with a campaign concentrated in one newspaper, or one magazine. Yet, they lean blithely on one outlet of a national hook-up to perform a task which can be done in the most highly efficient and economical manner only when supplemented by WOR.

WOR

New Station Calls

CALL letter assignments to the various new stations recently authorized for construction by the FCC [BROADCASTING, Oct. 1] have been made by the FCC License Division as follows: KXOK, St. Louis; KWOS, Jefferson City, Mo.; KSJS, Salina, Kan.; WNNY, Watertown, N. Y.; KSUB, Cedar City, Utah; KGSS, Sioux Falls, S. D.; KOAM, Pittsburg, Kan.; WHIP, Hammond, Ind.; WAIR, Winston-Salem, S. C.; WBJW, Kinston, N. C.; WDRB, Wausau, Wis.; WBHP, Huntsville, Ala.

Professor Vallee

NOW it's Professor Vallee, Rudy's newest title, bestowed by Suffolk Law School, Boston, which in February will give a course in radio broadcasting stressing advertising showmanship. Vallee and Dean Gleason L. Archer, of the school, are personal friends and Archer tutored Rudy while he was conducting a law series on NBC.

March of Time Back

THE *March of Time* will return to the air Thursday, Oct. 15, 10:30-11 p. m., on 41 CBS stations under the sponsorship of Time Inc., New York (*Time* magazine and its new picture magazine), the program reverting to its original once weekly halfhour period. Time Inc. is expected to use the program to promote the new picture magazine, scheduled to make its debut late this fall. Batten, Barton, Durstine & Osborn Inc., New York, will continue to handle the account.

The CAROLINAS present
a Combination Market..... here
is the combination to open it.

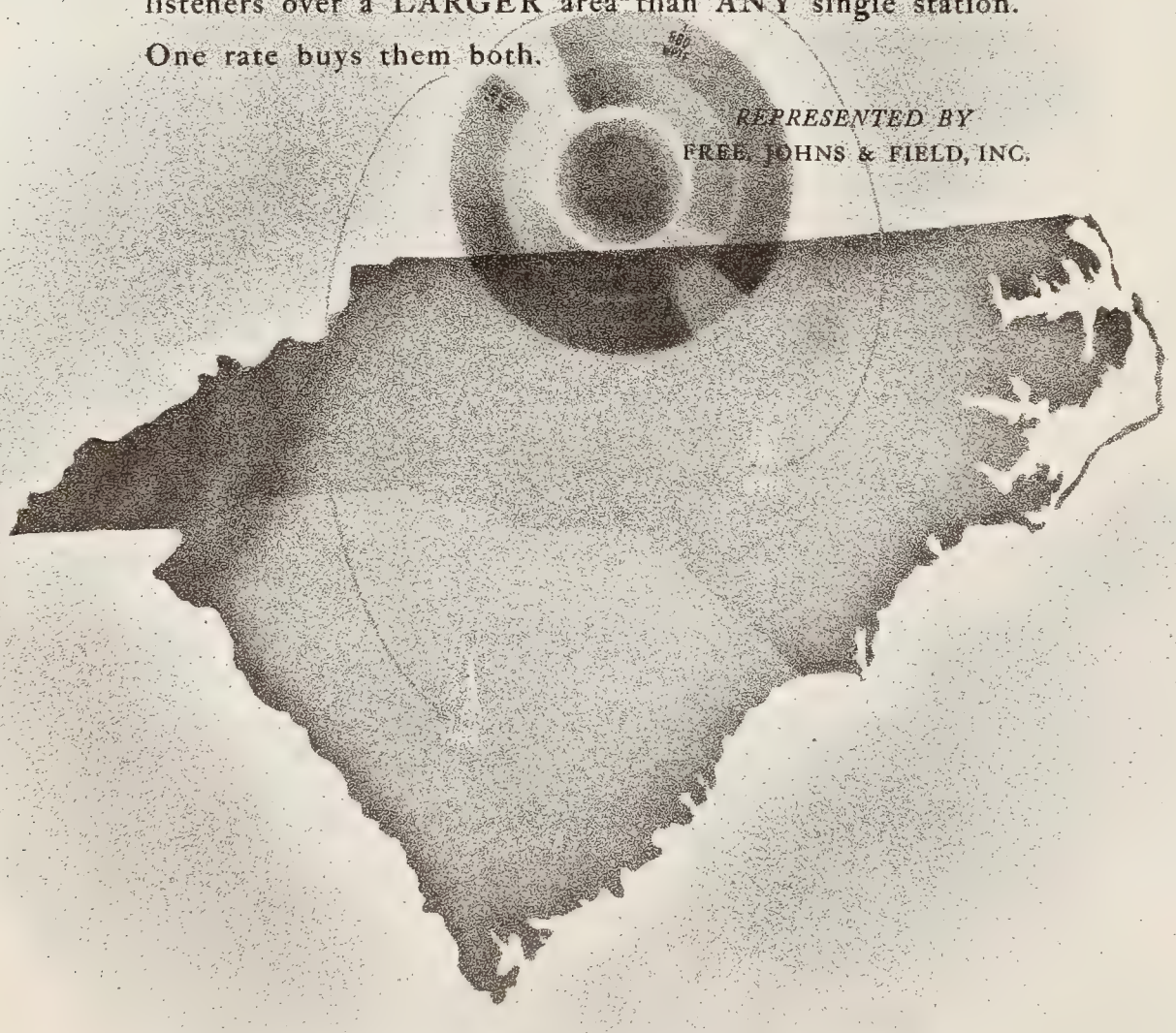
WIS COLUMBIA, S.C.

WPTF RALEIGH, N.C.

A "COMPETITIVE" COMBINATION RATE

From the capital cities of their respective states, these two NBC 5000-watt stations afford BETTER service to MORE listeners over a LARGER area than ANY single station. One rate buys them both.

REPRESENTED BY
FREE, JOHNS & FIELD, INC.



Music Especially For Radio Sought

CBS Commissions Composers To Write Special Numbers

CBS has commissioned six distinguished American composers to write music especially for radio. William S. Paley, CBS president, announced Oct. 3 that Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still have accepted the first Columbia composers' commission, designed to encourage writers of serious music to utilize the possibilities of the microphone and the loud speaker.

The subject has long been discussed at NAB conventions, the NAB at present maintaining a copyright bureau engaged in compilation of public domain music as part of its program.

Deems Taylor, recently named consultant on music for CBS, said: "A radio network today reaches the greatest music audience in history. The microphone allows the composer to produce orchestral effects that would be impossible in the concert hall. The audience for American music has grown tremendously in the past few years and we feel that this commission will offer that audience an opportunity to realize the extent to which radio has made new instrumental effects and tone colors possible.

Time the Only Limit

"THE commissioned works may be in any form, the only restriction placed upon the composers being that we have suggested time limits suitable to broadcasting. Thus, if the composer elects to write a symphony, a cantata, or an opera, it is not to exceed 40 minutes in length; if a suite or concerto, its maximum length will be 22 minutes; if a work in one movement, between eight and fourteen minutes.

"We thought at first of holding a contest but we finally decided to commission certain composers outright. We did this for two reasons. First, because it is difficult to induce talented and successful men to take part in a contest in which they run the risk of having nothing for their pains, but experience; second, because we feel that the reputations and past achievements of the men we have selected are a guarantee that we shall be able to offer the public six works that we can be proud of having sponsored."

The composers were chosen by a committee of the CBS program department, with Mr. Taylor as advisor. The works are to be finished by June 1, 1937, and will be performed by the Columbia Symphony Orchestra, probably conducted by Howard Barlow, during the summer of next year. They are to be written for the usual radio concert orchestra and their creators will be entitled to all income from publication and performance rights.

A broadcast will be announced shortly by the Columbia network in which the orchestra will demonstrate old and new ways of scoring, and indicate the ways in which radio has enriched orchestral color.

WHEN Amos 'n' Andy returned to Chicago Oct. 5 from Hollywood Bill Hay rejoined the program as announcer.



America's Oldest Radio Broadcasting Station

Setting New Records in Listener Interest in Detroit Market

Now, more than ever, WWJ is FIRST in listener interest in America's fourth market. With a series of programs that made history WWJ dedicated its splendid new facilities, unsurpassed in America. Programs that originated in WWJ's new studios reached a nationwide audience and won unique praise from America's best citizens.

The outpouring of congratulatory letters from old Detroit listeners reaffirmed WWJ's claim of being the HOME radio station of America's fourth market — the station to which most sets of Detroit have been tuned these last 16 years.

Advertisers wishing to reach the most worthwhile audience of Detroit will consider Detroit's overwhelming listening preference for WWJ's commentators and programs as proved by every survey ever made.

WWJ

CKLW Is Denied Right To Pickup Pro Football

FOLLOWING objections filed by James F. Hopkins, manager of WJBK, Detroit, the FCC on Oct. 9 denied CKLW, Windsor-Detroit the temporary authority it sought to broadcast the football games of the Detroit Lions, professional champions, Sundays throughout the season starting Oct. 11. Mr. Hopkins, who has a contract to carry the games, objected to their additional broadcasts by a Canadian station. The Canadian station had to secure permission of the FCC under the rules requiring special permission to relay wire programs to Canada, which permission CKLW had previously secured for Mutual Network programs. Special local authority had to be sought and George A. Richards, chief owner of WJR, Detroit, who also owns the Detroit football club but whose station does not carry its games, made the application.

WARBLERS ALL
Bird Food Sponsor Launches Seventh Year Series

AMERICAN BIRD PRODUCTS Co., Chicago (American 3 Vees bird seed, song food, etc.), on Oct. 4 began its seventh year of broadcasting by launching quarter-hour Sunday morning series on WGN, Chicago, WTCN, Minneapolis, and WHO, Des Moines. Talent in each program series is a chorus of a dozen or more canaries, who sing to an organ accompaniment. Martha Schwartz, of Weston-Barnett Inc., Chicago agency placing the advertising, said that many of the birds have been broadcasting steadily during the entire seven years, with the exception of the annual layoffs during the summer moulting season. Whenever the sponsoring company, which deals in birds as well as in seeds, foods, cuttlebone, gravel and other bird supplies, acquires an unusually good singer, he is placed under the training of the older birds until he is ready to join in the broadcasts as a full-fledged "American Radio Warbler". During the week the birds are on display at one of the stores handling the products of their sponsor, accompanied by a bird counsellor who advises the store's patrons about the care of their own birds.

A two-day feeding supply of American 3 Vees Balanced Diet, including both bird seed and a song food containing cod liver oil and irradiated yeast, is offered on the program free to any listener on request. Window posters advertising the program have been sent to all dealers.

40 Fathom to Use Spots

BAY STATE FISHING Co., Boston (40 Fathom Fillets) will launch a 20-week one-minute spot announcement campaign, twice weekly, on 25 stations during the week of Oct. 19. Discs were cut by RCA-Victor and placed through Spot Broadcasting Inc., New York, for Bay State's advertising agents, Street & Finney Inc., New York.

West Coast Agency Group Sets Plans
Radio to Be Discussed During Second Annual Convention

RADIO and advertising representatives from all parts of the West Coast as well as many from eastern cities, will attend the second annual Pacific Coast convention of the American Association of Advertising Agencies to be held at Del Monte, Cal., Oct. 29-30.

Following last year's procedure, all sessions of the convention will be invitational, informal and unrecorded. First day business sessions will be for members and agency guests only. Members and all guests will be admitted on the second day. Changing external factors affecting agencies and their work, will be discussed at closed sessions. Phases of agency activities which reflect changing conditions and new opportunities will be studied. The dynamic side of the problems of advertising, with no thought in mind that the essentials of agency practice are changing, will be stressed throughout the two-day convention.

Radio and Hollywood

JOHN BENSON, president of the AAAA, New York City, and Paul Cornell, of Geyer, Cornell & Newell Inc., that city, who is chairman of the AAAA board, will attend the convention and be among the principal speakers. With them will be several other eastern advertising executives. Radio is to be one of the subjects to be discussed at the closed sessions.

Others scheduled to speak during the conclave include Joseph Sinel, New York industrial engineer, whose subject is "The Public Eye", and Prof. James W. Young of the University of Chicago, on "The Technique of Producing Ideas".

Douglas G. McPhee, San Francisco business writer, is convention executive in charge of arrangements for the conclave. Committee on program headed by Dan B. Miner, head of Dan B. Miner Co. Los Angeles agency, and chairman of the Southern California Chapter of the AAAA, includes Joseph R. Gerber of Gerber & Crossley Inc., Portland agency, and chairman of Oregon Chapter; Burt Cochran of McCann-Erickson Inc. Seattle, who is also chairman of the Washington Chapter, and Ed Pitts of J. Walter Thompson Co. San Francisco. Gerber and Cochran will preside as chairmen over the sessions.

Tom F. Harrington, manager of the Hollywood offices of Young & Rubicam Inc., is to be one of the principal speakers at the closed sessions, having for his subject "Radio Goes Hollywood". Although the complete program has not been announced, it is expected that other speakers will include radio in their talks during the convention.

NBC has mailed to 5,000 advertisers, agencies, clients and prospects the second booklet in its direct mail campaign for the Blue network, titled *Great . . . And Growing Greater*. The booklet reviews improved facilities of the Blue, outstanding programs and talent, and citations of unusual sales results.



Choose your spots for "Spot" broadcasting carefully and you will most certainly list KFYR, Bismarck, N. D., on your schedule.

Check its position on the map—think how well its power on 550 Kc. will carry your message to an audience of more than 2,000,000 people in North and South Dakota, Nebraska, Montana, Wyoming, Minnesota and a part of Canada.

It's wasteful to spend more to reach this audience—but it's more wasteful to ignore it.

NBC

5000 Watts Day
1000 Watts Night
550 Kc.

BISMARCK KFYR N. DAKOTA

STRICTLY CONFIDENTIAL!

HERE is a hot tip for alert national agencies and advertisers. It may mean a lot of dollars to you so we hope that you will keep it under your hat. Don't whisper it to another living soul who may be scouting around for a big market for his product.

BUFFALO'S 150,000 families — right at this very moment — are getting ready to buy millions of dollars' worth of automobiles, household appliances, cosmetics, clothing, canned goods, furs, shoes — in fact, all the necessities and many of the luxuries of life. Unless you tell them — now — about your car they may go out tomorrow and buy some other make. If you do not call their attention — through WBNY — to the quality and merit of your product, they may, and probably will, spend their money on "something just as good."

STATION WBNY can put your story across quickly and effectively not only in the city of Buffalo but throughout the populous Western New York area of more than 2,000,000 men, women and children. This comprises one of the best markets in the entire United States — a market that has been neglected altogether too long by many agencies and advertisers who have failed to study its possibilities. It is a natural for you now because the depression is a thing of the past and the entire area is enjoying the exhilarating air of genuine prosperity.

LIKE Chicago, Detroit, Cleveland and every other city on the Great Lakes, Buffalo and its environs have a large cosmopolitan population. Keen, far-sighted advertisers recently discovered these thrifty racial groups. The best way to reach them in Western New York is through the daily Polish, German and Italian programs broadcast by Station WBNY.

WBNY

Owned and Operated by Roy L. Albertson

Studios — 485 Main Street **BUFFALO** Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City 520 N. Michigan Avenue, Chicago 122 S. Benton Way, Los Angeles

Newspaper Groups Expanding Activities in Broadcast Field

Scripps-Howard Buys Memphis Commercial Appeal And With It Acquires Both WMC and WNBR

THAT newspaper groups, second only to the national networks, are expanding their ownership or control of radio stations, was emphasized again during the last fortnight with the acquisition by the Scripps-Howard interests of two more radio stations along with their purchase on Oct. 5 of the *Memphis Commercial Appeal.*

In buying the newspaper and adding it as the 24th in their chain, the Scripps-Howard group also will take over WMC, a 1,000-watt night and 5,000-watt day station on 780 kc., and WNBR, which has 500 watts night and 1,000 watts day on 1430 kc. WMC is an NBC outlet and WNBR is an independent only recently acquired by the newspaper. WNBR is scheduled to go on the NBC-Blue network when it begins its contemplated expansion southward.

The purchase price of the stations was not disclosed, being part of the unstated price of the newspaper. Scripps-Howard already publishes the *Memphis News-Scimitar,* an afternoon daily, and thus adds a morning paper to its chain. The newspaper organization itself purchased the stations along with the newspaper, whereas the other two stations identified with Scripps-Howard — WNOX, Knoxville, and WCPO, Cincinnati — are owned by Continental Radio Corp., a subsidiary of the E. W. Scripps Co. The latter company, however, is a major stockholder in the Scripps-Howard newspapers.

Scripps-Howard slightly more than a year ago [BROADCASTING, Sept. 15, 1935] indicated its intention of invading the radio field with its purchase of WCPO, a local, and with the establishment of Continental. Karl Bickel, former president of the United Press, was named president of Continental, and James C. Hanrahan, formerly with the *Des Moines Register & Tribune* stations, vice president. On Oct. 1, Mr. Hanrahan was sent to New York to handle radio activities for the newspaper chain as a whole, while Jack Howard, son of Roy Howard, chairman of the Scripps-Howard executive committee, was sent to Washington as its representative.

Mr. Bickel sailed for Europe in latter September and it is understood that the Memphis negotiations were handled by other executives of the newspaper chain, with Mr. Hanrahan advising on the radio details. The transfer of the two stations is subject to FCC approval. It is indicated by the Scripps-Howard organization that no changes in the radio staffs are contemplated, and that Henry Slavick, for many years manager of WMC, will continue in that capacity over both stations.

With NBC owning or managing under lease 15 stations and CBS 10, the next largest group owner of stations is Hearst Radio Inc., subsidiary of the Hearst newspaper enterprises, which now own 10 stations outright, most of them acquired by purchase during the last year. These are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles; KOMA, Oklahoma City; WACO, Waco; KNOW, Austin; KTSA, San Antonio — the latter four purchased last spring from the now defunct Southwest Broadcasting System and their transfer of ownership recently authorized by the FCC.

The next largest newspaper group holding is the Mason-Dixon Group, owned by the Steinman brothers, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal,* with six. These are WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton, all in Pennsylvania, and WDEL and WILM, Wilmington.

The McClatchy Newspapers of California own KFBK, Sacramento; KERN, Bakersfield; KMJ, Fresno; KWG, Stockton, and KOH, Reno, Nev.

The Gannett Newspapers, another big chain, own WHTH, Hartford, and have partial interests in WHEC, Rochester; WOKO and WABY, Albany, and WHDL, Olean, N. Y. This group also operates WESG, Elmira, N. Y.. under lease from Cornell and has various applications pending before the FCC for additional radio stations.

The *Des Moines Register & Tribune* owns KSO and KRNT in Des Moines and WMT, Cedar Rapids, Ia., while the *Cleveland Plain Dealer* owns WHK and WJAY, Cleveland, and WHKC, Columbus, and has 40% interest in WKBN, Youngstown. The *Lincoln* (Neb.) *State Journal* and *Star* have minority interests in KOIL, Omaha, and KFAB and KFOR, Lincoln. The *Buffalo News* owns WBEN and WEBR in that city.

Western Groups

THE PUBLISHERS of the *Oklahoma City Daily Oklahoman* own WKY, Oklahoma City, and KLZ, Denver, and recently formed a corporation to purchase KVOR, Colorado Springs. The Capper Publications own WIBW, Topeka, and WLBF, Kansas City, Kan. The *Fort Worth Star-Telegram* owns WBAP, Fort Worth, and in September was authorized to move its recently purchased KGKO, Wichita Falls, into Fort Worth. The *Portland Oregonian* owns KGW, Portland, and operates KEX in the same city under lease from NBC, while the *Portland Oregon Journal's* management has a minority interest in both KOIN and KALE in the same city. The *Shreveport* (La.) *Times* owns KWKH and KTBS in that city; the *South Bend* (Ind.) *Tribune* owns WSBT and WFAM in that city, and former Gov. James Cox owns WHIO, affiliated with his *Dayton News* and WIOD, affiliated with his *Miami News.*

The Jesse Jones publishing interests own KPRC, of the Houston Post, KTRH, of the *Houston Chronicle,* and KXYZ of the *Houston Post* and *Chronicle.*

Morgan Murphy, publisher of the *Superior* (Wis.) *Telegram,* is one of the chief owners of WEBC Duluth; WMFG, Hibbing, and WHLB, Virginia, all in Minnesota and another of his newspapers, the *Lafayette* (La.) *Advertiser,* is half owner of KVOL in that city. Mr Murphy is also interested in WEAU, new station recently authorized by the FCC for Eau Claire, Wis.

The foregoing are the chief group figures among newspaper owned or controlled or corporately affiliated radio stations, which now number approximately 185. Among the many new station grants during the last year, newspapers figured prominently although in most cases individually. Among newspaper owners, either of new stations granted during the last six months or purchased, are the following:

KOY, Phoenix, Ariz., under purchase option to the publisher of the *Prairie Farmer,* operator of WLS, Chicago; KYOS, Merced, Cal., owned by the *Merced Sun Star;* KHUB, Watsonville, Cal. owned by the *Watsonville Pajaronian & Register,* new station under construction; KGLO, Mason City, Ia., owned by *Mason City Globe-Gazette,* new station authorized for construction but delayed by litigation; KLAH, Carlsbad, N. M., newly authorized station affiliated through interlocking ownership with the *Pecos City* (Tex.) *Enterprise,* which also owns KIUM, Pecos; KAST, Astoria, Ore., under purchase option to the *Astorian Budget;* KBST, Big Spring, Tex. owned by *Big Spring Herald;* KPLT, Paris, Tex., authorized for construction by *Paris News;* KRBC, Abilene, Tex., owned by *Abilene Reporter-News,* whose part owners also have an interest in KGKL, San Angelo, Tex. KRRV, Sherman, Tex., authorized for construction by the *Sherman Democrat;* KTEM, Temple, Tex. authorized for construction by the *Temple Telegram*; WBLK, Clarksburg, W. Va., authorized for construction by the *Clarksburg Exponent;* KDNC, authorized for construction by the *Lewistown* (Mont.) *Democrat;* WSGN, Birmingham, recently purchased by the *Birmington News.*

In addition, the FCC in latter September authorized the *St. Louis Times-Star* to erect a new station there, which will be known as KXOK; granted the *Jefferson City* (Mo.) *Tribune* a construction permit for a new station (KWOS) granted the *Salina* (Kan.) *Journal* a construction permit for new station (KSJS); granted the Hammond-Calumet Broadcasting Corp., operators of WWAE, Hammond, Ind., in which the publisher of the *Lake County Times* has an interest, a construction permit for a new station in that city (WHIP).

Not for the Ether

WHEN two other New York stations early this month sought to install microphones in a Bronx County courtroom to cover the murder trial of an unwed mother accused of killing her baby, strong objections were raised by a third station—WBNX—which wrote to the appellate judge deploring "such sensationalism" as inimical to radio as well as the public service. The judge denied permission to broadcast, at the same time applauding the action of WBNX.

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

CONFIDENCE

in advertising messages broadcast by KSD has resulted from a carefully planned censorship policy. KSD has always guarded against the use of its facilities by the unworthy.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.

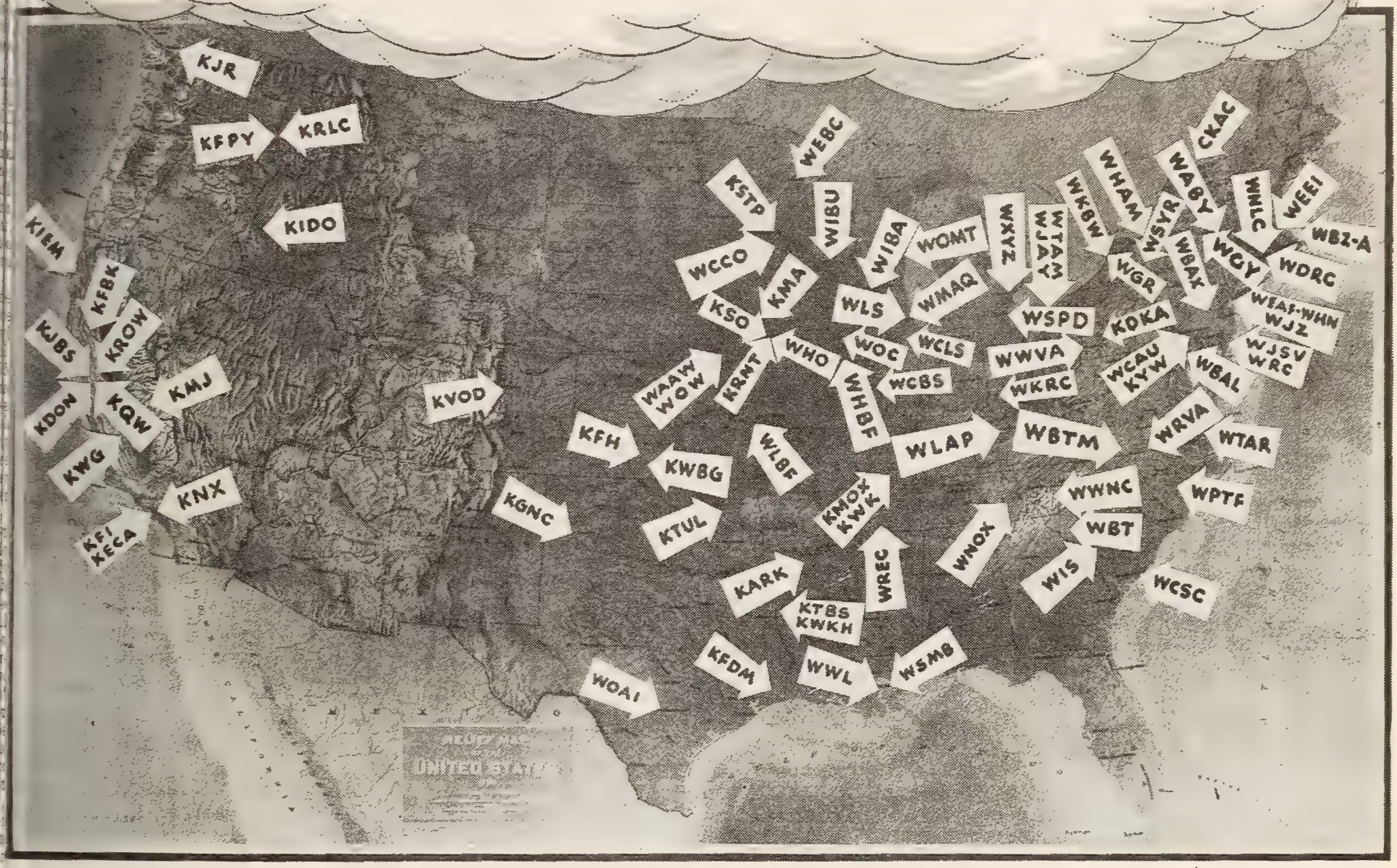
Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

DOMINANT STATIONS BUY U. P. NEWS



Dominant stations buy the United Press radio report for their newscasts as United Press assures them of

ACCURACY, SPEED, WORLD COVERAGE

by experienced writers thoroughly trained in the fundamentals that make the United Press the dominant news service.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

'Good Will Court' Faces a Lawsuit

IN THE Kings County Supreme Court, Brooklyn, Municipal Court Justice Nathan Sweedler, of Brooklyn, under the name Good Will Court Inc., on Oct. 2 filed suit against Standard Brands Inc., J. Walter Thompson Co., Mutual Broadcasting System, NBC, Knickerbocker Broadcasting Co. (WMCA), Bamberger Broadcasting Service Inc. (WOR), Macfadden Publications Inc., and A. L. Alexander. The complaint asks for $250,000 damages and also asks the court to restrain any of the defendants from using the name *Good Will Court* in any commercial broadcast.

Judge Sweedler, according to the complaint, has operated a weekly meeting of people to discuss their problems in the Guild Room of the *Brooklyn Eagle*, and a resume of these meetings is printed in the *Eagle* the following day in addition to a number of other papers. The *Good Will Court*, says the plaintiff, has been in existence for the past 10 years and was incorporated in 1929.

The plaintiff also says that A. L. Alexander, who conducts the Chase & Sanborn *Good Will Court* on NBC and Inter-City, approached Judge Sweedler some time ago asking for permission to use the name, providing no attempt was made to commercialize the name. Judge Sweedler stated he does not object to anyone using the name for a non-commercial program.

The fact that WOR, MBS and Macfadden Publications are named in this bill of complaint goes back a few months when Macfadden sponsored this same program, its first sponsors, over the Mutual and Inter-City Groups every Sunday night.

Last June Judge Sweedler sent protests to Macfadden, WMCA and MBS, threatening legal action if the use of the name *Good Will Court* was not discontinued. When Standard Brands took over the program on Sept. 20 similar notices were sent to the sponsors, their advertising agents, and NBC, but this is the first actual legal step.

No answers have as yet been filed by any of the defendants, who are allowed 20 days in which to answer the bill of complaint.

REID, MURDOCH & Co., Chicago (Monarch foods), has started a series of spot announcements, twice daily, six days a week, over the Michigan Network. Agency: Rogers & Smith Adv. Agency, Chicago.

Willard Tablet Discs

WILLARD TABLET Co., Chicago (proprietary), on Nov. 1 starts a series of five-minute transcriptions on KFEQ, KFRU, KWKO, KWK, KFAB, KMMJ, KFBI, KGGF, KVOO, KRLD, KGNC, KGKO, WWL, KWKH, KFEL, WHO, WHBF, WLS, WJJD, WIRE, WOWO, WGBF, WMBG, WDBJ, WGST, WTOC, WAPI, WREC, WLAC, WDOD, KLRA, WPTF, WWVA, KFRO, KGFI, WBOW, KTRH, KFDM and WIBA, with several more stations to be added, bringing the total up to between 40 and 50 outlets in the South and Midwest. Program, which was transcribed by Columbia Phonograph Co. in Chicago, is called *Headlines of Other Days* and uses three announcers, Dick Welles, Hugh Studebaker and John Tyson, and a singing team, the Deans of Harmony. Schedule calls for three broadcasts weekly for 26 weeks in most cases, with a few variations. Agency: First United Broadcasters, Chicago.

Broccoli in East

D'ARRIGO BROTHERS, Boston and San Jose (Andy Boy broccoli) on Oct. 8 started a 13-week participation in *Homemaker's Council of the Air* on WEEI, WTAG, WCSH, WJAR, WTIC, the original New England network. Announcements were started Oct. 12 on WEVD, New York, and WRAX, Philadelphia, six per week for 26 weeks. Thirty-word announcements are used on WNAC, Boston, 210 being scheduled. James F. Fay Advertising, the sales representative of D'Arrigo, placed the account through Harold F. Lewis Adv. Service, Boston.

Merger of KFJR-KALE In Portland, Ore. Granted

MERGER of KFJR, Portland, Ore., with KALE, with which it shares the 1300 kc. channel, was authorized Oct. 7 after application for assignment was filed Oct. 2. The two stations, both using 500 watts, will be operated as one under KALE Inc., with Ashley C. Dixon, owner of KFJR, retained with most of his staff in the KALE organization. KALE is one-third owned by C. W. Myers, NAB president; one-third by C. Roy Hunt, KALE manager, and one-third by S. R. Winch, business manager of the *Portland Oregon Journal*. It is the companion station to KOIN, which is controlled by Mr. Myers with Mr. Hunt and the *Oregon Journal* as minority stockholders.

Another Portland station recently sold, subject to FCC approval, is KXL, 100-watter on 1420 kc. It was purchased from Harry B. Read by T. W. Symons Jr., operator of KFPY, Spokane, and Ed Craney, operator of KGIR, Butte, Mont. Harry B. Read recently transferred control of KOOS Marshfield, Ore., to his brother Walter L. Read, who in turn transferred KSLM, Salem, to Harry B. Read.

TIDE WATER OIL Co., New York (Tydol) has renewed its current campaign on a small list of stations. The schedule includes program on WFBR, Baltimore; Transradio news broadcasts on WOR, Newark; program on WORK, York, Pa.; sports series on WGY, Schenectady. Lennen & Mitchell Inc., New York, is agency



Glorifying THE GREAT AMERICAN *Arm-Chair*

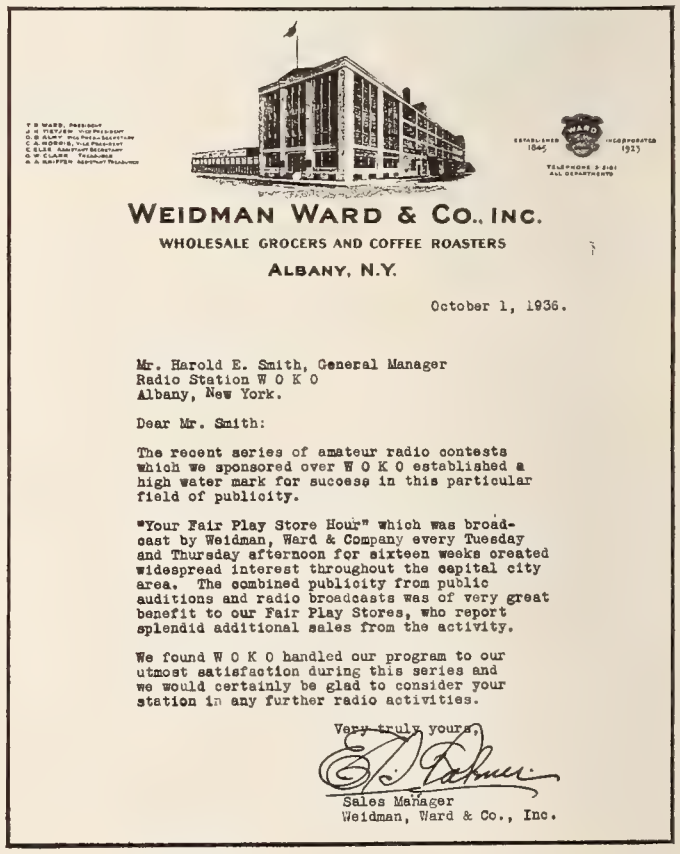
Pipes and old slippers stage a come back! Gadabouts turn stay-at-home. It's America's Greatest Radio Show Season, with the old arm-chair a choice seat in the orchestra. Among the headliners are these: Several KMBC tested shows now on network or spot. All look good for record runs. On call are these selling stars: "Tex" Owens and The Texas Rangers, Happy Hollow, Life on Red Horse Ranch, "Across the Breakfast Table," PHENOMENON, and other KMBC tested shows. There's one to "arm-chair" 'em for you!

KMBC of KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

FREE & SLEININGER, INC., NATIONAL REPRESENTATIVES

A Success Story Speaks for Itself!



WEIDMAN WARD & CO., INC.
WHOLESALE GROCERS AND COFFEE ROASTERS
ALBANY, N.Y.

October 1, 1936.

Mr. Harold E. Smith, General Manager
Radio Station W O K O
Albany, New York.

Dear Mr. Smith:

The recent series of amateur radio contests which we sponsored over W O K O established a high water mark for sucoess in this particular field of publicity.

"Your Fair Play Store Hour" which was broadcast by Weidman, Ward & Company every Tuesday and Thursday afternoon for sixteen weeks created widespread interest throughout the capital city area. The combined publicity from public auditions and radio broadcasts was of very great benefit to our Fair Play Stores, who report splendid additional sales from the activity.

We found W O K O handled our program to our utmost satisfaction during this series and we would certainly be glad to consider your station in any further radio activities.

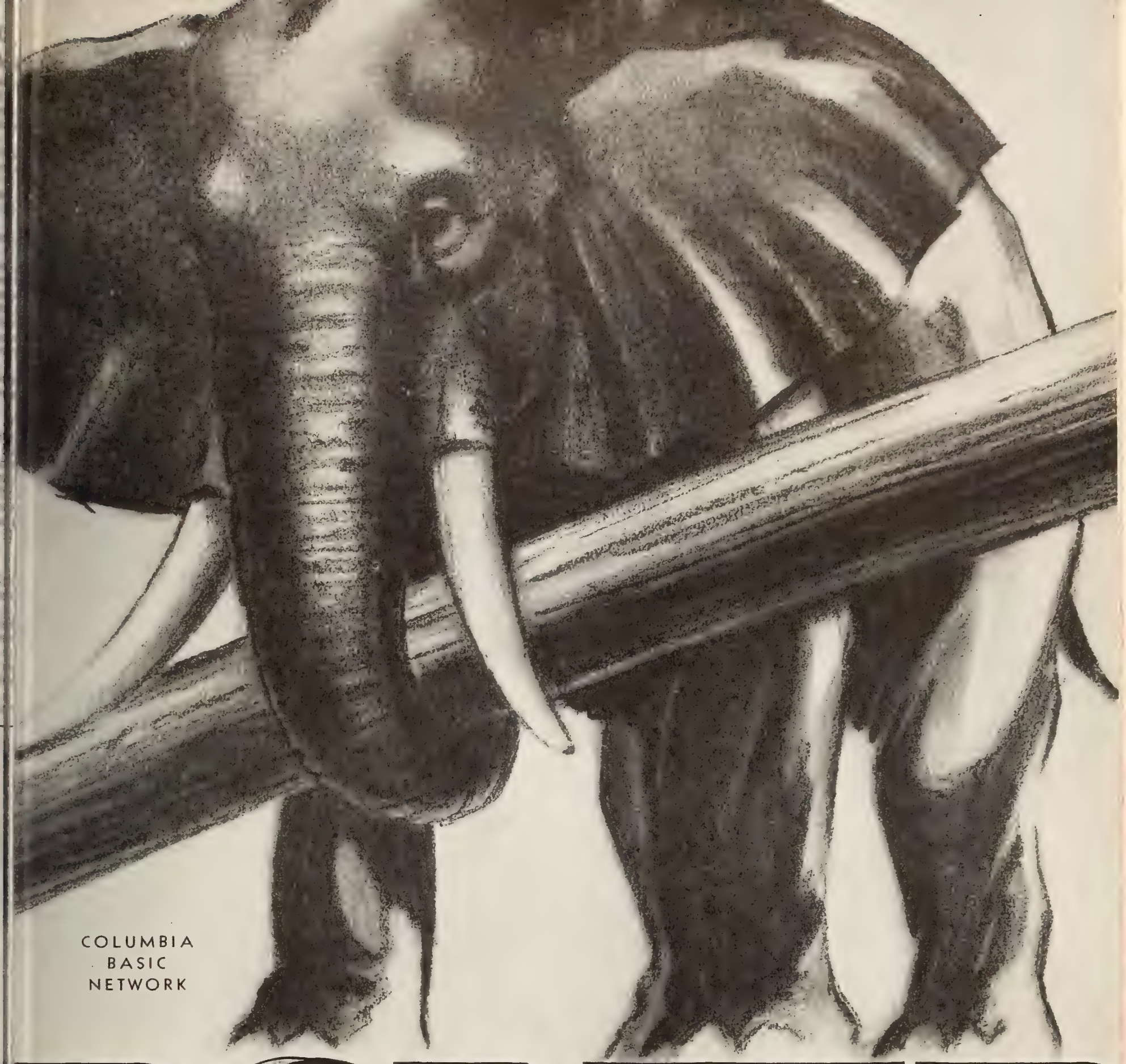
Very truly yours,

Sales Manager
Weidman, Ward & Co., Inc.

For Further Information, Write

WOKO ALBANY, NEW YORK

1430 Kcs. Basic CBS 1000 W. Day 500 W. Night



COLUMBIA
BASIC
NETWORK

POWER

WJR

50,000
WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

Auto Industry Swells Radio Budgets

With Record Year in Prospect, Motor Firms Lay Plans For Extensive Merchandising and Promotion Drives

WITH promotional plans for the introduction of 1937 model automobiles virtually completed and on the largest scale since the halcyon days of 1929, it appeared certain that radio would increase its share more than proportionally. That much seemed assured by a survey of automotive plans in Detroit and other centers.

Production for the current year is expected to run slightly in excess of 4,600,000 vehicles, of which about 3,800,000 units are passenger cars, about which almost all radio advertising is centered. The industry is confident that it will produce in excess of 5,000,000 units in 1937, making that year second only to 1929 and projecting a ten per cent gain in output. Radio's share of the increased advertising budgets, however, is likely to be more than that amount.

The biggest splurge of the autumn and early winter season will come during the next three weeks, in the course of which the majority of cars are scheduled for introduction. During this period spot announcements by the thousands will be heard, dealers will spend a good proportion of their cooperative advertising money, and the regular network programs will serve as background for this introductory activity. This advertising during introduction season, of course, will follow the lines of other years, in that it will make a definite effort to bring prospects and others interested into the showrooms while the excitement of new car announcement season is at its height.

Using Nets and Spot

ALL NETWORKS are sharing in the augmented plans of the industry for the next few months and 1937. Independent stations will be largely benefited by the dealer cooperative plans and the spot announcements scheduled for the next few weeks.

The auto company programs for the coming year span the entire gamut of radio presentations. Musical presentations, of course, will be in the majority, with both the symphonic and popular forms well represented. Amateur presentations, a style review, a woman news commentator, a Hollywood tieup—all these bulk large in the promotional plans ahead.

Chevrolet and Ford again are the large time users. The probability is that Chevrolet will spend between $2,000,000 and $2,500,000 in radio promotional advertising for its 1937 cars. The official Chevrolet announcement of 1937 models, which will come in November, will be preceded by approximately 20,000 spot announcements spread over the two weeks preceding the introduction. Every section of the country will be covered by these announcements, which will run at the rate of about 1,000 a day for the preintroduction period.

Beside that Chevrolet will soon start on its sixth 13-week period of WBS *Musical Moments* discs over 385 stations, for 15-minute periods three times weekly.

At a three-day sales conference in Detroit Oct. 6-9, Rubinoff, Virginia Rae and Jan Peerce gave a preview of their initial CBS program. The audition was before 3,500 Chevrolet executives, district managers and key dealers. A movie trailer depicted what Chevrolet is doing with radio as an advertising medium. The CBS sales promotion department has issued an eight-page booklet titled *Wonder and Delight and the Sale of Chevrolets.*

The new network series by Chevrolet takes to the air Oct. 18 on Sunday night, featuring again the Rubinoff - Peerce - Rea trio. These programs will be heard from 6:30 to 7:00 p. m. (EST) over a 92-station CBS network. Chevrolet's radio time is placed through the Campbell-Ewald Co., Detroit.

Ford's Big Program

FORD MOTOR Co., placing through N. W. Ayer & Son, Inc., Detroit, again is offering the *Ford Sunday Evening Hour* and the *Fred Waring* programs as its highlights throughout the year. The Sunday evening program over CBS resumed on Sept. 20 for a 39-week period. An increasing demand for seats by interested persons who could not be accommodated in Detroit's Orchestra Hall last year led to the engagement this winter of the much larger Masonic Temple Auditorium. A novel move is being made this year in the uniting of the audience of 5,000 persons with the symphony and choir in the singing of hymns which close each concert.

As in previous years, no advertising beyond a mention of the sponsor's name is made in this series. W. J. Cameron, of the Ford company, speaks at the half-way intermission, but his remarks are almost always of sociological or humane interest, and touch upon his company but seldom. Similarly, the *Fred Waring* shows carry little direct advertising. These programs are split between the NBC and the CBS, running a half-hour during the week on each network.

A more direct selling job is done in such Ford dealer-sponsored programs as that heard in Michigan and northern Ohio, known as the *Farm Market Reporter.* Here news of current interest to farmers is presented, along with selling continuity for Ford cars. A quarter-hour disc series on 150 stations will be renewed for the fourth time.

Chrysler Motors issued its challenge to these big-league competitors on Sept. 17, with the initial appearance of Major Bowes and his amateurs under the auto company's sponsorship. Heard over the coast-to-coast hookup of the CBS and placed by Ruthrauff & Ryan, Inc., this program has made a definite tieup with dealerships of Chrysler products throughout the country. It merchandises all four Chrysler products—Plymouth, Dodge, DeSoto and Chrysler—and dealers merchandise the program to their own showrooms by staging voting parties.

Dealers Are Cooperating

TO DATE dealers in 15 states and two in Canada are sponsoring these listening and voting parties in their showrooms. Local dealer display advertising and occasional newspaper space calls attention to the parties, urges attendance, and promises that no attempts will be made at selling cars to visitors. Dealer reports coming to the factory indicate that the plan is meeting with general favor.

First vote reports indicate that the Major has gained in popularity. The voting for the Sept. 17 program, first of the series, in New York, was 64% ahead of the voting for the last broadcast under Chase & Sanborn, it was claimed. Voting at Detroit, the honor city, was 88% ahead of the total for April 7, 1935, when Detroit was similarly honored. The Sept. 24 total of voting was 24% ahead of the total voting for Sept. 17. In figures, votes cast on Sept. 17 came to approximately 10,000; on Sept. 24 they ran about 13,000.

Plymouth will precede the introduction of its 1937 lines early in November with spot announcements over approximately 90 stations from coast to coast. These spots will be from script furnished by J. Stirling Getchell, Inc., agency in charge, and will range from chain breaks to slightly longer announcements, depending upon the individual programs of each station.

DeSoto division of Chrysler, also through Getchell, will blanket the country with key station spot announcements in the period immediately preceding introduction of the 1937 line. DeSoto will play heavily upon the style, comfort and safety features of its 1937 entry. Dodge also is a heavy spot user, through Ruthrauff & Ryan.



30 YEARS OF PROGRESS—David Sarnoff, president of RCA and chairman of NBC, is honored at a dinner celebrating his 30 years in radio, during which he started with the old British Marconi Co. as a messenger boy, rose to wireless operator and executive and led RCA to its present predominance since its foundation in 1919. At the table, left to right, are M. H. Aylesworth, former NBC president, now RKO chairman; Mr. Sarnoff; Maj. Gen. James G. Harbord, RCA chairman; Col. John C. O'Laughlin, publisher of the *Army & Navy Journal*; E. T. Cunningham, president, RCA Mfg. Co.; W. A. Winterbottom, vice president and general manager RCA Communications Inc. With back to camera is Courtland Smith, president of Pathe Film Corp.

General Motors Activities

THE General Motors institutional broadcasting on Sunday nights conforms to the Ford symphony pattern, in that only a brief mention is made of the sponsor, and intermission talks are devoted to topics of interest to motorists. This program, placed through Campbell-Ewald Co., New York, is heard Sunday nights from 10 to 11 p. m. (EST) over 63 stations of the NBC-Red network.

Component General Motors units besides Chevrolet are all fairly active in the radio picture for the coming year. Pontiac earlier this month announced what it believed to be the first newscast program built exclusively to appeal to women over a nationwide hook-up. Kathryn Cravens, woman commentator, commenced a three-times-weekly series on Oct. 12 over a 57-station CBS network. The program will continue to be heard Mondays, Wednesdays and Fridays from New York at 2 to 2:15 p. m. (EST) and rebroadcast for the West to reach mountain states at 3:30 to 3:45, Mountain Time, and the Pacific coast at 2:30 to 2:45 Pacific time. Commercials will shortly begin to build up interest in the 1937 Pontiac models to be announced early in November.

A test campaign of the new program was made through KMOX St. Louis for 13 weeks last summer and resulted in an average of 400 requests weekly for copies of Pontiac's *User's Guide,* offered through the broadcast free at Pontiac salesrooms. Dealers in the St. Louis area reported many good prospects secured as a result of the broadcast and the trips to the showrooms, and on that basis the *News Through a Woman's Eyes* was scheduled over CBS.

This program is placed by MacManus, John & Adams, Inc., Detroit. It follows a lapse of a year since Pontiac has been on the networks.

Cadillac's Afternoon Show

CADILLAC Motor Car Co., which places through the same agency, is following much the same theory of thinking with a new program titled *LaSalle Fashion Show,* scheduled to start over NBC-Red network on Nov. 5. This program is contracted for Thursdays, 4-4:30 p. m., for a 13-week period and will tie in the smartness of Cadillac and LaSalle cars with leading styles. Charles Lemaire, prominent designer, will be master of ceremonies, Eddie Duchin will furnish music, and each week a style specialist in one field of women's

(*Continued on page 49*)



"PREFERRED POSITION"

These fine local NBC stations have it...each in its own part of the country!

In every section—north, south, east, west—there are NBC stations *really* "preferred" by local radio audiences.

Those listed on this page are on top, in the ten rich markets which they cover for advertisers. They have won, through sheer strength of popular programs, a following which is the most valuable asset which any advertiser—spot or local—can have.

These are the stations..."PREFERRED"

NEW YORK
WEAF . . . 50,000 watts
WJZ . . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM . . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . . . 1000-500 watts
WMAL . . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA . . . 50,000 watts

CHICAGO
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA . . . . 50,000 watts

SAN FRANCISCO
KGO . . . . 7,500 watts
KPO . . . . 50,000 watts

PHILADELPHIA
KYW . . . 10,000 watts

Completely Programmed by NBC

1926 NBC 1936

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

☆

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

Broadcast Census As Market Factor Shown by Sandage

Census Expert Analyzes Ways Of Measuring Radio Dollar

By DR. C. H. SANDAGE
Chief, Division of Communications
U. S. Department of Commerce



Dr. Sandage

BUSINESS executives are becoming more conscious of the importance of distributing their advertising dollar among different market areas in terms of the relative fertility of such areas. Different methods have been used to measure fertility or sales potentialities, but all aim to reach the same goal.

There are two basic factors to be considered in measuring any market, (1) the number of people and (2) their ability to buy. The radio advertiser, however, must give consideration to another factor—the number of radio homes in each area. If the radio is to be used effectively as an advertising medium, it must be used in those territories where the number of receiving sets is sufficiently great to afford a reasonable number of potential listeners.

The U. S. Bureau of Census has recently issued figures showing the expenditures of advertisers for time over broadcast stations in each of the nine geographical divisions. With these figures it is possible to measure in part, the regional distribution of the radio advertising dollar in terms of the sales potentialities in each region.

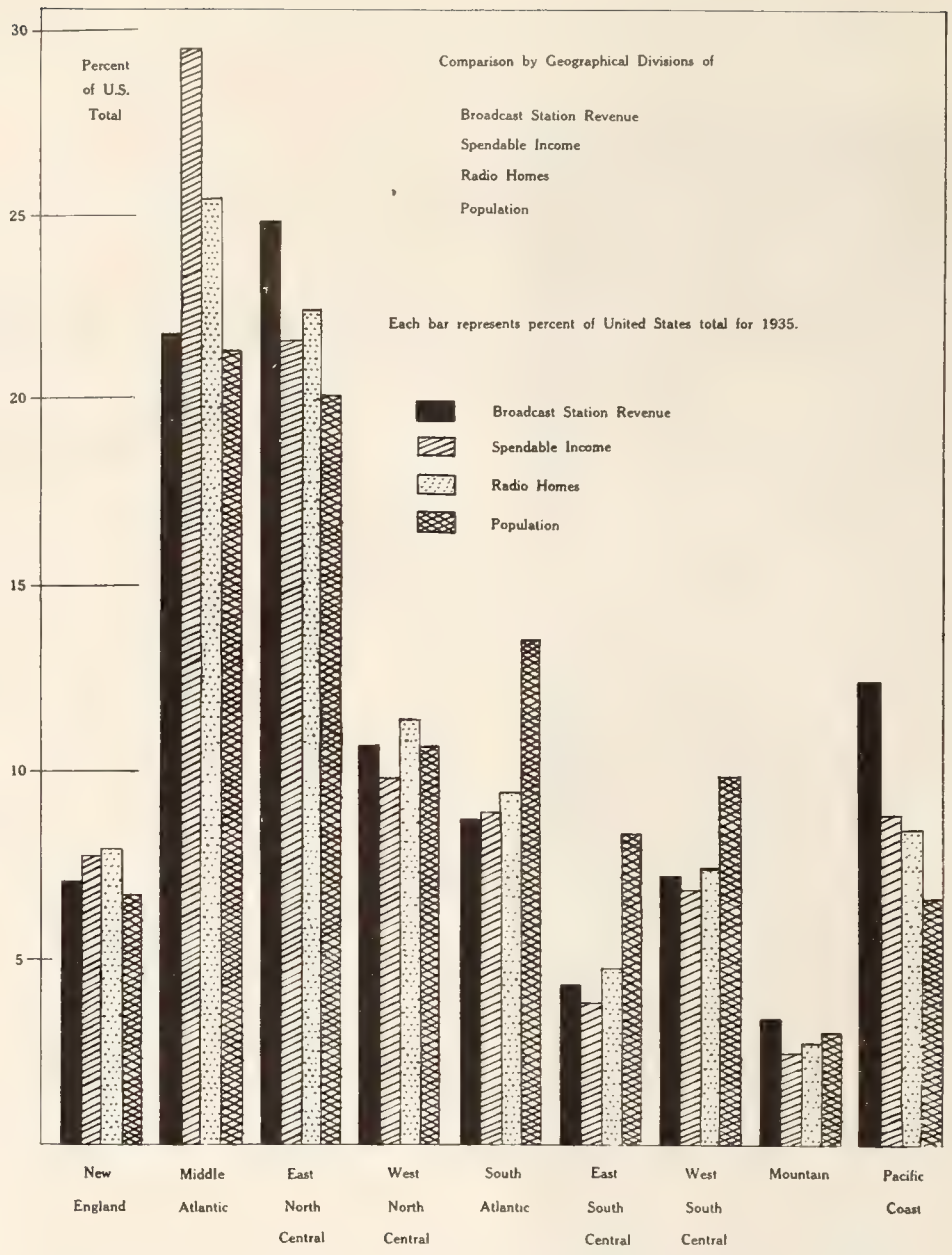
The comparison of radio station time sales, spendable income, radio homes, and population for each region in the United States is given in the accompanying chart. Spendable income is based upon *Sales Management's* "Survey of Purchasing Power" for 1935. The number of radio homes is taken from the report of the Joint Committee on Radio Research. The bars in the accompanying chart represent each of the four factors to be compared. Each bar is in terms of a per cent of the United States total. Thus, broadcast station time sales in New England were 7% of total United States time sales.

If spendable income, radio homes, and population measured the advertising importance of a region then radio revenue should parallel these factors where advertisers properly utilized market possibilities. Radio revenue, spendable income, and the number of radio homes, parallel each other rather closely in all regions except the Middle Atlantic and the Pacific Coast. Population and station revenue parallel each other except in the Southern regions.

In the Middle Atlantic States, station revenue represented 21.8% of the national total, spendable income 29.6% and radio homes 25.5%. Population in this region, representing 21.4% of the national total, was almost identical with station revenue. Only 14.7% of the total number of commercial broadcast stations were located in this region. It would seem that the number of radio homes and the spendable income in the Middle Atlantic States would warrant a greater per cent of total radio revenue for this region.

The Pacific Coast States accounted for a considerably greater proportion of total broadcast station revenue than they did for radio homes, spendable income, or population. The three States of California, Oregon, and Washington received 12.3% of total station revenue, but had only 8.9% total spendable income, 8.6% of total radio homes, and 6.7% of total population. There were, however, 13.8% of all United States commercial broadcast station in the three Pacific Coast States.

It is not possible to say from the data presented here whether advertisers have been placing too much emphasis upon the Pacific Coast and East North Central markets and not enough upon the Middle Atlantic market. It may be that greater use has been made of other forms of sales promotion in the latter States and the medium of radio given extra emphasis in the former areas. However, the regional differences illustrated here are worthy of note. They may be significant in pointing the way to some adjustment in the distribution of the advertising dollar.



Neumode Hose Testing

NEUMODE HOSIERY Co., Chicago, on Oct. 1 started series of news flash-announcements, daily except Sunday, on WKZO, Kalamazoo, and WSBT, South Bend. Agency: J. L. Sugden Adv. Co., Chicago.

Townsend's Plan to Use Mexican Stations Balked

DIFFICULTIES which have consistently nullified the efforts of Dr. Francis E. Townsend to broadcast his plans for national recovery to the American people and to solicit funds by radio [BROADCASTING, Oct. 1] did not cease when he abandoned hope of securing time on one of the major networks and turned to Mexican stations just below the border. Again at the last minute his plans had to be cancelled, this time because of a disinclination on the part of Mexican government officials to permit the venerable doctor to use their country's broadcasting facilities.

Meanwhile, Dwight Bunnell, radio director of Townsend National Recovery Plans Inc., had arranged for Dr. Townsend to talk over Pan-American's hookup of the New York State Broadcasting System, Michigan Radio Network, Affiliated Broadcasting Co. and stations WAAB, WSAR, WNAC, WNBH, WLLH, WFEA and W1XBS in New England, from 6 to 6:15 p. m. on Sunday, Oct. 11. A Chicago broadcast on WCFL, 4:45 to 5 in the same afternoon, had also been scheduled. Mr. Bunnell also announced that plans for using transcriptions of Dr. Townsend's talks on independent stations throughout the country were being made.

RADIAD SERVICE, Chicago script and continuity service, reports that it now has 120 station clients, with more than 50 using its *Something New Club* and *Domesticalities* features.

Application Bonds Advocated by Dill

Posting of $2,000 Sought to Stop Frivolous Petitions

POSTING of a bond of $2,000 with the FCC by an applicant for the facilities of an existing broadcasting station, to cover costs of the latter in defending itself, has been proposed for the first time in a case before the FCC Broadcast Division. Former U. S. Senator C. C. Dill, now a Washington attorney, and his associate James W. Gum, have filed with the FCC a motion in behalf of KVOE, Santa Ana, Cal., asking that such a bond be required of J. W. Plame, of Los Angeles, applicant for the facilities of the station.

There is no precedent in FCC procedure for this, and there is no provision in the Communications Act which specifically allows the FCC to assess payment of costs against an unsuccessful applicant. This question, however, has been discussed before Congressional committees, with Senator Dill himself an advocate of such a system to discourage frivolous applications for station facilities.

Legal Opinion Sought

IN THE motion, Senator Dill and Mr. Gum asked that the applicant be required to deposit the $2,000 with the FCC Secretary "to cover the costs of Station KVOE in defending this cause." The request, the petition added, "is made pursuant to sections 303 and 307 of the Communications Act of 1934, as amended, and as construed by numerous opinions of this Commission".

The FCC, before deciding the issue, will seek an opinion from its law department.

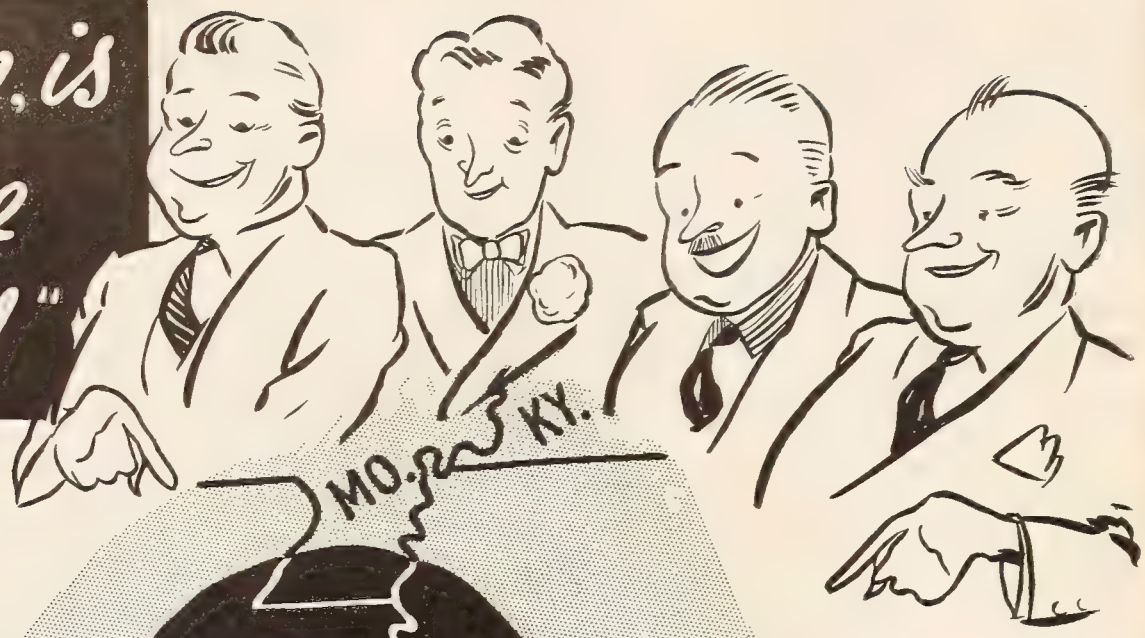
In the past the FCC has given consideration to a procedure, which it believes permissible under the existing law, whereby preliminary ex parte hearings would be held for applicants for the facilities of other stations, or even for new facilities, to ascertain whether they are financially, legally and technically qualified applicants. Then, if the ruling were in the affirmative, a regular hearing would be set. No action ever has been taken on such a procedure, however.

Join Transamerican

CLIFFORD L. SLEININGER and J. M. Ward have joined the Chicago office of Transamerican Broadcasting & Television Corp. as account executives. Mr. Sleininger has been engaged in station representation since 1929, when he joined National Radio Advertising Inc., later becoming a pioneer in the exclusive representative field as cofounder of Free & Sleininger Inc., and more recently heading his own representative organization. Mr. Ward has been connected with the *Chicago Tribune* for the last nine years, in the advertising sales, merchandising and business survey departments.

STANDARD RADIO Inc., Hollywood, has granted to International Broadcasting Co. of London exclusive library rights for Radio Luxembourg and Radio Normandie, which carry 80% of the advertising directed to the British Isles.

"That, Gentlemen, is the Center of the Rich Southland"





Served By

WMC

THE MID-SOUTH'S MOST POPULAR AND EFFICIENT RADIO STATION



Cavalcade of Cotton

THE BIG PUSH IS ON. A one hundred million dollar cotton crop, all pouring into Memphis, the natural hub of this empire. Farmers buy freely of the necessities and luxuries of life.

You could select no more potent medium to cover this well-to-do Southland than WMC, radio station of the MID-SOUTH. WMC carries more local, national, and network advertising than any station within 200 miles of Memphis. For 13 years, its program policies have been geared to the tastes of Mid-South listeners.

The South's greatest newspaper, The Commercial Appeal, owns and operates WMC. The influence of this great paper, the full power of its publicity creates a spirit of serving that animates the entire program structure of this station. Listeners depend on WMC for the integrity as well as the excellence of its entertainment.

WE OFFER, too, splendid coverage, at low cost, by using our other station **WNBR** MEMPHIS



5000 WATTS 611 FOOT TOWER

WMC

OWNED AND OPERATED BY THE MEMPHIS COMMERCIAL APPEAL

MEMPHIS, TENN.

PROSPEROUS FARMERS LISTEN *Only* TO WMC FOR

- **NATIONAL FARM AND HOME HOUR**

  Vital and helpful information that farmers in this territory can obtain from no other station.

- **FARMERS FORUM**

  A program created to serve a real need. Local county agents of Tennessee, Mississippi, and Arkansas discuss farm problems of particular local interest over WMC exclusively.

780 KILOCYCLES

Representative: E. KATZ, Special Advertising Agency

THE ONLY RED *and* BLUE NBC NETWORK STATION IN THE MID-SOUTH

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSFO, San Francisco

Associated Oil Co. of California, San Francisco (gas & oil), weekly *sp*, thru Lord & Thomas, San Francisco.
Foley & Co., Chicago (Honey & Tar compound), 3 weekly *sp*, thru Laueson & Salomon Inc., Chicago.
Currier's Tablets Inc., Los Angeles (proprietary), 2 weekly *ta*, thru Walter Biddick Co., Los Angeles.
Knox Co., Los Angeles (Cystex), weekly t, thru Dillon & Kirk, Kansas City.
Father Flanagan's School For Boys, Boys Town, Neb. (magazine), weekly *t*, thru Ernest Bader Co., Omaha.
Grove Laboratories Inc., St. Louis (Bromo Quinine), 21 weekly *sa*, thru Stack-Goble Adv. Agency, Chicago.

WMAQ, Chicago

Colgate - Palmolive - Peet Co., Jersey City, N. J. (soap), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 156 *sp*, thru Ruthrauff & Ryan Inc., Chicago.
Grove Laboratories Inc., St. Louis (nose drops), 182 *sa*, thru Stack-Goble Adv. Agency, N. Y.
Parker Brothers, Salem, Mass. (games), 72 *sa*, thru John W. Queen, Boston.
W. K. Kellogg Co., Battle Creek, Mich. (cereal), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
McKesson & Robbins Inc., Bridgeport (Pursang), 26 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Longines - Wittnauer Co., New York (watches), daily *sa*, thru Arthur Rosenberg Co. Inc., N. Y.
Bauer & Black, Chicago (Velure hand lotion), 100 *ta*, thru Ruthrauff & Ryan Inc., Chicago.

WHAM, Rochester

Lever Bros. Co., Cambridge (Lifebuoy), *t*, thru Ruthrauff & Ryan Inc., N. Y.
Sherwin - Williams Co., Cleveland (paint), 3 weekly *sa*, thru T. J. Maloney Inc., N. Y.
Lever Bros. Co., Cambridge (Spry) daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.

KFRC, San Francisco

Sherwin - Williams Co., Cleveland, O. (paint), 5 weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.
Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), 3 weekly *t*, thru Luckey Bowman Inc., N. Y.

WKRC, Cincinnati

Kenton Pharmacal Co., Covington, Ky. (Brownatone), 3 weekly *ta*, thru Roche, Williams & Cunnyngham Inc., N. Y.
U. S. Industrial Alcohol Co., New York (anti-freeze), 49 *sa*, direct.

WEAN, Providence

Procter & Gamble Co., Cincinnati (Chipso), 5 weekly *t*, 7 weekly *sa*, thru Blackman Adv. Inc., N. Y.

WHBF, Rock Island, Ill.

Willard Tablet Co., Chicago (proprietary), 52 *ta*, thru First United Broadcasters Inc., Chicago.

WAAF, Chicago

Mother's Remedies, Chicago (Mother's Salve, Mother's Aspirin), 5 weekly *sp*, direct.

WOOD-WASH, Grand Rapids

Hickok Oil Co., Toledo (Hi-Speed), 100 *t*, direct.
Detroit News, Detroit, 12 *sa*, thru Bass-Luckoff Inc., Detroit.
Ironized Yeast Co., Atlanta (proprietary), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Reid, Murdock & Co., Chicago (Monarch food), 156 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Commercial Milling Co., Detroit (Henkel's flour), 312 *sa*, thru Karl G. Behr Agency, Detroit.
Kosto Co., Chicago (dessert), 78 *sa*, thru Perrin-Paus Co., Chicago.
MidStates Steel & Wire Co., Crawfordsville, Ind. (fence), 57 *sa*, thru Mace Adv. Co., Peoria.
Republic Steel Co., Youngstown, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Willard Storage Battery Co., Cleveland, 84 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

WBT, Charlotte

Dodge Bros., Detroit (autos), 18 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Drug Trade Products, Chicago (proprietary, cosmetics), 6 weekly 60-minute *sp*, thru Benson & Dall Inc., Chicago.
Morton Salt Co., Chicago (smoked salt), weekly *sp*, thru Wade Adv. Agency, Chicago.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.
Colgate - Palmolive - Peet Co., Jersey City (Palmolive soap), 20 *sa*, thru Benton & Bowles Inc., N. Y.
National Carbon Co., New York (Prestone), 7 weekly *sa*, thru J. M. Mathes Inc., N. Y.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.

KDYL, Salt Lake City

Albers Bros. Milling Co., Seattle, 26 *sp*, thru Erwin, Wasey & Co., Seattle.
Premier-Pabst Sales Co., Chicago (Blue Ribbon beer), 124 *sa*, thru Morris - Schenker - Roth Inc., Chicago.

WGY, Schenectady

Marlin Firearms Co. Inc., New Haven (razor blades), 13 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco - Wheats), daily *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Block Drug Co., Brooklyn (Omega oil), 52 *t*, thru Husband & Thomas, N. Y.
General Mills Inc., Minneapolis (Gold Medal), 26 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
W. W. Lee Co., Watervilet, N. Y. (Save - the - Baby), daily *ta*, thru Leighton & Nelson, Schenectady.
American Gas Machine Co., Albert Lea, Minn. (stoves), 26 *t*, thru Greve Adv. Agency, St. Paul.
Florence Stove Co., Gardner, Mass., 26 *t*, thru William B. Remington Inc., Schenectady.
Tide Water Oil Co., New York (Tydol), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

WIP, Philadelphia

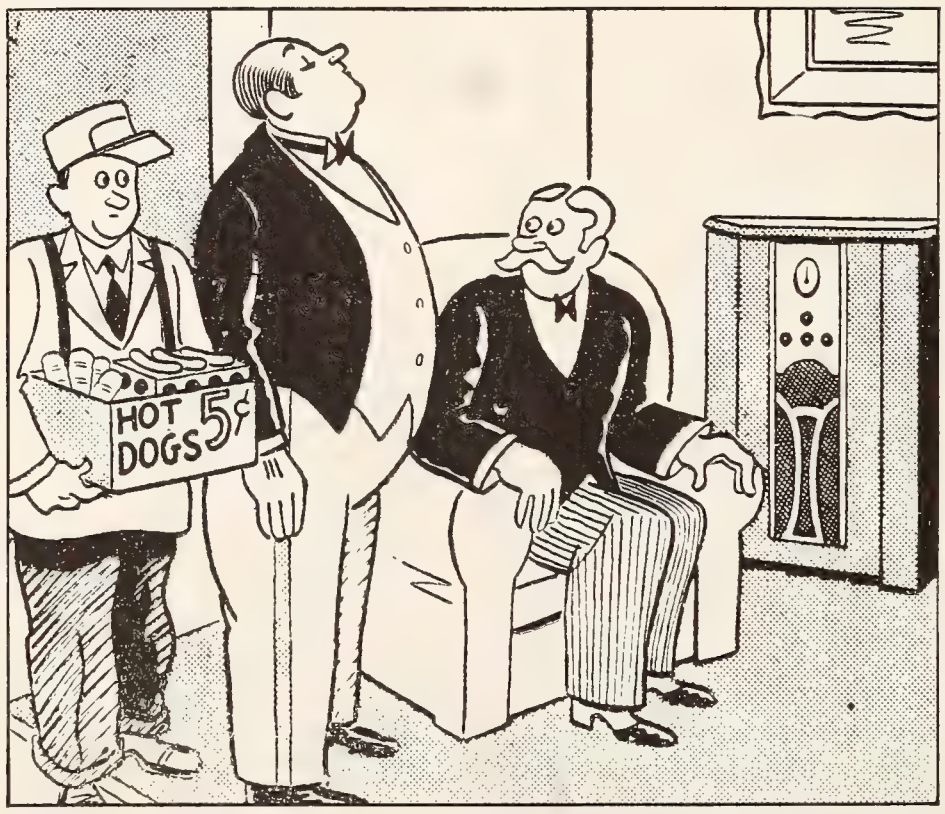
Parkway Oil Co., Philadelphia, 3 weekly *sa*, thru Erwin, Wasey & Co., N. Y.
Bay State Fishing Co., Boston (40 Fathom), 2 weekly *ta*, thru Street & Finney Inc., N. Y.
Knox Co., Kansas City (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.

WNAC, Boston

C. F. Mueller Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.
Kelvinator Corp. of New England, Boston, weekly *t*, thru Dowd & Ostreicher Inc., Boston.

KDKA, Pittsburgh

Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Block Drug Co., Brooklyn, 130 *sa*, thru Husband & Thomas Co. Inc., N. Y.
Commercial Milling Co., Detroit, 65 *sp*, thru Karl G. Behr Agency, Detroit.



From Los Angeles Examiner

"I thought you might enjoy one while listening to the World Series, sir!"

WLS, Chicago

Sisalkraft Co., Chicago (roofing material), 48 *sa*, thru Russell T. Gray Inc., Chicago.
Hamlin's Wizard Oil Co., Chicago (linament), 312 *sa*, thru Jim Duffy Inc., Chicago.
Willard Storage Battery Co., Cleveland, 63 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
The Union Party, Chicago (political), 1 *sp*, thru Commercial Broadcasters, Chicago.
Silberman-Becker Corp., Chicago (Sears, Roebuck & Co. raw fur marketing service), 22 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Fort Atkinson Centennial Assn., Fort Atkinson, Wis., 3 *sa*, direct.
St. Paul Union Stockyards Co., St. Paul, 4 *sa*, direct.
Drums Inc., Detroit (cleaning preparation), 2 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Reliance Mfg. Co., Chicago (Big Yank shirts), 5 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Acme Mfg. Co., Forest Park, Ill. (pig feed), 312 *sa*, thru K. E. Shepard Adv. Agency, Chicago.
E. A. Myers & Son, Pittsburgh (Radioear), 2 *sa*, thru Hilmer V. Swenson Co., St. Louis.
Armand Co., Des Moines (cosmetics), 156 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Sherwin - Williams Co., Cleveland (paint), 54 *sa*, thru T. J. Maloney Inc., N. Y.
Mantle Lamp Co., Chicago (Aladdin lamps), 22 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), 260 *t*, thru Cramer - Krasselt Co., Milwaukee.
Bernard Perfumers, St. Louis, 1 *sa*, thru Hilmer V. Swenson Co., St. Louis.
Murphy Products Co., Burlington, Wis. (fodder), 52 *sp*, thru Wade Adv. Agency, Chicago.
Republic Steel Corp., Youngstown, O. (fence posts), 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
James Mfg. Co., Ft. Atkinson, Wis. (barns, henhouses, etc.), 78 *sa*, thru Wade Adv. Agency, Chicago.

KINY, Juneau, Alaska

Carter Medicine Co., New York (liver pills), 6 weekly *ta*, for 52 weeks, thru H. H. Good Adv. Co., N. Y.
Canned Salmon Industry, Seattle, 2 weekly *sp*, thru Northwest Radio Adv. Co. Inc., Seattle.
Miles Laboratories Inc., Elkhart, Ind. (Alka - Seltzer), 6 weekly *t*, 20 weeks, thru Wade Adv. Agency, Chicago.
Millwork Supply Co., Seattle, 78 *sa*, thru Weller Service Inc., Seattle.
Coleman Lamp & Stove Co., Wichita, 6 weekly *ta*, 26 weeks, thru Walter Biddick Co., Los Angeles.
Washington Motor Coach System, Seattle, 100 *sa*, thru Beaumont & Hohman Inc., Seattle.
Gospel Broadcasting Assn., Los Angeles, (religious), weekly *sp*, for 52 weeks, thru R. H. Alber Co., Los Angeles.
Alaska Steamship Co., Seattle, 6 weekly *sp*, for 39 weeks, thru Beaumont & Hohman Inc., Seattle.
Northland Transportation Co. (steamship), Seattle, 3 weekly *sp*, 26 weeks, thru Northwest Radio Adv. Co. Inc., Seattle.
Clark Hotel, Los Angeles, 52 *ta*, thru Walter Biddick Co., Los Angeles.
National Lead Co., Seattle (paint), 18 *sp*, thru Erwin Wasey & Co., Seattle.

WAAB, Boston

New York Mattress Co., New York, 12 *sa*, thru Louis Glaser Inc., Boston.
E. F. Kemp Co. Inc., Somerville, Mass. (nuts), 121 *sa*, thru Stoddard-Sampson Co., Boston.
Poet Cigar Co., Boston, 5 weekly *sa*, thru David Malkiel Adv. Agency, Boston.
William Little Inc., Waltham, Mass. (autos), 6 weekly *sa*, thru Julian Gross Adv. Agency, Hartford.
Kosmet Laboratories Inc., New York, 2 weekly *sp*, thru Brooke Smith & French Inc., N. Y.



For NEW

Subscription

ONLY



Your Subscription to

BROADCASTING

Broadcast Advertising

includes the

BROADCASTING YEARBOOK NUMBER

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL ELECTRIC Co., Bridgeport, Conn. (electrical appliances) on Nov. 2 starts *Hour of Charm* on 21 NBC-Red stations. Mon., 4-4:30 p. m. Agency: Maxon Inc., N. Y.

TIME Inc., New York (Time magazine & new picture magazine) on Oct. 15 starts *The March of Time* on 41 CBS stations, Thurs., 10:30-11 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

MODERN MECHANICS PUBLISHING Co., New York (Modern Mechanics), on Oct. 4 started 13 half-hour programs *The March of Modern Mechanics*, on 9 Yankee Network stations, Sun., noon. Agency: Ruthrauff & Ryan Inc., N. Y.

CROFT ALE Co., Boston (Croft Ale), on Sept. 15, started participations in *Yankee Network News Service*, three times weekly for 52 weeks, on 10 Yankee Network stations; also three participations in *Colonial Network News Service*. Agency: C. Brewer Smith, Boston.

PONTIAC MOTOR Co., Pontiac, Mich. on Oct. 12 started the *Flying Commentator* of 57 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. with repeat 5:30 p. m. Agency: MacManus, John & Adams Inc., Detroit.

SMITH BROTHERS, Poughkeepsie, N. Y. (Smith Brothers Cough Drops and Syrups), on Nov. 22 starts 65 participations in *Yankee Network News Service*, five times weekly, on 10 Yankee Network stations. Agency: Brown & Tarcher Inc., N. Y.

RAINEER BREWING CO. Inc., San Francisco on Oct. 2 started for 13 weeks *Tomorrow's Football Tonight* on 3 NBC-Pacific Red stations, Fri., 6-6:30 p. m. (PST). Agency: Lord & Thomas, San Francisco.

CALIFORNIA CONSERVING CO., San Francisco (C.H.B. canned and bottled food products), on Nov. 17 starts for 39 weeks *Studio Party* on 8 NBC-Pacific Red stations, Tues., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

BETTER SPEECH INSTITUTE of America, Chicago (speech lessons) on Nov. 16 starts *Better Speech* program on 42 NBC-Blue stations, Sun., 3-3:15 p. m. Agency: Auspitz & Lee, Chicago.

ASSOCIATED OIL CO. OF CAL., San Francisco (gas & oil), on Sept. 26 started for 13 weeks *Associated Football Broadcasts* on 12 CBS-Don Lee network stations, Sat., 1:45-4:30 p. m. (PST). Agency: Lord & Thomas, San Francisco.

Renewal Accounts

AMERICAN CAN Co., New York (Keg-Lined cans) on Oct. 27 renews *Ben Bernie & All The Lads* on 57 NBC-Blue stations, Tues., 9-9:30 p. m., after Jan. 5 on NBC-Blue network. Agency: Fuller, Smith & Ross Inc., N. Y.

E. R. SQUIBB & SONS, New York (tooth powder) on Oct. 5 renewed the *Calendar of Melody* on 3 Mutual stations (WOR, WGN, CKLW), Mon., Wed., 9:45-10 a. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

F. W. FITCH Co., Des Moines (Fitch's shampoo), on Sept. 6 renewed for 52 weeks *Sunset Dreams* on 36 NBC-Red stations, Sundays, 7:45-8 p. m., repeat at 11 p. m. Agency: L. W. Ramsey Co., Des Moines.

SAYLOR'S CHOCOLATES Inc., Alameda, Cal., (candy), on Oct. 2 renewed for 13 weeks *Sailing With Saylors* on NBC-KPO, Fri., 7:45-8 p. m. (PST). Agency: Doremus & Co., San Francisco.

H. SUTLIFF TOBACCO Co., San Francisco (tobacco), on Oct. 1 renewed for 52 weeks *Sports Forum* on NBC-KPO, Tues., 7:45-8 p. m. (PST), starting Nov. 20, 7:30-7:45 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.



NOT FOR REMOTES — Instead this car has been equipped by WIRE, Indianapolis, to service its accounts. With foot on running board is L. O. Hammer, head of the new WIRE merchandising department and pilot of the advertising service car. He has two assistants in making surveys for advertisers, contacting dealers and arranging displays. A studio and display were maintained at the Indiana State Fair by WIRE.

Network Changes

KRAFT PHENIX CHEESE Corp., Chicago (cheese spreads) on Oct. 15 returns Bing Crosby to its *Kraft Music Hall* program on NBC-Red network, Thurs., 10-11 p. m.

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes) on Oct. 12 returned Margaret Speaks, soprano, to its *Voice of Firestone* concerts on NBC-Red network, Mon., 8:30-9 p. m.

STANDARD BRANDS Inc., New York (Fleischman Yeast) on Oct. 4 returned *Robert Ripley* on NBC-Blue network, Sun., 7:30-8 p. m.

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigar) on Sept. 27 added two stations (KWK, CKLW) to *Smoke Dreams* on MBS, Sun., 1:30-2 p. m.

JOHN MORRELL & Co., Ottumwa, Ia., (Red Heart dog food) on Nov. 16 will shift *Tea Time at Morrell's* to Fri., 4-4:30 p. m. on NBC-Red.

BI-SO-DOL Co., New Haven (proprietary) on Oct. 2 shifted *Broadway Varieties* to Fri., 8-8:30 p. m. on CBS.

A Unique Tryout Proves Successful For Gillette Show

Given Preliminary Tests to Iron Out the Wrinkles

By G. BENNETT LARSON

Ruthrauff & Ryan, Inc.



Mr. Larson

PROBABLY the most unsual production idea that has come to radio in its new era of greater and more concentrated showmanship is that generated on behalf of Gillette Safety Razor Co. Ruthrauff & Ryan, the agency handling the account, produced the Sunday night *Community Sing* for Gillette. The program came to the national network of CBS after a tryout without parallel in broadcasting history.

Taking a leaf from the notebook of theatrical producers, the Gillette *Community Sing*, before reaching the network stage, was sent to Boston for a tryout on 10 Yankee Network stations. All the elements present in the current series were represented in the New England tryouts. Comedian Milton Berle, Billy Jones & Ernie Hare, Wendall Hall and Andy Sanella's orchestra were the elements. The tryout, beginning in July, was designed to discover the best possible entertainment combination that could result from the juggling of entertainers and formulae.

After ten weeks, Charles Pritzker, advertising manager for Gillette, Myron Kirk, chief of radio for our agency, and I decided that the program had finally reached a stage of detailed production and organization that would permit it to become a network feature with only the slightest element of doubt and apprehension.

The *Community Sing* had its premiere on Sunday night, Sept. 6, at 10 p. m., over CBS with 103 stations. We are proud of the radio "scoop" we achieved on that first broadcast. Four hours before the show took to the air, Mrs. Beryl Markham, the English aviatrix who flew "solo" across the Atlantic and set a new feminine standard, was signed. Berle interviewed Mrs. Markham and the program was launched auspiciously with one of the high-spots of the current broadcasting season.

The program formula is now a definite one with the three definite departments: Wendell Hall, the popular "red-headed music-maker" as song-leader; Billy Jones and Ernie Hare, the Happiness Boys, with their audience interviews; and Milton Berle, as a new and different radio comedian.

Realizing that no radio campaign is sufficient unto itself, Gillette, through its agency, began simultaneously with the program an intensive advertising-merchandising drive. The keynote of the campaign—with a heavy schedule of complete national advertising—is that of "good-will building". Its basic principle is to create a friendly feeling toward Gillette and the dealers who handle the Gillette products. The program itself is the first on the air ever to have included the listeners at home in entertainment from the studios.

Numerous merchandising tie-ups between dealers and the program producers are planned and several are already getting under way.

We feel that a complete, extensive mapping-out of the program with each of its possible ramifications considered and weighing the advertising and merchandising of the product to be sold over the air, is one answer to the major problems of air advertising.

Kosto Dessert Spots

KOSTO Co., Chicago (dessert), on Oct. 1 started a 26-week announcement campaign on WINS, WBBM, WWJ, KSD, WSPD, WMBC and WOOD, using 100-word announcements describing premium offers to women and children and urging them to read about these premiums in the folders to be found in each package of the product. Frequency of announcements varies from three to six weekly, except on WMBC, where 12 announcements in Polish are used each week. Agency: Perrin-Paus Co., Chicago.

Demanding Attention . . AND GETTING IT!

"Something New Club"

2 OTHER WINNERS

DOMESTICALITIES, of interest to all women . . . and RADIADS, a commercial continuity service for stations. Sample material gladly furnished. Ask about them.

CREATED BY THE celebrated author, lecturer, and radio artist, Alexander McQueen. A daily, fifteen-minute program combining a blend of amazing, amusing, original information, that demands attention . . . arouses interest . . . commands a following . . . and holds it.

Provided in script form, all ready for snappy presentation. Available to a limited number of stations on an exclusive basis. Easy to put on. Easy to sell. Send for particulars, low rates, and sample script.

RADIAD SERVICE

5919 SOUTH WOOD ST » » CHICAGO ILLINOIS

AGENCIES AND REPRESENTATIVES

ROBERT W. MICKAM, at one time with Erwin Wasey & Co., New York, has joined Lavin & Co. Inc., Boston agency, as vice president.

JACK KORN, formerly vice-president of Philip Klein Inc., Philadelphia, has resigned to join the Philadelphia office of Erwin, Wasey & Co. Inc.

JOSEPH T. AINLEY, radio director of Leo Burnett Inc., Chicago agency, is flying between Chicago and New York each week to supervise the Real Silk program featuring Edwin C. Hill, originating from NBC's Radio City studios each Sunday night.

J. C. JEFFERSON, formerly with Campbell-Ewald Co., Detroit, and Brooke, Smith & French Inc., in the same city, has been appointed radio time buyer for de Garmo Corp., New York, succeeding M. E. Boehm, resigned.

FRANKLIN W. ORVIS has become a member of the radio production staff of Batten, Barton, Durstine & Osborn Inc., New York. He was formerly vice-president of Equinox Co., New York, hotel operators.

L. C. COLE, formerly with Desmond's, Los Angeles department store, who at one time headed his own agency in San Jose, Cal., has joined the Sidney Garfinkel Advertising Agency in San Francisco as account executive. He will service radio along with other accounts.

LOUIS S. HOYT has joined the San Francisco staff of Beaumont & Hohman Inc., as account executive and will service radio along with other media.

NEISSER-MEYERHOFF Inc., Milwaukee branch, has moved to Colby & Abbot Bldg.

New Firm of Reps



Mr. Dorman

A NEW firm in the radio and newspaper representation field was established Oct. 1 when John H. Perry & Associates opened offices at 225 W. 39th St., New York. Mr. Perry is publisher of the *Reading* (Pa.) *Times, Jacksonville* (Fla.) *Journal, Pensacola* (Fla.) *Journal* and *News* and *Panama City* (Fla.) *Herald,* all of which will be represented on an exclusive basis along with WCOA, Pensacola, also owned by the Perry interests. William K. Dorman is New York manager. Agencies have been notified that advertising placed with WCOA and the Perry publications on contracts made prior to Oct. 1 will continue to be billed through the E. Katz Special Adv. Agency until these contracts expire.

RAYMOND SULLIVAN, vice president of Ruthrauff & Ryan, Inc., New York, and Myron Kirk, radio director, arrived in Hollywood early in October in connection with the Joe Penner program and to open offices locally.

CARL NISSEN, recently commercial manager of KNX, Hollywood, early in October became associated with the R. H. Alber Co., Los Angeles agency, as vice president.

FLETCHER & ELLIS Inc., New York agency, has opened a Los Angeles office with Chet Crank as vice president in charge with offices in the Beaux Arts Bldg. Mr. Crank has been operating for several years at the same address with his own agency, Chet Crank Inc.

Announcement

Effective October 1st, 1936

WCOA

Pensacola, Florida

A Columbia Broadcasting System Affiliate

Is exclusively represented in the national field by

JOHN H. PERRY ASSOCIATES

225 West 39th St., New York City

Telephone: PEnnsylvania 6-0325

Branch offices in other principal cities

William K. Dorman, Mgr. N. Y. office

WCOA offers three cooperative forms of advertising for the price of one. Interested? Why not drop us a line!

22,900 RADIO HOMES SERVED BY WCOA



FEMININE — Defying the taboo which has for years kept the NBC Chicago announcing staff an exclusively masculine group, Martha Linn has stepped in and is now announcing *Tuneful Topics* on WMAQ and *A Musical Revue* on WENR, participating programs, every weekday afternoon. Miss Linn, who writes as well as announces her programs, has been in radio since its early days, with stations and agencies, as announcer, actress, writer and producer.

Largest Capital Studio Included in New Layout Of U. S. Recording Co.

ELABORATE new studio facilities are being constructed in Washington by U. S. Recording Co., which has leased the Rialto Theatre and plans to have remodeling completed by Nov. 1. R. J. Coar, head of the concern, is installing additional equipment for transcriptions and will have lines to a number of government offices and the Capitol.

Unique in the layout will be the recently rebuilt theatre auditorium, containing 1,100 overstuffed arm chairs set in rows 60 inches apart. It will be the largest radio studio in the capital. A control booth is being built in the pit and the stage will accommodate a full symphony orchestra. Acoustics of the auditorium are being perfected and celotex treatment is being given to a studio capable of accommodating a 50-piece orchestra as well as a small studio for individual performances.

U. S. Recording Co. will lease the studios for NBC programs keyed from Washington and for big local programs staged by WRC and WMAL, having priority over the theatre interests, at present showing revivals of motion pictures. Studio equipment will include Western Electric eight-ball and RCA velocity microphones.

Seattle Milk Drive

TO STIMULATE the sale of bottle milk, Seattle Milk Shippers Association on Oct. 2 inaugurated a series of programs over KJR starting Oct. 2. The program is a behind-the-scenes sports review with Tubby Graves, University of Washington coach, as commentator. The schedule calls for two 15-minute programs a week. It is the first radio venture by the Association.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BRODCASTING:

Canada Dry Ginger Ale Co. Inc., New York (soft drinks)
Columbia Plush & Puff Co., Brooklyn, N. Y. (powder puffs)
E. Griffiths Hughes Inc., Rochester (cosmetics)
J. A. Case Co., Denver (toothpowder)
Argotane Co., Memphis (medicine)
Smithfield Ham & Products Co. Inc., Smithfield, Va.
Copeland Refrigerator Corp., Detroit
Derby Oil Co., Wichita, Kans. (gasoline & oil)
Mid-Continental Petroleum Corp., Tulsa, Okla. (gasloine & oil)
Cape Cod Steamship Co., Boston
Wilson & Co. Inc., Chicago (meat)

RADIO RELEASE Ltd., Hollywood transcription studios operated the last three years by Hal Huff, went out of business Oct. 1.

THREE more stations have signed for World Library. They are WELI, New Haven; CHNS, Halifax, N. S.; CJCA, Edmonton, Alta.

FRANKEL-KAY-DIAMOND Inc., 6404 Sunset Blvd., New Hollywood program producing firm, has started to produce 52 quarter hour programs called *Tim's Rancho Adventures,* at the studios of Associated Cinema, Hollywood. They are designed for sponsorship by clothing and department stores.

STANDARD RADIO Inc., Hollywood, has completed production of *Organ Treasures* after a delay caused when Don Allen, production manager, was shot Sept. 12 by a burglar. The series consists of 200 public domain selections combined with voice and solo instruments.

SCHWEIZERISCHE Rundspruchgellschaft, Bern, Switzerland, the government controlled radio system in that country, has contracted for the NBC *Thesaurus* to be used on three stations. It is the first European broadcasting company to sign for the library. The deal was handled by Max Jordan, NBC's continental representative, at Basle, Switzerland. New domestic clients for *Thesaurus* are WAPO, Chattanooga; WTJS, Jackson, Tenn.; KGCX, Wolf Point, Mont.

Open Hollywood Office

CONSOLIDATED Radio Artists Inc., recently organized dance-band management organization, announces the formation of its Hollywood office in the Equitable Building there with Cliff Webster in charge. The Hollywood office is CRA's fourth. Others are located in New York, Cleveland and Chicago. Among the bands in the CRA fold are Paul Whiteman, Ferde Grofe, Leo Reisman, Peter Van Steeden, Frank Black, Russ Morgan. Charles E. Green, president, opened the Hollywood office personally and returns to his headquarters in New York about Oct. 20 after a personal inspection tour of his offices.

Ballou at KPDN

DAVE BALLOU, former Eastern representative for Standard Radio Inc., transcription company, and before that with KFWB and other California stations, has joined KPDN, Pampa, Tex., as manager. Mr. Ballou left Standard Radio last month to reenter the station field.

RADIO ADVERTISERS

ATLAS BREWING Co., Chicago (Atlas Special Brew), has appointed Henri, Hurst & McDonald Inc., Chicago, in charge of advertising.

PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings) has named Henri, Hurst & McDonald Inc., Chicago, to direct advertising.

HEALTHAIDS Inc., New York (Serutan) has appointed Franklin Bruck Adv. Corp., New York, to service its advertising, including radio.

FRANK H. FLEER Corp., Philadelphia (chewing gum), has named Aitkin-Kynett Co., that city, to service its advertising.

NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville, is placing advertising east of the Rockies through C. P. Clark Inc., Nashville, and west of the Rockies through C. Ellsworth Wylie Co., Los Angeles.

WILSON & Co., Chicago, is placing its Tender-Made ham account through U. S. Adv. Corp., Chicago.

GARDNER MFG. Co., Philadelphia (cleaning powder) is advertising through DeGarmo Corp., New York, and plans to use radio.

NEVA-WET Corp. of America, New York (water repellant) is advertising through Gotham Adv. Co., New York.

MARSHALL CANNING Co., Marshalltown, Ia., has placed its account with Stack-Goble Adv. Agency, Chicago.

MINARD Co., Framingham, Mass. (inhalant) has appointed Chas. W. Hoyt Co. Inc., New York, to place advertising.

GARDNER MFG. Co., Philadelphia (cleaning powder) has appointed DeGarmo Corp., New York, as advertising counsel. A spot radio test campaign is contemplated along with a newspaper schedule.

RAYMI LABORATORIES Inc., New York (Resista-Run) has appointed E. T. Howard Co. Inc., New York, to service its account. The firm manufactures a preparation designed to increase the life of underwear and hosiery. Radio and a magazine are being used locally in New York.

DORTHY GRAY, New York (cosmetics) a subsidiary of Lehn & Fink Inc., New York, effective Jan. 1, 1937, has appointed William Esty & Co., New York, to handle its account.

CLINE & JOHNSON Co., Owosso, Wis. (C & J beans) has appointed Advertisers Inc., Madison, Wis., as agency.

GARRETT & Co., Brooklyn (wine) has placed its account with U. S. Adv. Corp., New York.

ACQUIN PRODUCTS Co., St. Louis, advertising through Kelly-Stuhlman Adv. Co. Inc., that city, is planning a campaign including radio.

LOCAL LOAN Co., Chicago (personal loans), on Oct. 4 began a winter series on WBBM, Chicago, broadcast Sundays, 1-1:15 p. m. Program is Pat Flanagan's *Flanagrams* of inside sports dope which this company has sponsored for two summers as a daily feature immediately preceding each of Flanagan's baseball broadcasts but which has heretofore been dropped during the winter. The Sunday series will continue until the start of the 1937 baseball broadcasts, which Local Loan will again sponsor daily.

KANE'S, operating a chain of 15 furniture stores in New England, has started a half-hour Sunday series on WCOP, Boston, and is supporting it with 300 spot announcements. Salinger & Publicover, Boston, is agency.

HUNTING MAN-MADE STATIC

Radio Detectives of WPA Snoop Around Newark To Find Sources of Interference

STUDIES to locate the origin of electrical disturbances interfering with radio reception are being conducted by more than two-score persons employed on an unusual Works Progress Administration project at Newark, N. J. The project, sponsored by the Newark Public Safety Department, will include all of Essex County in its survey.

A CBS program Oct. 10 showed how man-made static mars reception.

Elements which interfere with police radios and commercial sets will be studied with a view of eliminating the causes of man-made static as much as possible. Disturbances which interfere with reception may usually be found in one of the following five classifications: (1) Street railways; (2) industrial equipment; (3) household electrical appliances; (4) power lines, and (5) electro-medical apparatus.

On Goes the Search

TEN GROUPS of three field workers each, have been assigned to search out the disturbance centers in Newark and throughout Essex County. Five of the groups act as "detectives" and the remaining five as checkers. The "radio detectives" are equipped with portable receiving sets having ear phones and directional loop antennas. The volume controls are connected with a meter which will register the amount of power necessary to bring signals in clearly.

Another group of WPA workers, the checkers, are supplied with the information gathered by the "detectives" and next day request the permission to investigate noise makers. Representatives of the city ask the cooperation of the owner in the elimination of the interference. In the event of a refusal, a Newark city ordinance may be invoked to force the correction of faulty apparatus.

This procedure was outlined by Samuel B. Finklestein, administrative clerk under Public Safety Director Michael P. Duffy of Newark. Mr. Finklestein has general supervision of the radio project. He is in charge of the police radio maintenance shop and is a licensed radio operator.

Elimination of electrical disturbances will enable the police radio transmitter in Newark to use lower-powered sending apparatus thereby saving the cost of more powerful and expensive equipment. Also, the decrease in interference will promote the efficiency of police and private receiving sets.

Forty-six WPA workers are employed on the project. The working unit consists of a supervisor, two electrical engineers, 12 senior field clerks, 18 junior field clerks, two junior engineers, a senior draftsman, three draftsmen, two radio repair men, a woman executive secretary, two typists, a file clerk and a timekeeper.

Upon the completion of the project, which will cover some 18,000 miles of highways and streets in Essex County, charts will be made showing the volume needed for clear reception in each section. Each chart will represent a maximum of two blocks. Maps will be made for Essex County's 21 municipalities, indicating the volume levels of audibility. Lines and similar indices will show by various colors the intensity of reception and from the maps the transmitter strength necessary to reach all points may be determined.

Ship Line New Sponsor

ANCHOR LINE, a subsidiary of Cunard White Star Ltd., New York, began a series of quarter-hour evening programs on Oct. 10 over WBNX, New York, devoted to resumes of the day's soccer games. The program is believed to be a radio test for the line. Terry Long does the announcing and the program is designed to appeal to the Irish listeners of WBNX who might be interested in the Anchor Line's service from America to Ireland. The account was placed direct.

Brownatone Testing

KENTON PHARMACAL Co., Covington, Ky. (Brownatone hair dye), is using one-minute dramatized announcements spotted in station breaks in the early afternoon three times weekly in a test campaign on WMC, WWL, KRLD, WHK, WHKC, WHB. Agency is Roche, Williams & Cunnyngham Inc., Chicago.

There Are

192

"Reasons Why"

Loan Radioaids

sell

Loans!

Wire or Write

"TIME IS MONEY"

Radioaids

REG. U. S. PAT. OFFICE INC.

1357 No. Gordon
Hollywood, Calif.

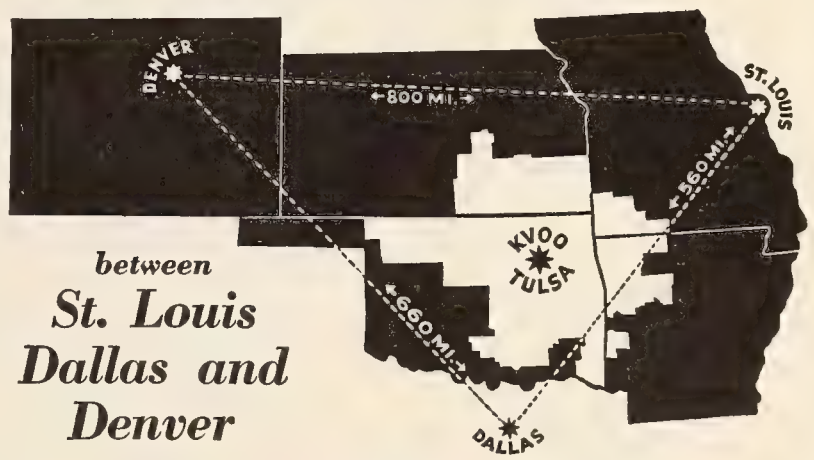
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Also available

Laundry	Furniture
Used Car	Ice Cream
Bread	Jewelry

RADIOAIDS

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA



WORL

WO

"

ATLANTA

WORLD PROGRAM SERVICE
SUBSCRIBERS

WAPI	Birmingham, Ala.	WMBR	Jacksonville, Fla.	WTAX	Springfield, Ill.	KMLB	Monroe, La.	KWK	St. Louis,
KOY	Phoenix, Ariz.	WQAM	Miami, Fla.	WTRC	Elkhart, Ind.	WFBR	Baltimore, Md.	KGBX-KWTO	Springfield,
KELD	El Dorado, Ark.	WDBO	Orlando, Fla.	WGBF	Evansville, Ind.	WTBO	Cumberland, Md.	KFBB	Great Falls, M
KUOA	Fayetteville, Ark.	WCOA	Pensacola, Fla.	WLBC	Muncie, Ind.	WFMD	Frederick, Md.	KFAB	Lincoln, N
KFPW	Ft. Smith, Ark.	WSUN	St. Petersburg, Fla.	WMT	Cedar Rapids, Ia.	WEEI	Boston, Mass.	KOIL	Omaha, N
W6XAI	Bakersfield, Cal.	WTAL	Tallahassee, Fla.	WOC	Davenport, Ia.	WCOP	Boston, Mass.	KGGM	Albuquerque, N. M
KLX	Oakland, Cal.	WJNO	West Palm Beach, Fla.	WHO	Des Moines, Ia.	WTAG	Worcester, Mass.	KIUJ	Santa Fe, N. M
KIEM	Eureka, Cal.	WLAK	Lakeland, Fla.	WKBB	Dubuque, Ia.	WCSH	Portland, Me.	WOKO	Albany, N
KNX	Los Angeles, Cal.	WTFI	Athens, Ga.	KFBI	Abilene, Kans.	WHDF	Calumet, Mich.	WGR-WKBW	Buffalo, N
KVOR	Colorado Springs, Colo.	WGST	Atlanta, Ga.	KGGF	Coffeyville, Kans.	WJR	Detroit, Mich.	WOR	New York City (New
KFEL-KVOD	Denver, Colo.	WRDW	Augusta, Ga.	KWBG	Hutchinson, Kans.	CKLW	Detroit, Mich. (Windsor)	W2XR	New York
KGHF	Pueblo, Colo.	WMAZ	Macon, Ga.	KIUL	Garden City, Kans.	KROC	Rochester, Minn.	WHDL	Olean, N
KFKA	Greeley, Colo.	KIDO	Boise, Idaho	WIBW	Topeka, Kans.	KSTP	St. Paul, Minn.	WMFF	Plattsburg, N
WTIC	Hartford, Conn.	KID	Idaho Falls, Idaho	WLAP	Lexington, Ky.	WEBC	Duluth, Minn.	WHAM	Rochester, N
WELI	New Haven, Conn.	KRLC	Lewiston, Idaho	WJBO	Baton Rouge, La.	WQBC	Vicksburg, Miss.	WFBL	Syracuse, N
WJSV	Washington, D C.	WGN	Chicago, Ill.	WDSU	New Orleans, La.	WAML	Laurel, Miss.	WBIG	Greensboro, N
WRUF	Gainesville, Fla.	WJBL	Decatur, Ill.	KRMD	Shreveport, La.	KMBC	Kansas City, Mo.	WSJS	Winston-Salem, N

presents 29 new stations

● In July, 8 stations—in August, 7—in September, 14—a total of 29 radio stations have been added in 3 months as new subscribers to World Program Service! Year after year, many of the nation's leading stations have broadcast World's famous Library music with increasing success. Still the roster of subscribers continues to lengthen. New outlets in Canada, Mexico, and more than a score in the United States! World Broadcasting System welcomes these new affiliates, and pledges full cooperation for the future.

The growing popularity of WORLD PROGRAM SERVICE among millions of listeners and hundreds of station operators runs a close parallel to the growing success of the advertisers who use the facilities of World Broadcasting System.

No other organization has so powerfully contributed to the improvement of business for such a large number of broadcasting stations. Since 1929, World has never swerved from its course. World has produced more and more revenue for radio stations. World alone has always actively and aggressively promoted the cause of faultless electrical transcriptions. As a result, NAB Reports show electrical transcriptions enjoying the fastest present-day rate of growth in radio. National sponsorship has increased more than 50%. Local advertisers, encouraged by the sound advice of experienced station operators, are building bigger, better, and LONGER programs around the many features of WORLD PROGRAM SERVICE—the original transcription library service, now in its 136th Consecutive Week.

If you are not fully informed of the facts about WORLD PROGRAM SERVICE — the World library of 1,600 selections, with 48 new additions each month—the smart, salable continuities—the many other sales aids—the all-important precision-method characteristics of World's Wide Range Vertical recording and "matched quality" reproduction—then let us tell you these facts. Base your sales of local time on the use of WORLD PROGRAM SERVICE features. Join WORLD and make 1937 a prosperity year for your station! . . . Address inquiries to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.

WBS

LD BROADCASTING SYSTEM

-the-Minute Entertainment from TRANSCRIPTION HEADQUARTERS"

CHICAGO LOS ANGELES NEW YORK SAN FRANCISCO WASHINGTON

PM	Minot, N. D.	WCAU	Philadelphia, Penna.	KXYZ	Houston, Texas	KPQ	Wenatchee, Wash.	CKWX	Vancouver, B. C.
W	Akron, Ohio	WEEU	Reading, Penna.	KRLH	Midland, Texas	KIT	Yakima, Wash.	CJRC	Winnipeg, Manitoba
CKY	Cincinnati, Ohio	WGBI	Scranton, Penna.	WOAI	San Antonio, Texas	WHIS	Bluefield, W. Va.	CKCW	Moncton, New Brunswick
IK	Cleveland, Ohio	WJAR	Providence, R. I.	KGKO	Wichita Falls, Texas	WHBY	Green Bay, Wisc.	CHSJ	St. Johns, New Brunswick
IKC	Columbus, Ohio	WCSC	Charleston, S. C.	KCMC	Texarkana, Texas	WKBH	La Crosse, Wisc.	CKAC	Montreal, P. Q.
PD	Toledo, Ohio	WIS	Columbia, S. C.	KDYL	Salt Lake City, Utah	WIBA	Madison, Wisc.	CKCV	Quebec, P. Q.
BN	Youngstown, Ohio	KABR	. Aberdeen, S. D.	WNBX	Springfield, Vermont	WOMT	Manitowoc, Wisc.	CJRM	Regina, Sask.
DA	Ada, Okla.	WOPI	Bristol, Tenn.	WSVA	Harrisonburg, Va.	KWYO	Sheridan, Wyoming		
SO	Ardmore, Okla.	WDOD	Chattanooga, Tenn.	WRVA	Richmond, Va.	KDFN	Casper, Wyoming		
RC	Enid, Okla.	WREC	Memphis, Tenn.	WDBJ	Roanoke, Va.	KGMB	Honolulu, T. H.		FOREIGN
OO	Tulsa, Okla.	WLAC	Nashville, Tenn.	KXRO	Aberdeen, Wash.			2 GB	Sidney, Australia
IX	Muskogee, Okla.	KGNC	Amarillo, Texas	KVOS	Bellingham, Wash.		CANADA	5 DN	Adelaide, Australia
I	Klamath Falls, Ore.	KFDM	Beaumont, Texas	KGY	Olympia, Wash.			3 KZ	Melbourne, Australia
IN	Portland, Ore.	KGFI	Corpus Christi, Texas	KOL	Seattle, Wash.	CFAC	Calgary, Alberta	RADIO	TOULOUSE—Paris, France
BA	Allentown, Penna.	WBAP	Ft. Worth, Texas	KMO	Tacoma, Wash.	CJCA	Edmonton, Alberta	XEW	Mexico City, D. F.
EU	Erie, Penna.	KTSM	El Paso, Texas	KUJ	Walla Walla, Wash.	CJAT	Trail, British Columbia		
BO	Harrisburg, Penna.								

Democratic Discs

DEMOCRATIC National Committee, New York, has placed orders for transcriptions to be placed on 20 stations Oct. 15-Nov. 2, Mondays through Saturdays. RCA-Victor and Decca Records shared the cutting of the quarter-hour discs which are split into two series. One is entitled *Friends & Neighbors* and the other *Democratic Review.* More stations may be added to the list, which follows: KSTP, KDYL, WBZ-WBZA, WHO, KGDE, KROC, KLPM, KFYR, KFEL, KVOR, KSUN, KCRC, KOY, WDAY, WTCN, KMA, WOWO, KVOA, KUMA. Loomis & Hall Inc., Miami, placed the account.

SPOTLITES

5 MINUTE DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

STUDIO AND PROGRAM NOTES

FORMERLY a sustaining feature, the *Bureau of Missing Persons* on Oct. 19 will become a sponsored morning 5-minute program over WWJ, Detroit, daily under the auspices of Forest Cleaners & Dyers Inc. The program describes persons whose whereabouts are unknown and desired by relatives or friends. Simons-Michelson Co., Detroit agency, placed the time.

EFFECTIVE Oct. 3, KDYL, Salt Lake City, remains on the air until 2 a. m. Sunday mornings with the *All-Request Hour* filling the extra hour. The feature has proved so popular with Saturday night listeners that the decision to stay on another hour was reached. KDYL, the other six days of the week, operates from 6 a. m. to 1 a. m. (MST).

FOUR advertisers who have joined the nation-wide drive for highway and traffic safety, are sponsoring a unique Monday night program over KQW, San Jose, Cal., which has won the approval of the National Safety Council, the San Jose Junior Chamber of Commerce and that of city and county officials. Titled *Safety Lane,* the quarter hour program, heard at 9:15 p. m., gives news of traffic accidents, statistics, and suggestions for safe driving are presented in a dramatic, interesting way by use of four voices and sound effects. Show is written and produced by Gene Clark, with James E. Doyle, announcer, as narrator. Sponsors of the program are: Ralph Bergren Electric Co. (Guide Headlight Adjuster); Stuart Bronson Co. (General Tires); Porter's Brake Shop (American Brake Block), and the Farmer's Insurance Exchange (automobile insurance).

After-Midnight Sold

ATLANTIC BREWING Co., Chicago (Tavern Pale Beer), has taken over sponsorship of an hour, 1 to 2 a. m., of the *Night Watch* program of recorded music and news flashes that is broadcast from midnight to 4 a. m. seven days a week on WIND, Gary, Ind. Contract runs for 52 weeks and so anxious was the sponsor to secure the spot that he paid for the full year in advance.

TEXAS school children are radio performers in a series of broadcasts recently inaugurated from the Texas Centennial Exposition by E. I. du Pont de Nemours & Co. Performers are being chosen from the groups brought to the Texas World's Fair from various school districts of the state. These pupils, each group of which spends two days at the Exposition, give an hour's program in the Hall of State, and at that time a 15-minute radio program is made up of the outstanding talent among them. These programs, sponsored by Du Pont, are broadcast from the Gulf Exposition studios over WFAA from 10:15 to 10:30 p. m. each Monday, Wednesday and Friday.

KFWB, Hollywood, celebrated the bringing of Boulder Dam power and light to the City of Los Angeles, Oct. 7 with a community sing, led by Charles W. Hamp, with officials of the Municipal Bureau as guests.

UNIVERSITY Broadcasting Council, research organization in the field of educational broadcasting that operates under the joint auspices of Chicago, Northwestern and De Paul universities, on Oct. 6 started *Science in the News,* Tuesdays, 6-6:15 p. m. on the NBC-Red Network. The program, a non-technical account of news in the field of science, features each week a famous scientist who will relate the week's most important event in his particular realm. The scientist will fill about five minutes, an anonymous voice using the remaining time to report on other fields of scientific research. Dr. Arthur H. Compton, famous physicist and winner of the Nobel prize in 1927, opened the series.

WJR, Detroit, has resumed its broadcasts from the University of Michigan in collaboration with the university's extension division. Starting Oct. 11, a 9 a. m. Sunday broadcast began featuring musical lectures with programs, and at 12:45 Sundays a half hour is devoted to broadcasts for adults featuring mental hygiene, stamp collecting, hobbies and other programs all under the direction of faculty members.

DURING the recent Texas floods Elbert Haling, of KFJZ, Fort Worth, rode with a cargo of yeast in a plane that had been chartered by Standard Brands for delivery purposes, to survey damage at San Angelo, more than 200 miles away. The same day he was back in the studio giving the first word picture of damage in the distressed area. KFJZ has a weekly quarter-hour aviation program, started in September.

ON WMCA, New York, is a new Sunday evening series taking the former *Good Will Court* period and titled *Gift of Gab,* with John S. Young and William Wiseman, the last-named being WMCA's attorney, as announcers. It is Mr. Wiseman's first radio effort.

AFTER the success of its *Kangaroo Club Programs* from an open-air theatre during the summer, KDYL, Salt Lake City, is continuing the series through the fall and winter under the title *Kangaroo Artists Revue.* No studio audience is permitted, however. Youngsters under five work from memorized script in musical and dramatic skits.

WHEN an explosion wrecked the General Tire Co. service station in Flint, Mich., WWJ, Detroit, sent the *Detroit News* airplane and a mobile truck to the scene. A few days later a WWJ mobile unit, with Bill Mishler as announcer, went to Milan, Mich., to cover a train wreck in which 17 persons were injured when two trains crashed headon.

A LIFETIME of happy wedlock is the sentence handed out to engaged couples taking part in *Cupid's Court,* half-hour Sunday afternoon series over KRNT, Des Moines, and WMT, Waterloo. A beverage firm signed for the series the same day the idea was developed by David Nowinson and Ranny Dayly of the Iowa Network program department. The network is producing the Food Show for the Des Moines Retail Grocers' Association for the fourth successive year.

A "PET PEEVE" or "Gripe" contest is conducted weekly by KGNF, North Platte, Nebr., and sponsored by a local dry cleaning establishment. Listeners are invited to send in entries, telling what annoys them most during the day. The sponsor offers weekly prizes of cleaning credit to winners. The contest rates as one of KGNF's best mail pullers and the sponsor's results are described as amazing.

CBS has completed arrangements with the Cincinnati Institute of Fine Arts for the broadcasting of 13 Friday afternoon concerts of the Cincinnati Symphony orchestra, conducted by Eugene Goossens, beginning Oct. 16, 2:45-4 p. m. In addition CBS will present five children's concerts by the same orchestra and conductor from 3:30-4 p. m. on Nov. 15, Dec. 15, Feb. 2, March 16, and April 13.

Regional Heads Named For NAB Sales Group

DESIGNATION of six geographical divisions of the Sales Managers' Division of the NAB, each headed by a chairman, was announced Oct. 2 by J. Buryl Lottridge, chairman of the Sales Managers' group. Pursuant to organization policy outlined by the executive committee of the group, the divisions have been set aside to handle regional activities on interchange of sales information.

E. Y. Flanigan, WSPD, Toledo, was appointed chairman of the northeastern division comprising Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Ohio, Indiana, Michigan, Kentucky, Virginia, West Virginia; Mallory Chamberlin, WMC-WNBR, Memphis, was named chairman of the southeastern division including Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi; Jack Gross, KWKH, Shreveport, chairman of the south central division including Missouri, Kansas, Oklahoma, Arkansas, Texas, Louisiana; Craig Lawrence, KSO, Des Moines, chairman of the north central division including Nebraska, Iowa, Illinois, Wisconsin, Minnesota, North Dakota and South Dakota; D. H. Vincent, KSL, Salt Lake City, chairman mountain division including Montana, Idaho, Wyoming, Colorado, Utah, New Mexico and Arizona, and H. M. Feltis, KOMO-KJR, Seattle, chairman Pacific division including Washington, Oregon, Nevada, California.

RADIO FEATURE SERVICE Inc., New York radio publicity concern, has taken new quarters at 420 Madison Ave. Its Hollywood office is located in the Taft Bldg.

TEST IT first ON KEX

This station has an ideal set-up for the advertiser who is desirous of "testing" his program before making expansion plans.

Famed for its showmanship, the high caliber of ALL local presentations, KEX offers the largest staff of artists, writers, composers and technicians of any Portland station. With a great radio coverage in the rich, Oregon market—where buying power is much higher than the national average—you can, at very low cost, check your early results.

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc. New York, Chicago, Detroit, San Francisco.



RADIO SERVICE OF THE OREGONIAN

Foreign Language Spots for Politics

Democrats Use Discs, G.O.P. Spots on Big Station Lists

SPOT campaigns, using transcriptions, studio programs and announcements, got under way for both the Democratic and Republican national committees early this month, featuring largely foreign language appeals to various groups. Although somewhat belated, the spot schedules were planned to carry through the month of October and until the Nov. 3 elections, supplementing the more extensive network efforts of the major parties.

The foreign language division of the Democratic committee placed its programs in six tongues in 12 cities through Robert Dargi, New York, with transcriptions by Radio & Film Methods Corp., New York. Except for WBNX, New York, on which half hour programs are used, the disk shows were of 15 minutes duration, placed as follows:

Italian—WCBM, WMEX, WELI, WTEL, WSPR, WPRO, WMBC, WGES, WEBR, WBNX, WHOM, WFAB.

German—WBNX, WHOM, WCBM, WWSW, WEBR, WGES, WMBC, WTEL, WJAY, WFAB.

Jewish—WCBM, WMEX, WJAY, WMBC, WWSW, WGES, WDAS, WBNX, WHOM, WFAB.

Polish—WMBC, WCBM, WHOM, WTEL, WEBR, WWSW, WBNX, WSPR, WJAY, WELI, WFAB.

Hungarian — WELI, WBNX, WCBD, WMBC, WWSW.

Greek—WWSW, WORL, WBNX, WHOM.

G.O.P. in 29 Languages

THE REPUBLICANS' naturalized citizens division is using a wider list of stations with its foreign language appeals, ranging from 100-word announcements to programs and talks of 15 or 30 minutes. These are written first in English at Chicago or New York headquarters and then translated into the various languages and sent to the individual stations. Transcriptions were at first considered but dropped as too inelastic for varying local conditions. Selection of speakers, where used, is left to the local party organization. Staggered schedules are used and 29 languages are represented.

The naturalized citizens division of the Republican committee is headed by M. W. Tuthill, of New York, with Col. J. V. Houghaling in charge of the Chicago division. Among the stations getting its radio programs are:

WJAY, WJW, WSPD, WKBN, WCAL, KJDE, WDGY, WTCN, WEBC, WMBC, WWAE, WEMP, WRJN, KFIZ, WJAG, KGKY, WNAX, WDAY, KFYR, KFJM, KDLB, KLPM, KGCU, KNX, KFAC, WHO, WMT, KFNF, WGES, WIND, WHBF, WCBD, WCFL, WEDC, WSBC.

Republican Series

REPUBLICAN State Committee, New York (political) has signed for three half-hour programs on a special New York State network of six CBS stations (WIBX, WOKO, WFBL, WHEC, WNBF, WGR) for Oct. 10 and 17 at 9:30-10 p. m., and Oct. 23, 8:30-9 p. m. William Bleakley, the Republican candidate for governor, will be the speaker on these periods. Agency: Brooke, Smith & French Inc., New York.



From Richmond (Va.) Times Dispatch

McKenzie Mill on Three

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Sept. 28 started quarter-hour live talent shows, six morning weekly, on WLS, Chicago; WWVA, Richmond, and WOW, Omaha. Agency: Rogers & Smith Adv. Agency, Chicago.

WOR at Fireside

WOR, Newark, on Oct. 4 started *Let's Visit,* a Sunday evening half-hour in which Ed Fitzgerald and Jerry Franken will ring doorbells and, microphone in hand, enter New York homes for chats with the folks. Descriptions of the homes, discussion of problems of interest to a typical family will mark the series, rather than topical or wisecracking queries.

Du Pont Plans Spots

E. I. DU PONT de NEMOURS & Co., New York (Zerone, antifreeze) on Sept. 13 began a new series of musical programs featuring *The Jesters & Irene Beasley* on a two station hookup, (WABC, WCAU) the program originating in New York, Tuesdays, 7:30-7:45 p. m. A spot schedule is also being planned for about 11 stations. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Dog Food Account

WILSON & Co., Chicago (Ideal Dog Food), on Oct. 3 started an eight-week campaign of quarter-hour recorded musical programs on WBBM, Chicago, to be broadcast immediately following that station's football broadcasts. During the baseball season this sponsor has been using time on WGN, Chicago, immediately following the baseball broadcasts under an arrangement that gave it the time between the end of the game and the next quarter-hour break, the length of the broadcasts throughout the summer varying between 30 seconds and 14½ minutes. The agency is Erwin, Wasey & Co., Chicago.

WITH politics accounting for a 15-fold increase in the "talks" classification, NBC broke two records during August when foreign pickups totaled 87 and music represented 67.7% of all program hours. Of the 87 relays from abroad, 52 were from Germany—mostly of the Olympic Games.



"IT'S DISTINCTLY HOOSIER"

. . . says the Los Angeles Times' Radio Editor, writing at a distance of 2,000 miles, about the "Hoosier Hop," a CBS program originated in WOWO's studios and broadcast on a coast-to-coast hookup.

Says the Los Angeles Times:

"We bow to 'Hoosier Hop.' It's as typically midwestern as Grant Wood's 'American Gothic.' It's smartly produced from WOWO in Ft. Wayne, and it is one of the better programs for those who like this type of tuneful, lively music and nonsense.

"It's not hill-billy. It's not jazzy. It's not classical. It's distinctly 'Hoosier.' "

This intimate local "Hoosier" quality of WOWO programs is no accident, but the result of careful planning to meet the needs and satisfy the interests of WOWO's immediate tri-state area audience, a market of over one million and a half persons within the primary coverage area of no other broadcasting station.

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

Would Bar Communists

WHILE members of the New York State D. A. R. organization on Oct. 7 were passing a resolution which they forwarded to the FCC, demanding that Earl Browder and other Communists be barred from the radio, WVFW, Brooklyn part-time local, announced flatly that it would reject any and all broadcasts by Communists. Harold Burke, director of the station and past commander of the county Veterans of Foreign Wars, which backs the station, said the Communists have three times asked for time but that "whatever happens, they'll never get permission from us."

New Station in Lima

SCHEDULED to go on the air early in November, the new WBLY, Lima, O., 100-watt daytime station on 1210 kc. recently authorized by the FCC, will be managed by Herbert Lee Blye, the licensee and one-time owner of WTBO, Cumberland, Md., with J. R. Payne, formerly with Sipe's Paint Co. of Pittsburgh, as commercial manager. The transmitter is being built by Doolittle & Falknor, Chicago, and the tower is a vertical radiator ordered from International Derrick & Equipment Co., Chicago.

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt New York

GOOD PROGRAM AT SMALL COST

Local Interest, Timeliness, Novelties and Pure Excellence Cited at West Coast Meeting

THE guiding star of all radio broadcasting is entertainment, the thing station managers must not overlook, cautioned Harry F. Anderson, NBC western division sales manager in San Francisco when he spoke Oct. 8 at the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel, that city. Anderson had for his subject "What Am I Bucking?", and during his 30-minute talk gave a review of radio program types, commercial and sustaining, and an analysis of the different hours for broadcasting. The point of view of stations, their interest in building audiences by special events, were also stressed.

Walter A. Burke, in charge of radio research for McMann-Erickson Inc., in San Francisco, who was chairman of the day, followed Anderson as speaker, to discuss "Program Competition", stating that: "The problem which presents itself most forcibly to us agencies here on the Pacific Coast and to our Pacific Coast clients, is how to meet the competition of high-powered and dynamic transcontinentals with our smaller talent budgets".

The Small Budget

"A PACIFIC COAST network program, and even a local broadcast, must in some manner obtain a 'qualitative equality'," he said. "It will get its recognition principally from this one factor. That is to say, when self-interest has selected the type of program the listener wants, only a 'qualitative equality' will prevent him from tuning out the program and looking for something he likes that has a holding quality. By 'quality' we mean, of course, good showmanship.

"Now, the question is, how is it possible to obtain this 'qualitative equality' with a purely Pacific Coast program on a small talent budget? We believe that it can be done. First by appealing to local interest; secondly by releasing a program that has an element of timeliness; thirdly by resorting to innovations and novelties, and last, by pure excellence of broadcast.

"Occasionally a combination of several of these factors may be necessary, but any one of them will give a coast program, or a local broadcast a tremendous advantage. The Gilmore Oil Co.'s *Strange As It Seems* program over the CBS-Don Lee network is a novelty and the talent cost is very modest indeed. Yet interest in this novelty is high. Perhaps as great as if Gilmore actually had Ripley as master-of-ceremonies.

"The California Chain Stores Association program, the *California Hour*, over the same network, is also a novelty as well as an innovation. It's peculiarly a home-talent program and it concerns an issue vital to all of us. All together, these factors give it great local interest. Then there is the *Richfield Reporter*, sponsored by Richfield Oil Co., over NBC. This program has timeliness as well as some local interest appeal. The Associated Oil Co.'s football programs have both timeliness and local interest appeal. *One Man's Family* and the *Standard Symphony Hour*, both NBC features, have built up a large audience simply on the excellence of production. And our *Home Economics* programs have built up individual audiences through the self-interest appeal directed to housewives. Research organizations credit these programs with top rank circulation."

More than 40 radio and agency executives attended the departmental meeting of which Clyde Coombs, NBC-sales representative, is chairman.

Foley on Four Stations

FOLEY & Co., Chicago (Honey & Tar compound), on Oct. 12 started quarter-hour morning programs, six days weekly, 26 weeks, on WLW, WLS and Western Network (KNX, KSFO). Programs are produced locally with live talent, using the McCormick Fiddlers on WLW's *Top of the Morning* period, *Lulu Belle and Scotty* on WLS, and *Honey & Tar* on the West Coast stations. Agency: Lauesen & Salomon, Chicago.

Sterling on 20 Stations

STERLING BREWING Co., Chicago (Sterling Ale), will start *Squire Sterling Entertains*, a 15-minute RCA recorded program, twice weekly for 13 weeks on a group of 20 stations in Illinois, Indiana, Tennessee, Kentucky, Georgia, Texas and Missouri starting in latter October. The agency is Hays MacFarland & Co., Chicago.

$34,000 PRIZES IN BABY CONTEST

PEPSODENT Co., Chicago dentrifice manufacturer sponsoring *Amos 'n' Andy*, will offer prizes totaling $34,000 in a 26-day contest to select a name for Amos' and Ruby's baby. The contest will begin Oct. 20 and close at midnight Nov. 15. A total of 2,832 prizes will be offered for the best names: A first prize of a $5,000 U. S. Government Savings Bond; second prize, a $1,000 baby bond; 10 prizes of $100 baby bonds; 100 prizes of $50 baby bonds; 720 prizes of $25 baby bonds; and 2,000 cash prizes of $2 each. Each entry is to be accompanied by the cardboard carton from any Pepsodent product, the first time the sponsor has honored all sizes of all products in a single contest.

Judges will be Prof. M. J. Freeman of the University of Chicago; Mrs. William B. Walrath, founder and managing director of "The Cradle", noted orphanage; and Miss E. Evalyn Grumbine, assistant publisher of *Child Life*. In addition to the broadcasts, the Pepsodent Co. will promote the baby-naming contest with a half-page in *Liberty* and with comic strips, color half-pages in Sunday comic sections, and radio page advertisements, using 101 newspapers in 61 cities.

During the week every *Amos 'n' Andy* announcement featured "National See - Your - Dentist Week". This educational campaign was preceded by a letter to dentists, requesting their opinions of the plan, which evoked an unexpectedly large response, 98 per cent favorable to the idea.

JACQUES BONJEAN, star announcer of Radio Post Parisien, Paris, who broadcasts under the nom-de-air of Jean Loup, was a visitor at WMCA, New York, early in October. He will shortly handle a series of broadcasts to be relayed via short wave to WMCA.

Are You Ready For Wider Markets?

National Brokerage Company is prepared to serve efficiently and economically manufacturers of food products and grocery specialties who desire thorough distribution of their products in any or all sections of the country.

Problems of distribution need no longer be based on hunches and hopes.

NBC with its trained sales personnel in all markets offers you assured selling ability at nominal cost based on results.

You can start with NBC in a single section or in several sections and extend as sales and production warrant — or you can cover the entire nation quickly. In any case NBC service will be thorough and resultful.

Inquiries are invited.

National Brokerage Company

A National Sales Organization

Edward M. Power, Jr., *President*

OLIVER BUILDING -:- PITTSBURGH, PA.



FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

NEW *Subscription Order*

Please send me BROADCASTING
Broadcast Advertising

☐ Two years for $5
☐ One year for $3
☐ Check is enclosed
☐ Send bill

YEARBOOK Number Included

NAME .....

ADDRESS .....

.....

FIRM ..... TITLE .....

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

Voluntary Checks Improve Quality of Proprietary Copy

Association Provides Counsel To Prevent Spurious Claims

VOLUNTARY copy checking by the Proprietary Association has proved surprisingly successful, Earle A. Meyer, executive secretary of the association's advisory committee on advertising told the annual convention of the National Wholesale Druggists Association, which met recently at White Sulphur Springs, W. Va.

With some 5,000 manufacturers in the industry, the copy checking system was set up as a "step in the interest of honest merchandising," he said, and some 14,500 pieces of copy representing nearly 100 million dollars in advertising has been reviewed since 1934.

Notes Improvement

"TO SEE evidence of the improvement in advertising," said Mr. Meyer, "one needs only to look through the pages of current newspapers and publications or listen to the commercial announcements of today's radio programs and contrast them with those of a few years ago."

Among associate members of the Proprietary Association are 36 agencies and almost as many broadcasters, said Mr. Meyer, who expressed gratification over "the apparent agreement between the creators of advertising and members of the committee that sound drug products can be advertised and sold honestly and without running by the red stop light of misrepresentation."

Mr. Meyer emphasized that manufacturers or agencies can submit their copy to the advisory committee for perusal and feel assured that the copy will be passed upon in strict confidence, and suggestions made to change or improve it. He has been working with Janet McRorie of NBC, Gilson Gray of CBS and Fred Weber of Mutual in connection with radio continuities.

Candy Company Tests

BOLDEMANN CHOCOLATE Co., San Francisco (chocolate candy and products), which recently appointed Gerth-Knollin Adv. Agency, that city, to direct its national advertising, on Sept. 29 started a 13-week quarter-hour test campaign on KFRC, San Francisco. Titled *Bobby Grayson's Football School*, program is heard Tuesdays at 5:45 p. m. Copy is prepared by Grayson, former Stanford University football player, and read by Mel Venter, station announcer. Grayson himself also presents a Tuesday night *Sports Parade* under sponsorship of the *San Francisco Examiner* over KYA.

One Man's Family Film

SIGNING of a contract for screening of *One Man's Family*, popular NBC feature sponsored by Standard Brands Inc. for Tenderleaf tea, was announced Oct. 9 by NBC. Paramount will base a major film on the series, with Carlton E. Morse writing the film version of the serial, which went on the air in April, 1932. It has won numerous program awards.

Autos on the Air

(Continued from page 36)

fashions will speak on trends in hats, shoes, frocks, etc.

As another feature of interest in this program, which will be announced by a woman, three gowns especially designed will be discussed during each program.

Olds Motor Works, another GM division, leans the other way in its thinking, having scheduled a program which should appeal at least as much to men as to women. Titled *Irvin S. Cobb and his Paducah Plantation*, it starts Oct. 17 and will be broadcast from Hollywood over 64 NBC-Red network stations Saturday nights from 10:30-11 p. m. D. P. Brother & Co., Inc., Detroit, is the agency.

Buick-Packard-Nash Series

BUICK has no plans at the present for a regularly scheduled program. At the present all that is contemplated for the immediate future is a series of spot announcements over 89 stations, beginning the week of Oct. 19. Five spots a day will be heard through this strategically located group, tying in to Buick's newspaper "teaser" campaign preceding introduction of the 1937 cars. At the same time it is understood that Buick will keep its eyes open for future headline sports events, upon which it may bid for sponsorship, as in the past. Order for a later disc series has been placed with WBS. Arthur Kudner Inc. is the agency.

Among the independents there is at least a proportional amount of radio planning. Packard's plans are probably the most ambitious, involving the well-publicized tieup with RKO Radio Pictures and the current picture *Swing Time*. This program started Sept. 8 over the NBC-Red network Tuesday nights, 9:30-10:30 p. m., and offers 15 new Packards as prizes in two contests. One contest is based on best descriptions of the new Packards which were introduced at the time of the initial broadcast, open to patrons of theaters showing *Swing Time*. Packard is tying in theater managers and publicity men by offering three Packards to the producers of the best tieup campaign. Local awards are also being made by Packard dealers in some cities. Young & Rubicam Inc., is placing this program, which stars Fred Astaire.

Nash is building its plant activity strongly into its Saturday night *Speedshow* over 62 CBS stations at 9 p. m., by having Floyd Gibbons, news commentator, tell his impressions of Nash production operations over the air, along with his impressions of the Spanish civil war. Vincent Lopez and his orchestra star on this program, which began Oct. 3, and "name" guest stars will be heard weekly. Nash originally intended to introduce its 1937 models at the time of the premiere broadcast of this series; however production delays made that plan unworkable, and early November has been selected.

Studebaker continues to feature Richard Himber and his Champions over NBC and is using discs.

Gadsden Is 2nd Industrial City of Alabama
Gulf States Steel Employs 4500 Men And Is Now Building Tremendous New Plant
WJBY
Gadsden, Alabama

"KMA? Sure! That's EARL'S Station"



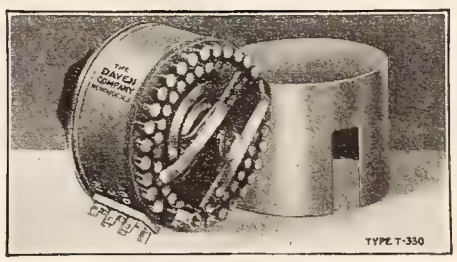
"EARL MAY, you know! He runs KMA, and folks out here have been depending on his advice for years. You see, he's *one of us* . . . raised in a small town . . . knows his farming, too. I followed his advice about a catch crop last year and made a nice bit of money.

"Then too, he keeps us posted on the best things to buy for the family, the house or the farm. Neither Earl nor KMA has ever given us a bum steer.

"Sure, *everybody* out here knows KMA!"

KMA The Earl May Station SHENANDOAH, IA.

DAVEN 30 STEP "TEE" ATTENUATORS



TYPE "T-330"

This is the first compact 30 step "T" attenuator ever offered at a low cost. It is perfect as a mixer and a master gain control for low level mixing. The new Attenuator has zero insertion loss, constant impedance both in and out at all settings and at all frequencies within the desired range, and the lowest attainable noise level.

30 STEPS OF ATTENUATION.
LAMINATED POSITIVE WIPING TYPE SWITCH.
LOW NOISE LEVEL. BELOW—130 DB.
SHIELDED FROM ELECTRICAL DISTURBANCES.
RUGGED—LIGHT WEIGHT
SIZE ONLY 2¾" DIAMETER BY 2 1/16" IN DEPTH.
ZERO INSERTION LOSS
FREQUENCY ERROR: NONE OVER THE RANGE OF 30 TO 17,000 CPS.
RESISTORS, UNIFILAR WOUND.

PRICE, $17.50
WRITE FOR BULLETIN 534

The following impedances stocked for immediate shipment:

30/30	200/200	600/600
50/50	250/250	30/50
125/125	500/500	50/200
	500/200	

Special impedances and attentuation upon request.

Mfrs. of Volume Controls, Potentiometers, Faders, Main Gain Controls, Fixed Attenuators, Non-Inductive Wire Wound Resistors, Line Equalizers, Volume Indicators, and Laboratory Equipment. Write for Bulletins.

Daven volume controls, main gain controls and other Daven equipment are used extensively in the new modernized KMA studios.

THE DAVEN COMPANY
158-160 SUMMIT STREET NEWARK, N. J.

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and
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On a Silver Platter

NOT WITHOUT foundation have been the "show me" shrugs of time buyers who want to know what sort of and how much of an audience they can expect for their radio campaigns. They have in mind, first of all, that they can get a definite circulation figure from newspapers or magazines, or a traffic audit for outdoor display, or a certain ratio of response from direct mail.

Technique of radio circulation studies has improved rapidly with development of the industry, but in every industry are advertising executives who wonder if they are buying a "pig in a poke" when they sign for a broadcast campaign. They see attractive engineering maps, trade area data, population figures and listener surveys, but still aren't satisfied.

What they want, as buyers of time, is cost-per-set-family-reached or some similar figure by which they can take a radio budget, pick the markets they want to contact, and figure out how they can do the job. It's simple mathematics, the same that mother applies when she looks in her pocketbook before deciding what to buy for dinner.

Members of the Association of National Advertisers heard two conceptions of audience measurement at their Oct. 8-10 convention [see article on page 9]. They heard the signal strength-program-mail-radio homes combination advanced, with emphasis on the engineering standpoint, and they heard the merits of automatic recording devices in gauging listener habits. At present they are followers of the Crossley audience surveys.

Last summer the Joint Committee of 15 of the ANA, NAB and AAAA released a census of radio homes by counties and it has other ideas in the pot. Such cooperative programs among industries invariably are slow to mature. Advertisers, however, are serious about this audience circulation business. They want nice figures handed to them on a silver platter. And after all, they're spending the money.

Multi-Station Trend

A COUPLE of years ago Chevrolet Motor Car Co. launched its now famous *Musical Moments* spot campaign and shocked broadcasters, as well as other radio advertisers, by using more than one station in a city and in no few cases all of the stations. Since then, Ford Motor Co. has followed suit, and several other spot advertisers began using more than one station per city. The idea even invaded the network field, with American Tobacco Co. using both NBC networks simultaneously for its *Lucky Strike Dance Parade.*

Now, it appears, multi-station use is becoming a definite trend, particularly in spot. Attention is focused on this trend by Blayne R. Butcher, radio director of Lennen & Mitchell Inc., in an able article in this issue.

As Mr. Butcher points out, advertisers long have bought more than one newspaper's circulation in a prescribed area. He asks, therefore: "Why not more than one radio station?"

Advertisers and their agencies are showing a greater awareness of radio generally, and they are beginning to realize that multi-station use in the same market is a good buy. Stations and their representatives, as Mr. Butcher observes, are now shaping sales arguments to agencies and clients along these lines. And, he adds, "they are obviously sound."

Strange Interlude

WE WOULD be remiss in our editorial obligation if we did not take notice of perhaps the most brazen piece of political demagoguery we have ever seen perpetrated at a public hearing on radio. We refer to the baiting of Powel Crosley Jr., WLW head, by Telegraph Commissioner George H. Payne, publicity-seeking New York politician, during the FCC allocation hearing. We are not trying to defend Mr. Crosley, for he demonstrated he did not need it. But we do like to see fair play.

First, be it known, Telegraph Commissioner Payne had the bureaus of Washington newspapers and press associations notified that he was going to put on a show with Mr. Crosley on the stand and that front page news would follow. He has done that before.

The issues raised by the politico - commissioner had not the remotest connection with the subject of allocations or superpower. [See report elsewhere in this issue.] It was simply an attempt to throw mud for the purpose of getting newspaper headlines. It was bureaucracy at its worst, perpetrated by a member of the FCC who has nothing to do with broadcasting. Nominally his duty is that of a member of the Telegraph Division, but apparently he prefers to meddle in broadcasting because of its greater publicity possibilities.

In justice to the other members of the FCC, we trust that it will not be judged too harshly for the outlandish, utterly uncalled for performances of a member who evidently has forgotten not only his function of public office, but, judging from the sharp temper of his remarks, also the behavior of a gentleman. For the broadcasting industry, we can only bow in gratitude that this man does not serve on the Broadcast Division.

Those Futile Hearings

EVER since Federal radio regulation began in 1927, there has been criticism of the legal procedure peculiar to radio which permits anyone to file an application for the facilities of an existing station and hale it to hearing in Washington. It doesn't matter whether the applicant is financially responsible or legally qualified. The hearing is automatic. Hundreds of thousands of dollars have been wasted by existing station licensees in defending their assignments because of this loophole.

Now, for the first time, former Senator Dill has filed with the FCC a motion that it require an applicant for the facilities of one of his client stations to post a $2,000 bond to cover costs of his station in defending itself. The FCC probably will deny the motion because of lack of authority to assess costs.

This action resurrects proposals of the last few years that the FCC be given power to require the posting of bonds. We are not so certain that it is wise to give such power to administrative agencies. The courts now have it. But it certainly points to the necessity of discouraging frivolous applications.

In one Commission quarter it is felt that the FCC under the law can require preliminary ex parte hearings on applications at which it would go into the financial, legal and technical responsibility of the applicants before calling a regular hearing at which the station attacked would be called upon to defend itself. If the applicant is not qualified, then the FCC could deny its application without calling in the respondent stations.

Such procedure, to us, seems to have a great deal of merit. We would welcome a study of it by the FCC in the hope that the flood of irresponsible applications and the loss of station time and money can be plugged.

Convention Time

BEING a democratic organization, the NAB is "going to the people", so to speak, to decide when the annual conventions should be held. It wants the broadcasters themselves to decide upon the month.

During the last two years the conventions have been held in July. There has been complaint from some broadcasters about the heat —not so much the heat fomented at the meetings themselves, but the weather. So the board of directors has authorized a referendum to determine the time desired by most members.

Prior to 1935 the conventions were held in the fall. The complaint then was that it cut into the busiest season of the year when broadcasters wanted to be at home. That's the reason the switch was made to the summer.

We'll agree that July gets pretty hot. But we believe, too, that the industry does not want to return to fall conventions because of the havoc they play with business at home. Our view is that the ideal time is the late spring or early summer. It seems to us that June is an excellent month. Broadcasters usually are planning their vacations then and can dovetail their vacations with convention time. Moreover, it is not the peak business season.

We don't often get the opportunity to express an opinion on a "political" issue. To us any referendum smacks of politics. So with a wave of our collective arms, and in our best oratorical style, we advocate June as the regular convention month for the NAB. Let's look toward a landslide!

We Pay Our Respects To —



DONALD SCHOLEFIELD SHAW

HAVING worked on both sides of the fence, so to speak, Donald Scholefield Shaw knows practically all of the answers to the questions that daily arise in the consideration of radio as a medium by advertisers and agencies. After nearly four years as a member of the NBC sales staff, preceded by more than a decade of agency experience, Don last spring returned to agency work as assistant to the president of McCann-Erickson Inc., major New York agency, and forthwith was placed in charge of all of its radio activities. That he was destined to leave his mark on radio advertising progress, no one who knows his work in the past doubted from the day NBC reluctantly accepted his resignation as its eastern sales manager.

Just appointed to the AAAA radio committee headed by Charles F. Gannon, radio director of Arthur Kudner Inc., Don Shaw as head of McCann - Erickson's radio activities is in charge of such programs, all on NBC, as *Twin Stars*, for the National Biscuit Co.; *Death Valley Days*, for Pacific Coast Borax Co.; *Mystery Chef*, for Regional Advertisers (also on spot); and the newly resumed and highly popular *Standard Symphony* series sponsored by Standard Oil Co. of California on a Pacific Coast network of NBC largely for reception in the schools. Under him also comes the *Langendorf Pictorial*, sponsored on the same western network by Langendorf United Bakeries.

Don is one of the most likeable men in the broadcasting business. Today, his name is still mentioned with highest respect at NBC where from late 1932 until April 1 of this year he was with the sales department, the final year as eastern sales manager. He is liked not only because of a charming personal manner but because the men working with him always found him tolerant of their views, eager to hear new ideas, quick to adopt them if deemed feasible.

A native New Yorker, born Sept. 18, 1898, at 38 Don finds himself like so many others in the broadcasting field often referred to as one of youthful radio's bright young men. But brightness is implemented by real ability and by a peculiar knack for the business of broadcasting — a knack which H. K. McCann, president of the McCann - Erickson Co., recognized after only a few contacts, leading to his selection for his present important post. That ability may come, of course, from the happy combination of paternal Scotch and maternal Dutch ancestry.

His father, a native of Glasgow, was owner and headmaster of the Hamilton Institute for Boys, where Don received his early schooling. Upon graduation from Brown University in 1920, he immediately went into the advertising field, joining Larcher Horton Co., Providence agency, in the art department. After a year there, New York beckoned and he went into the George L. Dyer agency, now defunct, in a general capacity. In 1923 he joined the Biow Co. as assistant art director, then was made art director. He was in the advertising department of the Vacuum Oil Co. for three years, then with Williams & Saylor, another New York agency, and then did merchandising for a big manufacturing concern before becoming a partner in the agency of Cleveland & Shaw.

His own venture into agency ownership went by the wayside with the 1929-30 business collapse, but shortly afterward he met M. H. Aylesworth, then NBC president, and Roy Witmer, then vice president in charge of eastern sales. now general sales manager of the network. He persuaded them that they should have more salesmen if they expected to sell radio time and keep their clients sold. Impressed by the zealous young man, Aylesworth and Witmer agreed to give him carte blanche in the organization and administration of the selling force. How well he succeeded, everyone in radio knows: by the end of his second year with NBC he was handling all sales activities in one department with a staff of 24 men as against 10 when he started. During his three years with NBC, the network's annual sales volume went up from $25,000,000 to $31,000,000.

One of his cherished possessions today is a group picture of these 24 men, with the signature of each affixed, which hangs on the wall of his office. Equally cherished is a similar memento signed by NBC's 35 page boys. As eastern sales manager, he was associated with practically every account booked by the eastern division. Every big heavyweight prizefight broadcast that was sponsored on the network was sold by him personally.

Don Shaw admits of only one hobby—radio. He plays golf after a fashion, but isn't very serious about the game. He was married in 1923, and resides with Mrs. Shaw and their three children—Florence, 12; Donald, 10; Reid, 6—at Bronxville, N. Y.

PERSONAL NOTES

FRED WEBER, general manager of Mutual Broadcasting System, and Miss Ruth Betz of the CBS press department were married in New York Oct. 10. They are spending their honeymoon at Virginia Beach.

D. E. KENDRICK, vice president of WIRE, Indianapolis, has announced the promotion of L. L. Jacquier as station manager and Jack Stillwell as production manager. Mr. Jacquier, formerly manager of KTSA, San Antonio, has been with WIRE in a commercial capacity for nearly two years. Mr. Stillwell, formerly with WNAX, Yankton, S. D., and KTSA, joined WIRE on Sept. 1.

DONALD FLAMM, president of WMCA, New York, and head of Inter-City Group, will be honored at a tribute dinner to be held Nov. 14 by the Ladies Auxiliary of the Infants Home of Brooklyn. Alfred J. McCosker, president of WOR, Newark, is chairman of the honorary committee and Harry Hershfield is treasurer.

CLARK BRANION, formerly with Detroit newspapers and WXYZ, and onetime executive secretary to former Mayor Bowles of Detroit, has been appointed local sales manager of WJR, Detroit, succeeding Owen F. Uridge, who has joined the staff of Radio Sales Inc., CBS spot sales subsidiary.

HARRY BARD, former national advertising manager of the *St. Paul Daily News*, Arthur H. Croghan, formerly national sales manager of WDGY, Minneapolis, and Robert Kennedy, formerly of the staff of WJMS, Ironwood, Mich., have joined the sales staff of WMIN, new St. Paul local. Roberta Wessel, formerly of WDGY, has been named office manager.

RANDY RYAN, formerly with WIBW, Topeka, is now managing KMMJ, Clay Center, Neb., recently purchased by family interests headed by Don Searle, WIBW manager.

PAUL HODGES and William Sisson have joined the sales staff of WNBR, Memphis.

JACK MERRILL has joined the sales staff of WMC, Memphis, and Robert M. Gray, former Memphis reporter, has been named publicity director.

RALPH A. SAYRES, sales director of KYW, Philadelphia, has been named chairman of the radio committee of the Poor Richard Club, Philadelphia.

J. N. HINCHEY, formerly commercial manager of WCBA, Allentown, Pa., has joined the sales staff of KYW, Philadelphia.

VERNON C. BAILEY, formerly of Louisville, has joined the sales staff of WSAZ, Huntington, W. Va.

S. W. FULLER, former program manager and production director of KGB, San Diego, has been promoted to station manager, filling the vacancy created by the transfer of Roger K. Huston to the Los Angeles staff of KHJ as sales manager. Mr. Fuller's assistant will be Don J. Donnelly, as manager of the sales department.

GLADSTONE MURRAY, general manager of the new Canadian Radio Corp., arrived in Canada Oct. 8 prepared to take over his new job Nov. 2. Mrs. Murray and their two children Ian, 9 and Anne, 7, arrived with the new Canadian radio chieftain.

RAY FLEMMING, former advertising manager of the St. Louis branch of Kroger Grocery Co., has joined the sales force of KMOX, St. Louis. Paul Phillips has been promoted from assistant continuity editor to editorial director, succeeding John Clark, who left to continue his radio activities in the East. Phillips has spent several years as a radio writer, coming to KMOX from WMCA, New York. Don Ownbey, formerly of WBBM, Chicago, has joined the staff as newswriter.

PHILLIP MERCER, formerly with Critchfield & Co. and Erwin, Wasey & Co. in Minneapolis, has been put in charge of sales promotion at WLS, Chicago.

ROBERT SCHMID, MBS sales promotion manager, and Miss Jarrett Wells will be married in St. Bartholomew's Church, New York, on Oct. 17. Honeymoon will be spent in Bermuda.

ARTHUR E. LEWIS, formerly of WJAS, Pittsburgh, WTAX, Springfield, Ill., and WROK, Rockford, Ill., has joined the sales staff of WMNN, Fairmont, W. Va.

WILBER JAMES McEDWARDS, formerly in the advertising department of Nu-Enamel Co., has replaced John Sandberg in NBC's Chicago sales promotion department, following Sandberg's transfer to local sales in Chicago.

WILLIAM D. PABST, of the exploitation and production departments of KFRC, San Francisco, has been made assistant station manager, Tom Breneman, manager, announced. He is the son of Fred Pabst, general manager of the Don Lee organization in northern California.

JOHN J. GILLIN Jr., manager of WOW, Omaha, and Mrs. Gillin are the parents of a son, born Sept. 27 at St. Joseph Hospital, Omaha. He was named John Gillin III.

ARTHUR McDONALD, recently appointed sales manager of KEHE, Los Angeles, and Mrs. McDonald on Sept. 21 became the parents of a son, born in the Cedar of Lebanon hospital in Hollywood.

BERNE WILKINS, formerly of WEVD, New York, and Thomas Harkins, of Philadelphia stations, have joined the sales staff of WNEW, Newark.

GORDON JENKINS has joined the sales staff of KOMO - KJR, Seattle. He was formerly employed by the Pioneer Printing Co., Seattle.

JOHN E. ROBERTS, vice president of Maryland Press Association and secretary of the Certified Press Association, has joined the sales staff of WBAL, Baltimore. For the last three years he was Baltimore manager of Western Newspaper Union.

DR. WILLIAM H. VOELLER, of Conquest Alliance Co. Inc., left New York Oct. 10 for a flying trip to Hollywood, where he will supervise the production of several Conquest recorded programs.

GEORGE H. BUCHER has been elected executive vice president of Westinghouse E. & M. Co., with headquarters at Pittsburgh, having been raised from a vice presidency.

JOHN M. HEYER, sales manager of W9XBY, Kansas City, and Mrs. Heyer are the parents of a 7 lb. son, born Sept. 21.

BEHIND THE MICROPHONE

FRANK AUSTIN, formerly of KSTP, St. Paul, has joined KDYL, Salt Lake City, as an announcer. George Snell, of KDYL, has had his second book published, its title being *Root, Hog and Die.* Myron Fox, announcer, took the first flight championship in the Salt Lake City radio-newspaper golf tourney.

DONALD HALADAY, formerly of KVSO, Ardmore, Okla., Arthur Schraeder, announcer and operator formerly of WTCN, Minneapolis, and Frank Devaney, announcer and continuity writer, formerly of WLPM, Minot, N. D., have joined WMIN, St. Paul. Other additions are Marie Tolonen, women's activity director, Edith Mack, receptionist and Marjorie Garretson, entertainer, formerly of WXYZ.

PAT KELLY, former San Francisco NBC producer, is writing and producing the radio programs for the San Francisco Community Chest which are being presented on the various stations in that city.

JACK SAYERS, onetime publicity and script writer of KHJ, Los Angeles, has been appointed chief night announcer of KMTR, Hollywood.

IRNA PHILLIPS, author of *Today's Children,* dramatic serial on NBC-Red that is now in its fourth year under the sponsorship of Pillsbury Flour Mills, will leave Chicago Oct. 22 on a South American cruise in search of new material for her story.

PETER KRUG, graduate of St. Lawrence U, has joined the announcing staff of WGY, Schenectady, replacing John Sheehan, who has joined the General Electric publicity department to aid in GE broadcasting activities.

CARL A. DOTY, statistician, replaces Barry Rumple in NBC's Chicago headquarters, following Rumple's transfer to the New York offices.



JUBILESTA—W9XBY took advantage of Kansas City's celebration Sept. 26-Oct. 4 to stage a number of special programs and some good promotion. Having the only booth in the municipal auditorium, W9XBY depicted station activities and operated a temporary studio. In all 58 programs were broadcast, including Bob Burns and other artists.

Above is the dinner given in honor of Bob Burns (center). Left to right: Mrs. Clarence Salzer, wife of engineer; Walt Lockman, sports announcer; Clair Heyer, sales manager; Gloria Gipson; Bob Burns Jr.; Ward Keith, program director; Blevins Davis, Jubilesta publicity director; Mrs. Hugh Parks and Hugh Parks, editor of *Van Buren Press Argus;* G. L. Taylor, vice president of W9XBY, and Mrs. Taylor.

ART GILMORE, formerly of KFWB, Hollywood, and other West Coast stations, has joined the announcing staff of KNX, Los Angeles.

JAMES COX, new to radio, has joined the continuity staff of KFAB-KFOR, Lincoln, Neb., replacing Jim Van Liew.

DAVID H. HARRIS, production manager of WOOD-WASH, Grand Rapids, and Miss Francis Billings, formerly public relations director of the station, were married in September. T. Wilcox Putnam has returned to WOOD-WASH to take the public relations post.

KENYON BROWN, formerly of W9XBY, Kansas City, has joined the announcing staff of Iowa Network.

IRMA PERRY, long associated with KOIL, Omaha, and KFAB, Lincoln, Neb., pianist, accompanist, and vocalist, has been named musical director of the two stations.

JOHN L. CLARK, formerly of KMOX, St. Louis, has been named program manager of WFIL, Philadelphia, where he will develop new talent and programs.

KARL BARRON, formerly of WFBR, Baltimore, has joined the announcing staff of WIP, Philadelphia.

TED MacMURRY, engineer of WBBM, Chicago, who was sent to England a year ago to accompany Jack Hylton to America and to produce Hylton's midocean broadcasts, has been promoted to a position on the WBBM-CBS Chicago production staff.

MARGARET HARRIS, formerly continuity writer at KSFO, San Francisco, who is now in Hollywood, has been signed for sketch writing on the *Shell Chateau* program on NBC-Red network.

M. DONALD HAMBLY has been made production manager of KRE, Berkeley, Cal., succeeding Jack Bennett, who resigned to join KQW, San Jose, Cal., as announcer and continuity writer. George Stuart, formerly announcer-operator at KJBS, San Francisco, has joined KRE in a similar capacity. KRE has also added Gilbert Laing to its staff as announcer-operator.

KERBY CUSHING, sports announcer of KYW, Philadelphia, and Miss Elsie Wheaton were married Sept. 27 at Canandaigua, N. Y.

JOHN R. McDONNELL, formerly with Northwest stations, has joined KJBS, San Francisco, as announcer-operator, succeeding George Stuart, resigned.

HARRY De LASAUX has been added to the announcing staff of KYA, San Francisco, succeeding Kenneth Higgins, who resigned to join KFRC, that city, in a similar capacity. De Lasaux, was formerly on the announcing staff of KFSD, San Diego, and prior to that with NBC in San Francisco.

EDGAR JACOBS, announcer, has replaced Charles Glover Delaney, who left WFBL, Syracuse, to become commercial manager of WESG, Elmira, N. Y.

KATHERINE CUFF, publicity director of WFBL, Syracuse, has resigned effective Oct. 17 to join the staff of *Radio Guide,* Chicago.

RAY BUFFUM, formerly publicity director of KOIL, Omaha, on Oct. 1 became publicity manager of KFWB, Hollywood.

HAL METZGER, manager of press and special events departments at WTAM, Cleveland on Oct. 12 was advanced to the position of program director of the station. Robert Dailey, formerly radio editor of the *Toledo Blade,* becomes manager of the press department on the same date. Mr. Metzger retains the supervision of the special events department under his new assignment.

MAURICE A. RIDER has joined KIRO, Seattle, in full charge of news broadcasts. H. R. Langan, former studio manager and chief announcer of KXA, Seattle, and KVOS, Bellingham, Wash., has joined KIRO, as has Gordon Bambrick, formerly of KIDO, Boise.

LARRY DODDS, formerly of WPAY, Portsmouth, has joined WSAZ, Huntington, W. Va., filling the vacancy caused by the illness of William Herbert. Robert Burns is back after an appendectomy.

BRUCE FOUCHE, formerly with WOR press department and Western Newspaper Union, has joined the CBS press department in New York. Other additions are Helen Nolan, formerly of *New York American,* Jack Skinner, and John Lagemann.

EDDY BROWN, concert and radio violinist, has been appointed musical director of W2XR, New York, it was announced Oct. 6 by John V. L. Hogan, president of the Interstate Broadcasting Co.

JOSEPH KELLY has resigned from the announcing staff of WLS, Chicago, to devote his time to free lance announcing. He will continue to serve as master of ceremonies on the Saturday evening *National Barn Dance* broadcasts over NBC.

JACK ODELL is back at his announcing post at WAAF, Chicago following a siege of pneumonia.

HERB MORRISON, formerly of KQV, Pittsburgh, has joined the staff of WLS, Chicago, where he will double as announcer and production man

FRANK BAKER, for the past six months in NBC's Chicago continuity department and previously in charge of all broadcasts from the Edgewater Beach Hotel in Chicago, has been added to the WLS continuity staff to handle commercial announcements.

JACK HOLDEN, WLS announcer is now playing the role of Tom Mix in the juvenile serial sponsored by Ralston Purina Co. five afternoons a week over NBC. Holden joined the program, which was recently moved to Chicago after being produced for two years in New York, on Oct. 5.

EDITH ADAMS, member of the *Girl Alone* cast of NBC's Chicago studios, and Paul Dowty, of the CBS announcing staff, will be married at the First Methodist Church of Evanston, Ill., on Oct. 16.

LARRY KEATING, who recently joined the NBC announcing staff in San Francisco, has taken on the additional duties as master of ceremonies for the transcontinental Monday evening *Carefree Carnival* program which originates from the Community Playhouse in that city.

HELEN HARTZER, in the accounting department of KFRC, San Francisco, has announced her engagement to Charles Jones, contractor in that city. Wedding is scheduled for Nov. 14.

JOSEPH ALVIN, formerly a member of the Chicago NBC press department, has been made assistant to Harold Bock, the network's press representative in Hollywood, according to announcement by Lloyd E. Yoder, NBC western division press department manager in San Francisco. Alvin recently was associated with Lord & Thomas in Los Angeles.

BERRY KROEGER, formerly with KHJ and KNX, early in October joined the announcing staff of KFWB also in Hollywood, replacing Arthur Gilmore who resigned to go with KNX.

HE WHO BUYS WBAL SELLS MARYLAND

BALTIMORE AND MARYLAND together comprise the fifth largest market in the United States.

WBAL is a basic National Broadcasting Company Blue Network station, and a Mutual Broadcasting System affiliate.

Federal surveys show that 63.5 per cent of the rural population of Maryland prefer a clear channel station.

WBAL is the only clear channel, high-power station in Baltimore and Maryland.

The facts show that WBAL must appear on your list for the most complete coverage of the country's fifth largest market.

WBAL

BALTIMORE, MARYLAND

National Representative: HEARST RADIO, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

DON PRINDLE, formerly with KOL, Seattle, and WLS, Chicago, early in October joined the continuity department of KNX, Hollywood.

JACKSON WHEELER, onetime announcer at KFI, and later with KHJ, Los Angeles, on Oct. 5 became a staff announcer at KNX, Hollywood.

DAVE CARTER, with the New York publicity staff of CBS, on Oct. 6 arrived in Hollywood to become publicity director for CBS-KNX. Miss Connie Vance, former publicity head for KNX, will remain as Mr. Carter's assistant.

THOMAS FREEBAIRN-SMITH, announcer at KNX, Hollywood, early in October was promoted to chief announcer of the CBS station.

ABC Barn Dance

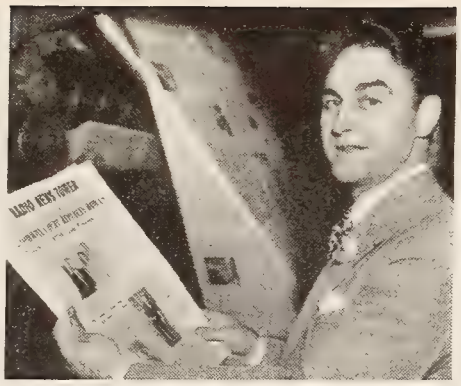
PARTICIPATING sponsorship of the *ABC Barn Dance*, broadcast 7:30-8 p. m. (CST), Wednesdays, over the Affiliated Broadcasting Co., beginning Oct. 7, has been assumed by American Book Mart, Chicago (rare books), through E. H. Brown Adv. Agency, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance), through Frankel-Rose Co., Chicago; and Picture Ring Co., Cincinnati (novelty rings), through Frederick W. Ziv Inc., Cincinnati. A limit of six sponsors has been set on the half-hour period.

Cudahy Extends

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 28 extended the broadcasts of *Bachelor's Children* which it sponsored last year on WGN, Chicago, to include eight stations on a combined MBS-CBS hookup. Program, which is broadcast from 10:15 to 10:30 a. m., Monday through Friday, originates at WGN, which feeds it to WLW on Mutual lines and to a Columbia network of WABC, WCAU, WJAS, KMOX, WJR and WHK. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

Princess Pat on ABC

PRINCESS PAT Ltd., Chicago (cosmetics), on Oct. 11 started *Princess Pat Play of the Week* on Affiliated network, Sun., 1:30-2 p. m. (CST). The first sponsor signed by the Affiliated network last spring, Princess Pat has been scheduled to begin several times previously, but was prevented for one reason or another until now. Agency: McJunkin Adv. Co., Chicago.



WOW FOR KFAB—When KFAB's man-on-the-street, Lyle DeMoss, was visiting in Fremont, Neb. last month for a broadcast, whom should he meet and interview on the air but John Gillin Jr., manager of WOW, Omaha, keen competitor of KFAB's companion station in Omaha, KOIL. Mr. Gillin was in Fremont for the state convention of the Junior Chamber of Commerce, of which he is national vice president. Here Mr. Gillin is shown holding the first edition of *Radio News Tower*, his station's new listener publication.

Pursang's Spot Drive

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Pursang tonic), is using one-minute transcribed daytime announcements, Mondays through Fridays, on WGY, WMAQ, WOW, WWL, WNAC, WSAZ and WSYR, Oct. 5 through Nov. 9, and a quarter-hour transcription series, *Musical Varieties*, on WOR, Monday and Wednesday, 8:15-8:30 p. m., starting Oct. 7. The agency is H. W. Kastor & Sons Adv. Co., Chicago.

STANDARDSYMPHONY POPULAR IN WEST

STANDARD OIL Co. of California, San Francisco, a pioneer in the sponsorship of fine music, on Oct. 8 presented its 469th *Standard Symphony Hour* over the NBC Pacific Red network, marking its ninth year of continuous sponsorship of the program. One of radio's most notable contributions to the advancement of fine music, the program is heard Thursdays at 8:15 p. m., originating in the community Playhouse in San Francisco. An outstanding feature of the weekly program is the absence of advertising. Standard Oil Company actually started sponsorship of fine music in October 1926, broadcasting concerts by the San Francisco Symphony and the Los Angeles Philharmonic orchestras, simultaneously over stations KPO, KGO and KFI, before NBC was on the West Coast. The broadcasts were the result of an appeal made by the San Francisco Symphony to overcome a budget deficit. The oil company donated $10,000 for the broadcasts and the response from music lovers was so great that arrangements were made in October 1927 to present the concerts every Thursday night over an NBC network. Mishael Piastro is the current director of the *Standard Symphony Hour*.

MRS. WILLIAM THOMAS, wife of William Thomas of the NBC press department in Radio City, died Oct. 6 after the birth of a son, their first child.

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

MORE than 100,000 persons have attended various parties given by WGES so far this year. Twelve thousand attended a single picnic for Americans of German birth or parentage. When you buy radio advertising it's pretty nice to know that the station you select has real popularity backing!

* * *

Hard to believe: A Michigan minister uses WCBD to broadcast to listeners in his home town (150 miles away) rather than use his local radio station. "WCBD comes in better," the minister explains.

* * *



"The neatest and best set-up of any local station I've ever seen," was the compliment paid WSBC's new model studios and transmitter by a radio operator who has seen most all of them. Visit WSBC when next you're in Chicago. Frank Stanford, its manager, will be proud to show you 'round.

* * *

WEMP, Milwaukee, acknowledges the congratulations of this column on its first birthday with this boast: "We're headed for first place in local business and are mighty close to the top right now!" That's spunk from a yearling!

* * *

How's this for an announcing staff: WGES has eighteen full time announcers—eleven of whom present Americanization programs in that many foreign tongues.

* * *

WCBD's authority to operate with Chicago as its main studio has been approved by the FCC. Many new features and services are being planned.

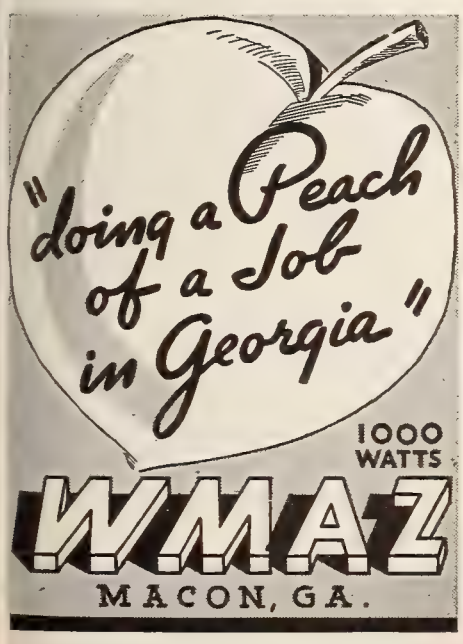
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Street broadcasts have become so thick in Chicago that interviewers are talking into the wrong microphones, almost. Two stations picked the same identical spot and time the other day. After arbitration one station changed the time of its broadcast and everybody lived happily.

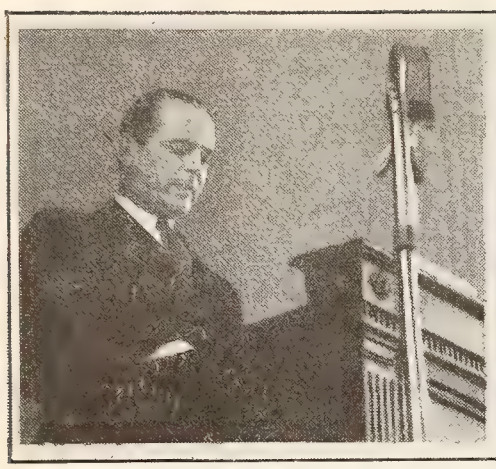
* * *

As in the primary, WGES is leading in the amount of local political broadcasts. The politicians know how to get their message to the bulk of the Chicago citizenry.

Gene T. Dyer











AT OPENING GUN—At left Chief Engineer Craven opens the hearings; at press table, the genial G. Franklin Wisner, FCC press chief, at his "knitting". At right is group of Westinghouse and ex-Westinghouse executives: Walter C. Evans, manager of broadcasting for Westinghouse; C. W. Horn, NBC development and research director; George S. Law, Westinghouse counsel; Horace L. Lohnes, Washington attorney; S. D. Gregory, assistant manager of broadcasting for Westinghouse; Frank B. Falknor, CBS western division chief engineer.

Chamber's Case for CLEAR CHANNELS

CONTINUING the Clear Channel Group presentation during the afternoon session Oct. 6, Joseph A. Chambers, consulting engineer and former chief engineer of WLW, presented a detailed technical case in favor of superpower and clear channels. Utilizing slides and photographic charts, together with recordings of station signals to prove his points, Mr. Chambers consumed some four hours for his technical presentation.

In consonance with the preceding speakers, Mr. Chambers advocated an evolutionary change rather than a widespread reallocation, urging progressive modifications of the present structure.

Mr. Chambers brought out that under existing allocations there are 195 local station assignments, 206 unlimited regional station assignments, nine assignments of unlimited high powered regionals, 51 assignments on so-called clear channels and 148 limited time assignments.

Would Eliminate Daytimes

AS FOR limited time and daytime assignments on clear channels, he advocated that they be eliminated because of the impairment to daytime reception they cause upon the dominant stations on the clear channels. As power increases, daytime service increases and that translates itself into better rural coverage, he said.

Mr. Chambers praised the present system of allocations, that is, the classification of clear, high power, regional and local stations. He said this diversification of allocations is necessary to provide adequate coverage for all types of listeners. He emphasized again that the majority of rural and small town listeners are almost entirely dependent upon clear channel station service. Ultimately, he said, ultra-high frequencies may become available for local broadcast service and synchronization methods on regional and local channels may tend to improve service of its stations. Clear channels should be kept clear for future expansion and such clear channels as now are duplicated should be reclassified and placed in other categories, he said.

Mr. Chambers pointed to numerous field surveys to prove his contention that only with clear channels can the rural listener receive adequate service.

He recommended more stringent regulation of stations to prevent over-modulation interference, that is, interference which breaks through on adjacent channels in terms of harmonics.

No Adjacent Interference

HE RECOMMENDED an 85% modulation, which he said would eliminate over-modulation harmonics. By way of discrediting arguments that superpower tends to blanket out reception of stations on adjacent channels, or for that matter any other stations, Mr. Chambers played a series of recordings of programs of stations on both sides of the 500 kw. WLW. These essayed to show that stations like WOR, WGN, WEAF, WMAQ and others on neighboring channels, each with 50,000 watts power, came in with excellent signal strength at a location only 4½ miles away from the WLW transmitter.

Exhibiting additional charts and graphs, Mr. Chambers said these showed that if two 50,000-watt stations on opposite coasts were duplicated on the same channel without directional antennas, the secondary service would be non-existent. Actually, he said, each station would cover only about 85 miles from its transmitter. With directional antennas and the use of one lower powered station on such channels, he said, there would be some secondary coverage but none that compares with the coverage of a station even with nominal power when it operates exclusively on a clear channel. Directional antennas, he said, also would help to increase the secondary service of the dominant station but would not enable wide coverage of the character expected from clear channels.

As for daytime stations operating on clear channels, Mr. Chambers recommended a rearrangement of assignments to prevent interference and a ban on the licensing of any future daytime stations on such waves. Instead of these daytime stations signing off at local sunset, he said, they should really sign off at sunset at a point half way between the duplicated stations, thus insuring better propagation for the dominant station.

Chambers' Cross-Examination

WHEN Mr. Chambers resumed his protracted technical testimony at the Oct. 7 session, he was subjected to a grilling cross-examination by Comdr. Craven, the questioning being aimed at breaking down the theory that clear channels are essential to afford rural coverage and that there can be no duplication on them.

Mr. Chambers delved into radio theory by estimating coverage of stations not only of 500,000 watts at particular locations but also of 5,000,000 watts. He indicated that the latter type station could provide effective service over the entire country, adding that it was entirely possible to build such stations. A station on the eastern coast using a directional antenna with 500,000 watts, he said, could do an acceptable service job over most of the territorial area of the United States.

Recalling the outcries against superpower virtually from the beginning of commercial broadcasting, Mr. Chambers brought out that all of them proved groundless and that instead of any deterioration of service the result was improved service particularly for the less fortunate rural listener. In behalf of the Clear Channel Group Mr. Chambers favored a horizontal increase in power for regional stations, declaring these increases should be encouraged. He said that the only problem of interference is that it might occur on adjacent channels and that the solution lay in improved receivers of sufficient selectivity.

"To procure the maximum use on clear channels we should use the highest power possible," he said. He advocated 50 kw. as the minimum with no maximum.

Even if all of the clear channels used superpower, Mr. Chambers said under Comdr. Craven's cross examination, satisfactory service could not be provided everywhere in the country.

Superpower's National Coverage

RESPONDING to a Craven inquiry as to whether all rural listeners could get as many as 20 of the clear channels if all 30 of those now on the air were operating with superpower, Mr. Chambers said he doubted it because of the distance factors involved. Reducing the figure to 15 of the 30 Mr. Chambers said that such might be possible during best night conditions but certainly

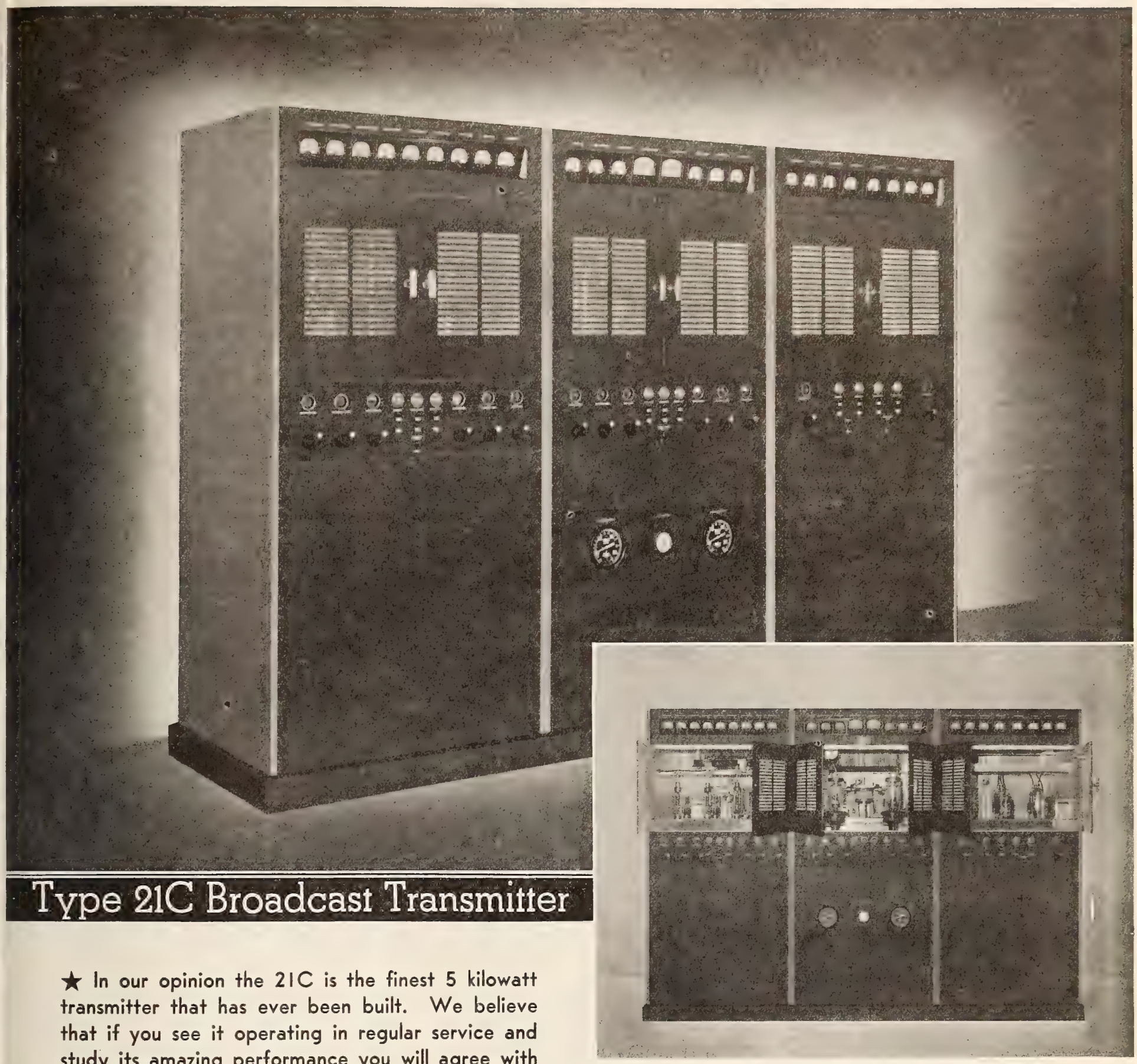
SUMMARY OF CLEAR CHANNEL VIEWS

HERE are technical recommendations of the Clear Channel Group as presented to the FCC allocation hearing by Joseph A. Chambers, chief technical witness:

1. That there be no radical reallocation, in view of the necessity for retaining all the present classes of stations.
2. That the field intensity ratios for common and adjacent channel interference limitations be changed as regards the adjacent-channel figures, and be unchanged as regards the same-channel figures, as follows: Same channel, 20 to 1; 10 kc. frequency difference, 0.1 to 1; 20 kc. frequency difference, 0.01 to 1; 30 kc. frequency difference 0.001 to 1.

That interference with 40 kc. separation between stations is sufficiently low to be ignored in the signal ratio and separation tables.

3. That present empirical values of signal strengths required for various grades of service be maintained for regulatory purposes.
4. That mileage separation tables, if continued in use, give way in all cases to field measurement data or otherwise known conditions.
5. That the present value of "blanketing" signal be changed from 125 millivolts to 1 volt or more.
6. That no allocation plan be set up based only on geographical conditions.
7. That there is no objection, from the point of view of the Clear Channel Group, to a horizontal or other increase in night power to 5 KW by Regional stations.
8. That daytime duplication of Clear Channel assignments is not objectionable if the present specified 1000 miles separation is maintained, and providing the duplicating station signs off at the hour of sunset one-half way between the longitudes of the two stations.
9. That the present 30 clear channels remain clear, with such change of regulations as may be required to authorize operation with a minimum power of 50 kw. and an unlimited maximum power, where proper showing is made.
10. That no change in the status of the 10 duplicated channels, now classed as Clear Channels, appears necessary other than a change in nomenclature.



Type 21C Broadcast Transmitter

★ In our opinion the 21C is the finest 5 kilowatt transmitter that has ever been built. We believe that if you see it operating in regular service and study its amazing performance you will agree with our appraisal.

Among the 21C's many engineering achievements are a new type of high efficiency grid modulation, a new distortion balancing system effective at all audio frequencies, low power consumption, low tube cost and unequalled fidelity of transmission.

We invite you to see for yourself.

5kw

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street







TALKING IT OVER — Left to right: Hoyt B. Wooten, WREC and WHBQ, Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRA, Little Rock, Ark., and WGST, Atlanta; W. H. Summerville, WGST; S. C. Vinsonhaler, KLRA; Andrew D. Ring, FCC assistant chief engineer for broadcasting; William Way, KVOO, Tulsa.

would not be during the daytime.

Mr. Chambers insisted that use of superpower will not affect the present methods of radio operation materially, and that it would not mean the destruction of other classes of stations. He brought out that the development of ultra-high frequencies for local service in the future, and the possible use of channels such as those in the 1500-1600 kc. band for similar service, would take care of future urban needs. For that reason, he said, clear channels should be kept clear if service to rural listeners from distant stations is to be preserved. He said he had no idea of abandoning regional or local service in his advocacy of superpower. Comdr. Craven took issue with Mr. Chambers' recommendation that blanketing be considered a signal intensity of 1 volt rather than ½ a volt. He brought out that many of the complaints received by the FCC alleging blanketing were in the order of 100 microvolts to ½ volt.

KGO-WGY Duplication Cited

THE example of east-west coast duplication on the clear channel of KGO, Oakland, with 7,500 watts, and WGY, Schenectady, with 50,000 watts, was cited by Comdr. Craven. Calling this a "practical case" of duplicated operation, he asked whether it was not true that both stations covered substantial rural areas. Mr. Chambers, however, declared that neither was serving as much as it would if the channel were clear and that a substantial amount of service to rural residents was lost. Comdr. Craven pressed the question of the Clear Channel Group plan for 30 superpower stations and the results that might be procured as against duplication of the clear channels. He pointed out that WTIC, Hartford, and KRLD, Dallas, are operating simultaneously on the 1040 kc. channel and asked whether their service was curtailed. Mr. Chambers said the stations had doubtful night time coverage although he had not made an actual study of them.

"Why is it not feasible, for example, to place a 50 kw. station on the west coast and at the same time establish another station of low power in the east of, say, 500 watts and using a directional antenna?" Comdr. Craven asked.

Mr. Chambers responded that it is not feasible because it would immediately prohibit the possibility of the 50 kw. station performing improved rural service. He contended it would cause some interference somewhere and curtail distant coverage.

Comdr. Craven then posed the same question but suggested that the 500-watt station might be in Maine with the 50,000-watt station in Los Angeles and with a directional antenna in use. He asked why that would be wrong. Mr. Chambers responded that if the directional antenna prevented interference, there could not be any objection, but he said he felt that under present technical conditions, interference would result and there would be curtailment of dominant station service.

"Then you feel that the west coast station should serve Maine?" asked Comdr. Craven.

"Not now but in the future I think that is a possibility," Mr. Chambers said, again adding that he felt it would limit the future chances of such a clear channel station serving increased areas.

A protracted colloquy on possible European interference was precipitated by Comdr. Craven. Mr. Chambers said he thought that from an engineering standpoint the situation in Europe was parallel to that in the United States although it is entirely different socially.

Mr. Craven asked whether, with thirty 500,000-watt stations in this country, there would be created an interference problem with European stations operating on the same channels. Mr. Chambers declared that he felt this would be minimized because of the time differentials of some seven or eight hours between this continent and Europe, and the fact that our stations would be operating when the other stations for the most part would be off the air.

The FCC chief engineer asked if it were not a fact that with superpower the question of allocations among nations would be not expanded from that of a regional situation to an international one. He asked also if it were not possible that this country might be required to surrender certain of its channels to prevent this sort of interference. Mr. Chambers argued that the best thing for this country would be the use of superpower on these channels since that would discourage operation of other stations on the channels.

Costs of Superpower

COMDR. CRAVEN then invaded the subject of superpower station operation and costs. Mr. Chambers had not given any testimony on this subject, but in his prepared statement there was a figure of $45,000 per month for operation on a 500 kw. station including program costs. He said he had preferred not to give this information because of possible inaccuracies and his incompetence to discuss program costs.

Pressed by Comdr. Craven, Mr. Chambers estimated that the average technical maintenance cost of a 50,000-watt station, including depreciation, is $66,000 a year. For a 500,000-watt station he estimated this cost would be $200,000 per year. The depreciation of a 50,000-watt transmitter, he said, is written off over a six year period whereas in the case of a 500,000-watt transmitter it is over a 12-year period. He estimated that the entire cost of installation of a 500,000-watt transmitter is approximately $463,000.

On redirect examination, Mr. Caldwell endeavored to clear up some of the controverted points raised by Comdr. Craven. He elicited from Mr. Chambers the information that a 50,000-watt installation overall costs $310,000.

Resuming the international interference topic, Mr. Caldwell asked Mr. Chambers about the time differentials, and brought out that there would be little likelihood of interference. He also inquired if the transmission over the magnetic poles to Europe would not constitute an absorption factor which would minimize the strength of the signals. Mr. Chambers said there was no definite knowledge on this subject but that the theory was that radio signals take the "Southern route" rather than over the poles.

Mr. Caldwell pointed to the superpower trend in Europe and asked if it were not true that, if in Europe stations went to 500 kw. while U. S. stations stayed at 50 kw., serious interference would not result to the stations in this country. Mr. Chambers responded in the affirmative. Mr. Chambers, responding to Mr. Caldwell's questioning, reiterated previous statements that duplication on clear channels would prove disastrous for rural coverage.







INTENT LISTENERS — Left to right: George W. Smith, WWVA, Wheeling, W. Va.; John P. Ryan, WSPD, Toledo; Father John W. Hynes, S.J., WWL, New Orleans; Father O. L. Abel, S.J., WWL; A. S. Foster, WWL; C. W. Horn, NBC; Frank M. Russell, NBC; Phillip J Hennessey Jr., NBC.



A Model of Broadcasting Efficiency

RADIO STATION WREC · MEMPHIS · TENNESSEE

Two Truscon Vertical Radiators combine with the most modern transmission equipment to make radio station WREC a model of broadcasting efficiency. Operating on the directional system, WREC can concentrate its maximum assigned power with high fidelity modulation in selected areas of greatest population density.

The results are what may be termed "Custom-Built Broadcasts" whereby an advertiser can have his program concentrated in "wanted" areas and eliminate practically all interference from other stations on the same frequency.

Truscon Vertical Radiators are important factors in maintaining high standards of signal transmission and reception. Night fading is practically eliminated. Structurally, Truscon Vertical Radiators, although entirely self-supporting, have exceptionally high factors of safety to resist the terrific stresses and strains of ice and wind.

For complete information about the commercial and technical advantages of Truscon Vertical Radiators, communicate with Truscon Steel Company, Youngstown, Ohio, or direct with the Truscon office located in your vicinity.

Other Truscon Products used in WREC's new transmitter house:

Steel Casements

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Catalogs on Request

TRUSCON STEEL COMPANY, YOUNGSTOWN, OHIO



TRUSCON VERTICAL RADIATORS

RMA for Sponsorship ON SHORT WAVES

ADDING to the weighty volume of technical testimony in support of clear channels and superpower, was the presentation in behalf of the Radio Manufacturers Association Oct. 6. Appearing first was Bond Geddes, RMA executive vice president and general manager, who read to the FCC two resolutions adopted by the RMA board at a special meeting last Sept. 24. One advocated that clear channels be retained as they are; that restrictions as to the increase of power be withdrawn, and that the Commission establish minimum power requirements for clear channel stations. This was in line with the proposal of the Clear Channel Group.

The second resolution recommended that the FCC remove restrictions on commercial use through sale of time of shortwave stations in this country and that shortwave stations be placed on the same commercial basis as stations in the standard band. In this connection, RMA brought out that good shortwave broadcasting would reach and serve many locations in this country where, because of other conditions, standard broadcast band reception is practically impossible or very poor. It advocated the building of higher powered shortwave stations.

A third resolution proposed that present regulations making unlawful the rebroadcasting of shortwave programs by regular stations be rescinded and that such shortwave broadcasting be permitted to be picked up and rebroadcast by other stations in the standard band without further restriction but with the permission of the originating station.

Horle Describes Receivers

THE RMA technical case on receiving set characteristics was presented by Lawrence C. F. Horle, consulting engineer. He pointed out that receiver characteristics of today have evolved largely under the influence of broadcast allocations and also the economic limitations imposed on the design and production of equipment for general public use.

Continued evolution, Dr. Horle said, will doubtless bring continued improvement of receiver characteristics but "no improvement of major importance can be confidently expected at once except at prohibitive cost and because, also, while only relatively minor modifications in frequency assignment practices may be expected to provide rather important improvements in broadcasting reception."

Dr. Horle then went into a technical discussion of selectivity and fidelity of receivers and in related provinces. The super-heterodyne receiver has become more or less standard during the last half dozen years and promises to continue as the most desirable circuit, he said. He urged that there be developed a coordination between transmission and reception characteristics which will provide maximum fidelity for the listener and minimum interference. He said the RMA had appointed a special conference committee on frequency assignment for the establishment of cooperation and liaison with the Commission to that end.

IRE Favors 500 kw. on CLEAR CHANNELS

A CLEARCUT stand for superpower and retention of clear channels, as well as for adherence to strict engineering principles in allocations, was presented by Alan Hazeltine, president of the Institute of Radio Engineers. Declaring that reasonable stability in the broadcast structure should be maintained and that its healthy growth should be fostered, he declared that from the practical standpoint no sudden or drastic change, regardless of technical merits, would be possible.

Dr. Hazeltine commended the present policy of granting experimental licenses for exploratory work and recommended that it should be continued. This is desirable, he said, because of the imminence of the development of ultra-high frequencies for broadcast uses. In accord with the Craven recommendation, he urged that changes in broadcast allocations be made on an evolutionary basis and after experimental trial.

"From the engineering standpoint," he said, "it is believed that the continuance of an adequate number of clear channels is the only economic way of extending broadcast service worthy of the name to the scattered populations of the nation's farms and country towns. * * * If there were ever any doubt concerning the extent to which rural listeners depend upon clear channel stations for their service, the results of the allocation survey recently published by the Commission should serve to remove it."

Eating Crow?

A SQUABBLE over squab led to a gastronomical surprise for Frank B. Falknor, CBS division chief engineer in Chicago, during the FCC allocation hearings in Washington. Expressing a desire for the delectable bird Oct. 6 to a couple of his friends, they immediately set out to appease his wish. Leaving him behind, they journeyed hither and thither and finally wound up at a pet shop where they purchased a delicate green-hued South American parrot — the closest they could get to American squab-pigeon. To a Chinese restaurant they journeyed. The chef put squab on the menu. An hour later they arrived with Engineer Falknor. He ordered the squab, and complained only of its toughness. His hosts—J. V. Cosman, of the Federal Telegraph Co., and M. R. Mitchell, chief engineer of WJR — ordered chicken chow mein!

Cites Success of WLW

DR. HAZELTINE advocated the use of "the highest power that is technically and economically feasible" on clear channels. He pointed to the success of the WLW experiments which he said were strikingly confirmed in the allocation survey as evidence of the desirability of using power on clear channel stations of 500,000 watts or more.

Turning to shared channel allocations, or those in the regional or local classifications, Dr. Hazeltine argued that of primary importance in this field are the distance tables used by the FCC for separation between stations on the same channel. The present arbitrary tables, he said, should be revised in accordance with actual field measurements which would take into account propagation conditions throughout the country and therefore be based on factual data. These would be far more complete and reliable than present tables.

"Under the circumstances," he said, "it is believed that better balance within the allocations structure and increased capacity for service within the broadcast band will be promoted by allowing the distance tables to be superseded in specific instances by an adequate showing of fact."

Invading directly the regional station plea for a horizontal increase to 5,000 watts at night, Dr. Hazeltine said that on shared channels higher night power cannot be regarded as a measure for reaching a larger group of listeners but rather as a desirable step to improve the service being received by the audience which already exists.

"It is believed that in many cases 1 kw. is wholly inadequate for affording the grade of service which the local communities served by regional stations have a right to expect at the present stage of the art," he said. There would be no change in the natural interference of stations on the same channel through quadrupling the powers of those stations, he testified. Concluding, Dr. Hazeltine said there is need for more detailed engineering data regarding radio service throughout the country. Such a survey, he added, should chart not only the service areas of individual stations but also would integrate the service available to listeners in varied sections so that some picture may be obtained of the structure as a whole.

Lafount Opposes MORE NEW STATIONS

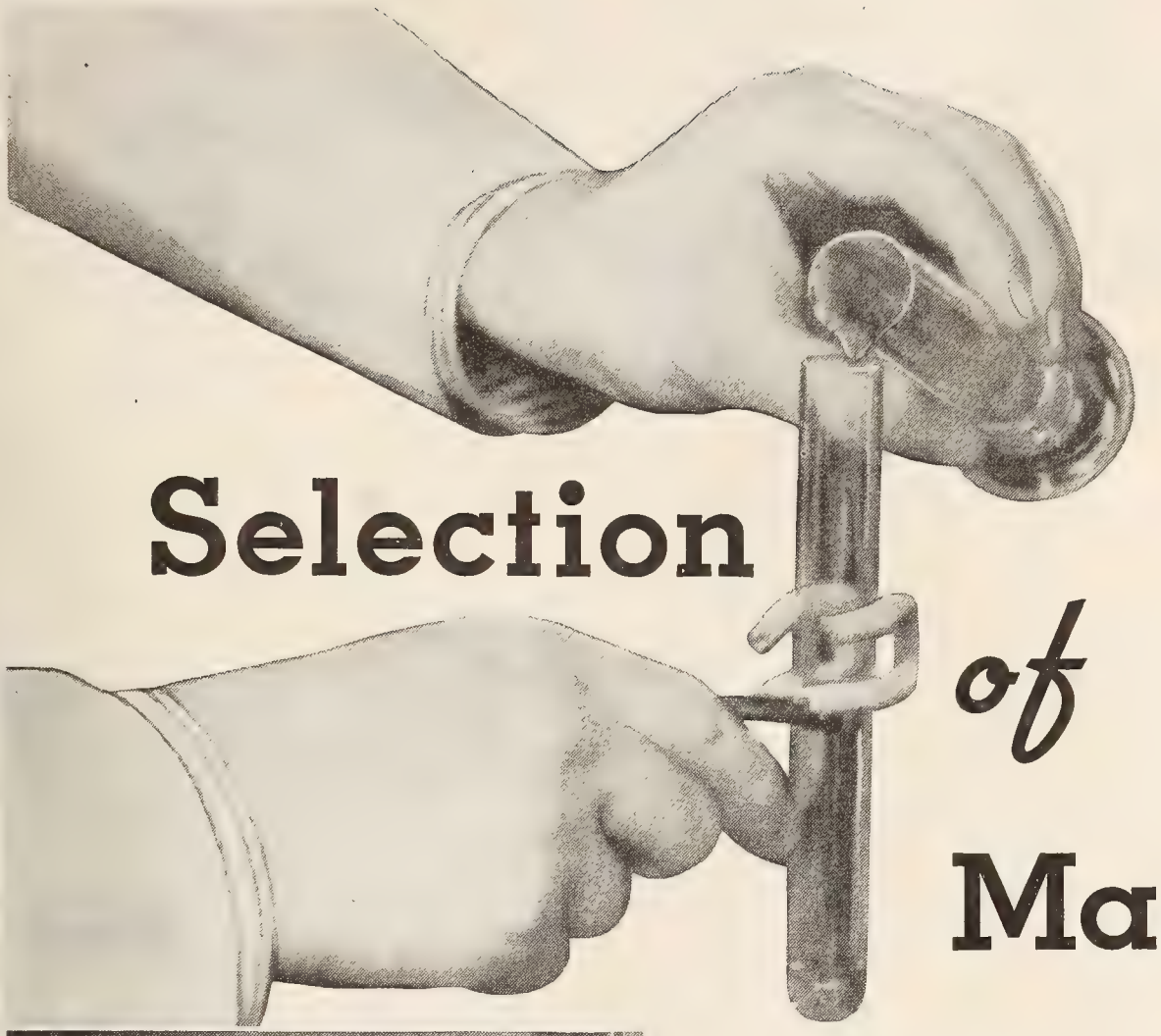
CONTENDING that the country now has all the stations it can possibly support, former Radio Commissioner Harold A. Lafount on Oct. 8 asked the FCC Broadcast Division to cease licensing any appreciable number of new stations, but better to take care of existing part-time outlets by improving their status.

Speaking solely as a former commissioner, Mr. Lafount presented a statement delving deeply into the economics of broadcasting and asserted that in his opinion substantially half of the non-network stations of today are not showing profits.

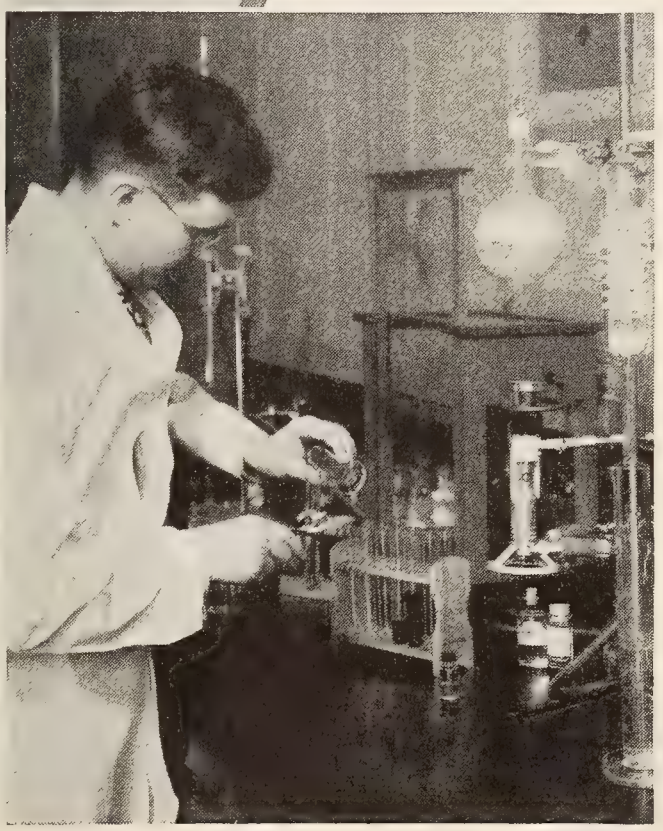
Mr. Lafount urged the FCC to delay superpower increases "until further additional information is available." He said the clear channel survey of the FCC proved conclusively that 50 kw. stations are now serving rural listeners and that additional power at this time is not essential. It is not expected, he said, that the signal strength provided city listeners be available to rural listeners any more than the rancher expects fou



CROSS-TALK—Left to right, facing camera; Paul Singleton, KGW and KEX, Portland; Charles Chatterton, KGW and KEX; John C. Kendall, Portland attorney; Glen Litten, KFSD, San Diego; S. R. Winch, KOIN and KALE, Portland, Ore.; Charles W. Myers, KOIN and KALE; Loui Bookwalter, KOIN and KALE.



Selection *of* Materials



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CORRIDOR CONFERENCES — Facing camera, left to right: Paul Godley, regional group engineer; A. C. Wallen, Truscon Steel Co.; Paul Loyet, WHO, Des Moines; Clarence Wheeler, WHEC, Rochester; William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC, Duluth; Don Searle, WIBW, Topeka; Edgar L. Bill, WMBD, Peoria.

or five deliveries of mail a day. As a matter of fact, he is satisfied with one."

Mr. Lafount said the additional investment necessary is not justified. Moreover, he said, all full-time clear channel stations are affiliated with the national chains, and their chain programs are satisfactory in almost every part of the country. Reflecting the sentiment expressed by CBS President Paley, he said it seems entirely probable that the networks would, if granted 500 kw. at certain strategic locations, discontinue affiliated stations in that general vicinity, thus forcing more stations to depend upon local business and increasing local competition.

Would Discard Mileage Tables

AMONG other things, he advocated discontinuance of the mileage separation requirements and consideration of each case on its merits; urged that all part-time stations be urged to consolidate and move to new locations where there are no existing stations, or be given the opportunity to become full-time stations; and asserted that no advantage could come by permitting existing or new stations to operate at a loss or to struggle for a bare existence because of inadequate assignments.

A high spot of the Lafount presentation was the recommendation that all station licenses be issued for two years, instead of the present six months. "This," he said, "would materially help the morale of broadcasters and do much toward stabilizing the industry."

Going into station and power statistics, Mr. Lafount said that last Jan. 1 there were 374 full-time stations having 2,188,650 watts at night. Of this amount, he said, 2,000,000 watts were allocated to full-time stations on clear channels, and that these all are owned, operated or affiliated with one of the three chains — NBC, CBS or Mutual. Of the aggregate night-power, he said, 2,130,300 watts, or over 97%, is used by the 165 full-time stations affiliated with one of the three national chains. This leaves but 58,350 watts for the 209 independent full-time stations.

Urges Economic Consideration

"FROM my observation almost all full-time stations are profitable, especially those having a network affiliation," he said. "I have also observed that part-time stations are engaged in a struggle for existence. I appreciate the fact that you are not obligated by law to make it possible for broadcasters to operate at a profit. However, I respectfully suggest that morally you are so obligated. In my opinion it is of the utmost importance that due consideration be given the economic aspects of broadcasting."

Mr. Lafount said that without adequate power and with only part-time, it is almost impossible to operate a station without a loss. The solution, he said, lies not in eliminating such stations, but in the elimination of the handicaps which beset them. These 441 independant stations, and especially the 250 part-time stations, Mr. Lafount argued, have been sadly neglected. Without adequate time and power, he added, they will remain without adequate revenue. Without the latter, they cannot serve the public interest effectively.

Under cross-examination, Mr. Lafount told Chief Engineer Craven his observations were based upon visits with 230 station operators during the last two years. He agreed with Mr. Craven that network affiliations are voluntary, and added that independent stations are desirous of joining networks but often cannot. Amplifying his suggestion that there be no new stations, he declared that few cities of any size have no stations. In cities of 50,000 to 100,000, he added, the support would not be forthcoming and they would have to become so "highly commercialized that they would not have the time to give to public service programs."

Mr. Lafount said he did not believe two-year licenses would tend to "freeze the status quo", and that stations were precarious investments because of the existing six-month license. "I believe the average broadcaster is responsible and will do a more efficient job if his license is issued for two years," he said. Questioned by Assistant General Counsel Porter whether such license would preclude the FCC from taking punitive action for station violations, like acceptance of lotteries, Mr. Lafount said he felt it would not.

Better Speech Returns

BETTER SPEECH INSTITUTE of America, Chicago (better speech lessons) returns to the air on Nov. 16, Sundays, 3-3:15 p. m. on 42 NBC-Blue stations as far west as KLO, Ogden. The program will be the same type as last season, rendering speech advice, and the contract is signed for 52 weeks through Auspitz & Lee, Chicago.

Educator Group Assails COMMERCIAL RADIO

AN ATTACK upon commercial broadcasting was launched by S. Howard Evans, secretary of the National Committee on Education by Radio, and the former Washington representative of the *Ventura* (Cal.) *Free Press*, arch enemy of commercial broadcasting several years ago and one of the foremost proponents of government ownership. Mr. Evans charged that engineers and technicians have gone far beyond the range of their competence as experts in their views as to broadcast allocations. He said, for example, that they have opposed synchronization when "everyone of them admits that it is a technical possibility."

"Their objections," he said "are based on a number of reasons, prominent among which is the fact that under synchronization the local station has to lose its identity and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems to be clearly apparent that in doing so they are speaking beyond the range of their expertness."

Mr. Evans charged also that the Commission has allowed inequality and unfairness to develop in the economic practices and social uses of broadcasting "to an extent which undermines the whole American system of broadcasting." He said this grows out of the "commercial advertising competition which this Commission has allowed to develop."

Describing the reallocation of 1928, Mr. Evans said that the classifications for clear, regional and local channels called for unequal grants to different broadcast licensees. "Yet," he said, "under the theory of private commercial competition, stations are expected to compete on equal terms for the advertising revenue which is their life's blood.

"What actually happens in broadcasting is that the government, by its licensing power, does much to determine the outcome of the competition. It licenses 50,000-watt stations to be erected in urban centers, even though the engineering justification for granting such high power is that it may serve rural and remote areas. It lets these stations sell time to local advertisers in direct competition with local and less powerful stations.

"I know that it will be said that the grants of power are only one of several important factors in determining the outcome of commercial radio competition. But it is perhaps the most important factor. Stations emphasize it in their advertising as one of their chief assets. They largely make it the basis of their rate structures. It is so important as a factor that unless the Commission recognizes it and makes some adjustment for it, the members of the Commission will be charged with the responsibility of using the power of governmental license to foster unequal economic competition in radio broadcasting.

Social Viewpoints

"TURNING now from the economic to the social uses of radio, I want to emphasize that public interest requires this Commission to see that socially constructive broadcasting takes place. In my judgment the Commission cannot discharge its responsibility by turning this function over to commercial broadcasters. This is not a reflection on station owners or operators. It is simply a recognition that the formula of broadcast publication under which they operate does not permit them to do a completely social piece of work."

Mr. Evans charged, as did the succeeding educational speakers, that educational programs generally on commercial stations are segregated in the unsalable hours, while advertising and entertainment programs are concentrated at times when the greatest potential audience is available. He argued that commercial broadcasters have inherent limitations which render them incapable of satisfactorily handling educational broadcasting. Educators have contended, he said, that commercial interests cannot be trusted to do educational broadcasting.

In Europe, he said, the charge is made that Americans while they may have escaped political propaganda that is peculiar to European radio, nevertheless have "surrendered almost completely to a commercial propaganda which may be just as inimical to the public welfare."

"There can be no doubt that, if certain scientific and educational data were to be broadcast either preceding or following some of the patent medicine programs now on the air, the sponsors of those programs would immediately protest and probably withdraw their accounts. This illustrates the predicament of a commercial station manager. However honest he may be, he cannot use his station for any kind of a complete educational or informative program without making encroachments upon the

oundations of his financial support."

Mr. Evans made an issue of sso sponsorship of United Press ews dispatches. He pointed out nat in one of the initial programs this series, the report of an irline crash in which 12 persons ere killed was omitted even hough the news was available for ll of the Esso programs except hose in the early morning. He aid that NBC officials declared hat the chains do not feel it a esponsibility to deliver all of the ews to their listeners.

Discussing further his contention hat educational programs are ractically barred from the air uring evening and other finanially profitable hours, Mr. Evans aid that the positions of these rograms are always "at the sufferance of the station or chain anagement." If a sponsor appears, he charged, any educational rogram may be dropped upon hort notice or shifted to some ther time. He said his testimony as designed to show the inherent ncapacity of that formula to make proper place for education or to ulfill the responsibility of public ervice broadcasting which commercial broadcasters have undertaken in accordance with the erms of their federal licenses.

Concluding, Mr. Evans said the CC has a responsibility to see hat the condition is corrected. It as his belief, he said, that the lace to make such a correction is n connection with a reallocation f facilities. He asked that his iews be taken into account.

Questioned by Telegraph Commissioner George H. Payne, Mr. Evans said he was the author of report on broadcasting made at he behest of Senator Wheeler (D-Mont.), chairman of the Senate Interstate & Foreign Commerce Committee charged with radio legislation. He said copies of the report had been sent to the FCC but had never been published. Mr. Payne raised the question as to whether the report could be published. Mr. Evans said he would prefer to have that matter taken up with Senator Wheeler.

Asked by Comdr. Craven whether his proposal was for an exclusive allocation of educational broadcasting facilities, Mr. Evans said that other witnesses would take up this matter. He agreed with Mr. Craven that his testimony dealt largely with the nature of programs rather than actual educational station allocations.

At this point, Chairman Prall declared that the Federal Radio Education Committee under the chairmanship of U. S. Education Commissioner John W. Studebaker, was at this time considering the subject of educational broadcasting.

A Doubtful Joke

IT WAS no joke to the Clear Channel Group when they discovered on Oct. 8 a messenger boy at the entrance to the hearing room distributing neatly printed invitations inviting their adversary Regional Group to a cocktail party that evening at a local hotel. The work of some practical joker, the invitations read that Louis G. Caldwell, Clear Channel Group counsel and Carl J. Myers, WGN chief engineer, would be hosts. Mr. Myers discovered the fraud, but was forced, it is reported, to buy off the lot from the messenger for $20. It is also reported in subterranean channels that the invitations cost the practical joker $2.75.

Educational Utopia

AS CHAIRMAN of the National Committee on Education by Radio, Dr. A. G. Crane, president of the University of Wyoming, next delivered a statement. Generally along the lines of that by the preceding speaker, Dr. Crane asked the Commission to look beyond its technical decisions and take into account the social consequences of all its acts. He charged that educational uses of broadcasting have been made incidental and subordinate to advertising. Hitting at the "inroads of commercial stations," Dr. Crane declared that educational services should not be placed in competition with commercial enterprises. The educational stations of today, he said, are the demonstration laboratories of radio and should be perpetuated.

Dr. Crane painted a picture of an educational radio Utopia wherein 33,000,000 school children would receive regular instruction over the air. He endorsed the proposal of Dr. Studebaker, made at the June 15 high-frequency hearing, for the reservation of ultra-high frequencies for educational purposes.

As engineering witness for the National Association of Educational Broadcasting Stations, Prof. Edward Bennett of the University of Wisconsin, which operates WHA, presented to the Commission a rather ambitious plan calling for a complete new reallocation under which definite facilities would be assigned to states for distribution among their own groups and interests for non-commercial broadcasting. Asking the Commission to protect the broadcasting domain "from the encroachment of the chains", Prof. Bennett suggested that it reclaim facilities for educational and social uses. He called for establishment of "a noncentralized and nonmonopolizable" allocation.

Without going into detail as to how he would accomplish the result, Prof. Bennett said that channels assigned for public use, throughout the states, would carry no advertising but would supplement and not supplant existing

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commercial stations. He said this would bring about "healthy competition and rivalry" not only between neighboring states but also between the "public use" and commercial channels.

Under questioning by Comdr. Craven, Mr. Bennett said he had no specific plan of allocation and admitted that if his idea might destroy the fullest use of the limited number of frequencies available, then it would not be acceptable. He agreed also with Mr. Craven that the demand for educational facilities might be alleviated through ultimate use of high frequencies.

Educational Stations

H. B. McCARTY, president of the National Association of Educational Broadcasters, and director of WHA, continued the case for that organization by deploring the shrinkage in the number of educational stations from the some 100 which existed prior to 1928 to some 34 now. Twenty-two of these 34 are members of his organization, he said. Many of these stations, he admitted, fell by the wayside because of their own shortsightedness. However, he declared that others succeeded in doing what they proposed to accomplish and are still on the air.

In any reallocation, he said, the Commission should see that these stations are not only protected now but for the future. He said that educational station development could not go forward under the present limitations and restrictions as to hours of operation of power. Because the bulk of these stations are operated by state institutions, he added, there is a need for statewide coverage. Therefore, he said, educational stations should be accorded the lower frequencies, with their greater propogation propensities, and higher power.

Band Characteristics

BECAUSE of the enforced absence of R. C. Higgy, of Ohio State University Station WOSU, Mr. McCarty also presented to the FCC the latter's statement. In substance the statement purported to show the superiority of low-frequency over high-frequency stations from the coverage standpoint. Reference was made to a number of propogation studies made by Prof. Higgy and by others to bear out this contention. Throughout it was contended that high frequencies do not afford adequate coverage.

Some rather surprising statements as to coverage of various frequencies were made. These, it was indicated, would be challenged by other engineers. Assuming that 550 kc. represents 100% coverage of a 1,500 square mile area, the Higgy statement brought out that on 600 kc. the coverage would be only 1,300 square miles or 86% of the basic 550 kc. On 700 kc. it would be 1,000 square miles or 67%; 800 kc., 7,750 square miles or 52%; 1,000 kc., 4,600 square miles or 31%. On 1,500 kc., the analysis showed, the coverage would only be 10% of that of the 550 kc. channel and on 1,800 kc. it would be only 800 square miles or 5%. The Higgy statement emphasized that this covered areas by stations of the same power on the same frequency.

Another tabulation by Prof. Higgy related to power required to procure the same microvolt per meter signal of a 1,000 watt station on 570 kc. On 600 kc. a power of 1,170 watts would be required for the equivalent of 1000 watts on 570, he said. On 700 kc. it would be 2,200 watts; 800 kc., 4,600; 900 kc., 8,700; 1000 kc., 17,000 watts; 1200 kc., 72,000 watts; 1400 kc., 350,000 watts; 1500 kc., 800,000 watts.

In concluding the educational presentation, Mr. McCarty said he hoped that the Commission in its future planning would make the same provision for educational stations that it made originally and that it would reserve a portion of the low frequency band for educational stations. This could be done with some voluntary plan for a portion of these facilities among educational stations, he said. "Only in that way can we have full exploration rather than exploitation of our radio sources," he said.

Under questioning by Comdr. Craven, Mr. McCarty declared he was not an engineer and therefore could not answer technical questions. Comdr. Craven sought to ascertain the basis on which the propogation compilations were made but Mr. McCarty said he could not explain them.

Official Registration at FCC Allocation Hearings . . .

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S. E. Adcock, WROL, Knoxville.
John Aitkenhead, Jr., WADC, Akron.
W. C. Alcorn, WBNX, New York City.
Edward A. Allen, WLVA, Lynchburg, Va.
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A. L. Ashby, NBC, New York City.
Ralph Atlass, WIND, Gary, Ind.

Stuart L. Bailey, Jansky & Bailey, Washington.
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Carl H. Butman, Radio Consultant, Washington.

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Martin Campbell, WFAA, Dallas.
Richard D. Campbell, American Telephone & Telegraph Co., New York City.
H. K. Carpenter, WHK, Cleveland.
Joe A. Chambers, McNary & Chambers, Washington.
C. O. Chatterton, KGW-KEX, Portland, Ore.
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A. S. Clarke, Clarke Engineering Service, Washington.
Lester Cohen, Attorney, Washington.
Ray Collins, WFAA, Dallas.
C. W. Corkhill, KSCJ, Sioux City, Ia.
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Rear Admiral C. E. Courtney, Director of Naval Communications, Navy Dept.
Gardner Cowles, Jr., KRNT - KSO - WMT, Des Moines.
Edwin W. Craig, Chairman, Clear Channel Group (WSM), Nashville.
A. G. Crane, National Committee on Education by Radio, Laramie, Wyo.
Powel Crosley, Jr., WLW, Cincinnati.

Andrew W. Cruse, Department of Commerce, Washington.
Ronald H. Culver, Jansky & Bailey, Washington.
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Geo. C. Davis, FCC, Washington.
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C. W. Horn, NBC, New York City.
Jack Howard, Continental Radio Co., Washington.
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Rev. J. W. Hynes, S.J., WWL, New Orleans.

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Richard Johanknecht, Watertown Daily Times, Watertown, N. Y.
C. B. Jolliffe, RCA, New York City.
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Alexander Kahn, WEVD, New York City.
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Thomas L. Kerney, Trenton Times, Trenton, N. J.

Harold A. Lafount, Washington.
William Lancaster, Graybar Electric Co., Washington.
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Laurence Leonard, WFMD, Frederick, Md.
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H. B. McCarty, National Association of Educational Broadcasters, Madison, Wis.
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Lynne C. Smeby, WXYZ and Michiga Network, Detroit.
Calvin J. Smith, KFAC, Los Angeles.
Frank M. Smith, WLW, Cincinnati.
George W. Smith, WWVA, Wheeling, W Va.
J. E. Smith, National Radio Institut Washington.
Karl A. Smith, Attorney, Washington.
Glenn Snyder, WLS, Chicago.
Paul D. P. Spearman, Counsel for National Association of Regional Broadcasting Stations, Washington.
Stuart Sprague, Attorney, New York Cit
B. E. Stahl, NBC, Washington.
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thuel M. Webster, Attorney, New York City.
hn Wesley Weekes, FCC, Decatur, Ga.
iley D. Wenger, KFNF, Shenandoah, Ia.
m. H. West, WTMV, E. St. Louis, Ill.
arence Wheeler, WHEC, Rochester, N. Y.
E. Whittemore, A. T. & T. Co., New York City.
arry C. Wilder, WSYR, Syracuse, N. Y.
abel Walker Willebrandt, Attorney, Washington.
N. Willets, Western Electric Co., New York City.
P. Williamson, Jr., WKBN, Youngstown.
aymond M. Wilmotte, Consulting Engineer, New York City.
erbert Wilson, Consulting Engineer, New York City.
R. Winch, KOIN-KALE, Portland, Ore.
hn E. Wing, Attorney, Chicago.
onald Withycomb, WFIL, Philadelphia.
ev. A. L. Wolfram, WAWZ, Zarephath, N. J.
ilfred H. Wood, WMBG, Richmond, Va.
W. Woodruff, Jr., WRBL, Columbus, Ga.
amuel Woodworth, Syracuse, N. Y.
aston C. Woolley, WWJ, Detroit.
oyt Wooten, WREC, Memphis.

Mutual Gathering

WILLET H. BROWN, assistant manager of KHJ, Los Angeles, W. . Gleason, comptroller of the Don ee network, and Harold G. eery, chief engineer of the network, were in New York this month to attend the nationwide oregathering of representatives f the Mutual Broadcasting System. Program and technical arangements of the new coast-to-oast network were to be formulated. This will mean a tentative greement on both commercial and ustaining features; what programs are to be made available on oth commercial and sustaining features; what programs are to e made available to Pacific Coast isteners for the first time, and the extent of program-origination activities of the Don Lee network. Don Lee joins Mutual Dec. 29.

SKOL PRODUCTS Co. Inc., New York (Swedish Antiseptic) on Oct. 17 starts a new weekly quarter-hour on WJZ, New York, through Kimball, Hubbard & Powel Inc., New York.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

A SPONSOR OF RELIGION

Lutheran League, Buying Time on 16 Stations, Has Big Following and Expands Its Network

By CHARLES F. KELLY JR.
President, Kelly & Stuhlman Inc.
St Louis

THE ANSWERS to many questions concerning the effectiveness of radio in the field of religious propagation, and the wisdom of having "church" on the air, have been revealed by the *Lutheran Hour*, regular Sunday broadcasts of which were resumed Oct. 4 on a special Mutual hookup of 16 stations.

Broadcasting last fall and winter on a network of 10 stations, the *Lutheran Hour* produced more than 70,000 letters from its audience, including some 20,000 that contained contributions to help defray the cost of the broadcasts. The figures answer the question as to the effectiveness of the enterprise, but the reasons for the success need explaining.

A Wide Response

THE LARGEST factor in the success of the *Lutheran Hour* has been the effectiveness of the speaker, Dr. Walter A. Maier, Ph.D., professor of history and Old Testament interpretation at Concordia Seminary, St. Louis, and widely known for his writings and lectures on Scriptural topics. Unquestionably an outstanding orator, Dr. Maier has been strikingly effective in his choice of topics and in his treatment of them.

Although the *Lutheran Hour* is under the auspices of the Lutheran Laymen's League, and is largely supported by members of the Lutheran Church, Dr. Maier's addresses have been nondenominational and have had a good response from people of other beliefs, and from thousands whom Dr. Maier refers to as the "unchurched".

Dr. Maier disproved the theory that religionists had to offer something new to win the interest of a wide following, his lectures being built entirely upon the Bible teachings, and permitting no compromise from Scriptural beliefs. The fact that such old-time religion could arouse interest was revealed by several thousand "problem" letters asking Dr. Maier's advice on many aspects of spiritual and social life. Despite the fact that his duties at the Seminary gave him a full-time job every day in the week, Dr. Maier personally answered each of these letters.

In addition to his uncompromising advocacy of scriptural authenticity, Dr. Maier has been an implacable foe of atheism, communism and the trend of so-called modern thinkers to substitute science and social planning for religious interest and activity. His mail has included many laudatory letters from other church men in many parts of the country, who endorsed his forthright stand against concessions to the present-day trend away from Bible truths.

Many considerations entered into the planning of the *Lutheran Hour* broadcasts. Selection of time, for instance, was a problem not only of reaching the largest possible audience, but of avoiding any interference with the activities of local churches, of all denominations. Support of local pastors could not be expected if the broadcasts came at an hour that conflicted with their own church services, and the result was the selection of an hour past noon when such services had concluded.

Dr. Maier's talks were designed to encourage church attendance, and his listeners were urged to accept the *Lutheran Hour* merely as a supplement to their activity in their own congregation, whatever its denomination might be.

A recapitulation of the letters received indicated that, while many thousands of those writing in were regular church-goers, many others were hospital inmates, infirm and aged persons unable to attend church, isolated people in rural and backwoods regions inaccessible to church, sailors on vessels plying American coastal waters, and others who could not conveniently attend any church. They went to "church" by radio not to avoid personal attendance, but only because the *Lutheran Hour* brought them a spiritual inspiration and help they would have had to do without.

Whereas many stations grant free time to religious broadcasts, the *Lutheran Hour* pays full station rates. Production of the programs costs virtually nothing, however, as Dr. Maier and the more than 100 other persons concerned with the *Lutheran Hour* refused any compensation for their services.

Listeners who wrote to the *Lutheran Hour* received a miniature gold cross, and thousands of booklets describing the enterprise and the characters concerned in its production were mailed out to those requesting a copy.

After reviewing the results of the last *Lutheran Hour*, the Lutheran Laymen's League decided to continue the enterprise on an enlarged network, and Kelly & Stuhlman Inc., again was authorized to arrange for the time and hookups and to handle the continuities, production direction and program planning.

Those Brooklyn Cases

A NEW complication in the so-called "Brooklyn cases" was expected to develop with the filing of an application with the FCC on Oct. 2 by Kings Broadcasting Corp., seeking the facilities of WBBC and WVFW, two of the Brooklyn time-sharing stations. Kings, owned by *The Day*, Jewish language newspaper, has entered a consolidation arrangement with the other two time-sharing stations—WLTH and WARD. A rehearing on the three-year-old case has been ordered by the FCC for Oct. 26.

KOMO 5000 Watts L.S. NBC Red — SEATTLE WASHINGTON — **KJR** 5000 Watts NBC Blue
National Representatives — Edward Petry & Company

EVERY BROADCAST ALMOST NATIONAL

BEFORE YOU CONTRACT FOR TIME ON THE AIR, GET THE NEW WHAS SURVEY SHOWING THE PROVEN PRIMARY LISTENING AREA, DEFINED BY MEASURED GROUND WAVE INTENSITY.

WHAS
LOUISVILLE-KENTUCKY
C B S BASIC OUTLET

★DAY AND NIGHT WHAS SELLS MILLIONS OF BUYERS A TREMENDOUS VOLUME OF MERCHANDISE IN THIS MARKET OF KENTUCKY, INDIANA AND OHIO

OWNED AND OPERATED BY THE COURIER-JOURNAL & LOUISVILLE TIMES

REPRESENTED BY EDWARD PETRY & CO.

WGY, KSL Apply For 500,000 Watts

Clear Channel Applicants for Superpower Total 14

TWO MORE applications for 500,000 watts, filed during the last fortnight while the FCC allocation hearings were in progress, have brought to 14 the number of such applications now pending before the FCC. The new applicants are WGY, Schenectady, and KSL, Salt Lake City.

Aside from WLW, Cincinnati, which is also an applicant but which employs 450,000 of its 500,000 watts on an experimental license basis, the other 50,000 watters now asking for superpower are: WHO, Des Moines; WHAS, Louisville; WGN, Chicago; WJZ, New York; KNX, Hollywood; WJR, Detroit; KFI, Los Angeles; WSM, Nashville; KDKA, Pittsburgh; WOR, Newark; WOAI, San Antonio.

Of these, WJZ is the only NBC-owned station and KNX the only CBS-owned station, the KNX application for 500,000 watts having been filed under the previous ownership but retained by CBS before the FCC. KDKA is Westinghouse-owned but managed by NBC, and WGY is General Electric-owned and managed by NBC. Like WLW in its early experimental stages. KDKA under former Radio Commission authorizations has experimented with up to 400,000 watts in after-midnight tests, while WGY has conducted similar experiments up to 500,000 watts. Neither, however, previously had applied for superpower full time.

Of the 14 pending superpower applications, only KFI, WGN. WHAS, WHO, WLW and WSM are in the Clear Channel Group which on Oct. 6-7 presented its case before the FCC, asking not only for the preservation of clear channels but for removal of the present 50,000-watt maximum on clear channels. The others of the Clear Channel Group who have not applied for superpower as yet are WFAA-WBAP, Dallas-Fort Worth· WHAM, Rochester; WLS, Chicago; WOAI, San Antonio; WSB, Atlanta; WWL, New Orleans.

Coaxial Cable Installed

INSTALLATION of the A. T. & T. coaxial cable between New York and Philadelphia has been completed. While construction of the television modulating equipment is progressing none has yet been installed. All the line repeaters and the channel and group terminal equipment at New York and Philadelphia have been installed and tests and adjustments are now under way. Expenditures for the project are divided between permanent and temporary construction on the cable, the temporary charges being placed in a suspense account.

Conkey Feed Spots

G. E. CONKEY Co., Cleveland (poultry feed), on Oct. 16 will start a series of farm programs on KDKA, Pittsburgh, Fridays, 12:15-12:30 p. m., and on Oct. 19 will start sponsoring a daily-except-Sunday series of five-minute butter and egg market reports on KFAB, Lincoln. Agency: Rogers & Smith Adv. Agency, Chicago.

Case for Clear Channels, Superpower

(Continued from page 11)

by at least one group appearing at this hearing."

Going into the duplication question and attacking the arguments in support of it, the group pleaded that, whatever may be the number of clear channels decided upon, the FCC at least continue to provide that they shall be clear, and that stations on which duplication is allowed be classified as high power regionals. On this score, it asked that the present actual number of 30 clear channels be maintained inviolate.

Preserve the Independents

THE GROUP pleaded that if clear channels are reduced they be not at the expense of independently owned clear channel stations. "We all agree", read Mr. Caldwell, "and I am sure the networks agree with this as heartily as anyone else in this room—that monopoly is not to be tolerated in broadcasting. If all the high-power clear channel stations, or too many of them, should fall into the hands of two organizations with headquarters in New York, we shall have gone a long way toward what we all agree is bad. There will be at least a partial monopoly of that very important part of the radio audience that lives in rural areas."

The Group asked that limited time and daytime stations be removed from clear channels, and that in any event no additional ones be licensed in the future. As to power, it asked that the present regulation, which says that the dominant station on a clear channel be not less than 5 kw. nor more than 50 kw., be revised to read that the power be not *less* than 50 kw. That would open the way for 500 kw. or more.

Pursuing this course, the Group opposed a minimum requirement of 500,000 watts, pointing out that while some of the clear channel stations are ready to go to superpower others are not, and the latter may want to wait one, two or three years.

As to economics, that is, the arguments that superpower will destroy regionals and locals, the Group said the answer is found partially in the psychology of listeners who turn to the station located where they live in preference to the station of another city, if the program service is of equal interest.

Program Service Factor

"IF THE program service is not of equal interest, is it a sound principle of economics that the listener should be deprived of the better program so as not to cause any loss of listening public or revenue to the broadcasters of the inferior program?" Mr. Craig's statement asked. "Does public interest mean the interest of the broadcaster or of the public? * * * Finally, the conclusive answer is found in the actual financial record, present and past, of regional and local stations located within areas served by clear channel stations."

The Group asked also that, whatever the decision as to maximum power, the privilege be made available to all clear channel stations. It said it had no quarrel with the claims of regional stations for a horizontal night power increase to 5,000 watts, stating: "We believe it is reasonable, based on sound engineering facts and principles, and should be granted. So far as we have any knowledge, we have no quarrel with the claims to be made by any other group at this hearing for improvement in the regulations governing their channels. Our interest is solely in the two major issues."

A note against any drastic or radical changes in existing allocations was sounded in conclusion. The changes sought for higher power on clear channels and by regional groups are but evolutionary steps of the character the FCC has stated it had in mind, it was added.

Craven's Cross-Examination

FCC Chief Engineer Craven, after Mr. Caldwell had completed the Craig statement, began his cross-examination. The cross-examination covered the defense of clear channel station service, with Comdr. Craven endeavoring to ascertain whether Mr. Caldwell defined such service as "national". Mr. Caldwell said that clear channel stations with superpower could be relied upon to give service over a large area, but that Pacific Coast stations could not be expected to do a job of serving the entire country. Comdr. Craven raised the point of whether clear channel station signals should be "protected all over the country." To this Mr. Caldwell said that a mistake is made in talking of station service. He said the object of clear channels was to provide rural coverage to listeners who otherwise would not get service.

Answering further questions, Mr. Caldwell said that clear channel stations at present deliver a good night-time service to many rural listeners, but that it is not high quality service and this service would be improved appreciably with superpower.

Practically all of the stations in the clear channel group, said Mr. Caldwell, are operating at a profit, as far as he knew. Asked by Comdr. Craven whether the power increases would mean a decided increase in net profits for the stations, Mr. Caldwell said he was not in position to answer.

Comdr. Craven then raised the question of interference with European stations and with other stations in the Western Hemisphere through the use of superpower. He asked whether international complications might not develop if such interference should occur. Mr. Caldwell replied that there might be an international question, but that as far as he knew none of the several superpower European stations has caused interference with stations in this country. He had pointed out previously in the Craig testimony that there are two 500,000 watt stations operating in Europe, aside from some of greater power than 50,000 watts.

MISS MARY ALLEN, specialist in makeup, dress design and wardrobe for British stage and screen producers for many years, has been engaged by the BBC as assistant in charge of makeup and wardrobe in its Television Department.

Gilmore Oil Finds Lively Tieups Aid Successful Series

Youth's Paper and Monograms Attract Many Prospects

By C. S. BESSEMEYER
Vice-President in Charge of Operations
Gilmore Oil Co., Los Angeles

GILMORE OIL Co. has conducted numerous merchandising tieups in connection with its radio program during the many years it has employed this means of advertising. Two examples — one permanent project and one temporary one— will serve to show the almost sensational success that has attended these undertakings.

When Gilmore's *Strange As It Seems* program first went on the air a little over a year ago, the *Gilmore Cub* was brought into existence. This is an eight-page color magazine, newspaper size which features *Strange As It Seems* drawings and facts, puzzles, stories, cartoons and other features. The first edition was 100,000 copies.

Today the monthly run is 525,000 copies and the circulation is growing monthly!

The *Gilmore Cub* is not thrown away or handed out indiscriminately. It can only be obtained by driving into a Gilmore service station and asking for a copy, thus bringing a potential gasoline or oil purchaser into the service station.

The *Cub* is announced *only* by radio, and brief announcements on two programs usually are sufficient to move the entire issue. Eleven Pacific Coast stations are used and the paper is distributed only in the three Coast states.

When you consider that this means one *Cub* to each three homes in the territory, the success of this radio tieup speaks for itself.

Monograms for Automobiles

A SHORT time ago Gilmore offered monograms for automobiles via the radio program. The plan called for the motorist to buy a quart of Lion Head Motor Oil, or more, and pay 10 cents for a monogram order card which he filled out with the desired initials.

A week later the driver returned to the station and the initials, procured from headquarters in the meantime, were applied to his car.

Thus, not only was at least one quart of oil sold, but the motorist was brought into the station twice, thus making more potential sales and starting the habit of visiting the station.

And 46,267 sets of monograms were applied—an average of nearly 2,000 a day! Aside from "A-boards" outside the station (and these were more of a "reminder" nature than anything else) radio was the only means employed to advertise the monograms. A few brief announcements at the beginning or end of the *Strange As It Seems* programs were all that were made.

From these two incontestable bits of evidence, it seems conclusive that radio merchandising tieups, if properly handled, can be made to produce almost phenomenal results.

Maland on Economics

(*Continued from page 11*)

n an effort to show that business s improving rather than on the decline. He also went deeply into he subject of advertising expenditures and pointed out that the roadcasting industry since 1934 as increased at a greater pace han have other advertising media. e pointed out that in 1931 an CC survey of broadcasting income disclosed that the industry s a whole was operating at a net oss. "Broadcasting had had a decade of being heavily in the red before it even approached breaking even, and it was 13 years old before it crossed the line into the black," he said. "Broadcasters were losing anywhere from a few dollars to half a million dollars a ear in that earlier period."

As for the current year, Mr. Maland predicted the $100,000,000 mark would be reached by broadcasting and that if the trend is maintained the industry may look forward to even greater increases n the future. Again he referred o published statistics to prove his oint that broadcasting is today utstripping all other media in its id for the advertiser's dollar.

"Yet, in the face of all that I ave said," he continued, "the roadcasting industry received but 0.8% of the amount of money pent in 1934 for advertising in he major media, and but 11.9% n 1935. The future is one for optimism, indeed, if broadcasting ontinues to enjoy the favor of its arge listening public and thus to e an increasingly attractive method of reaching the public."

A review of these figures, Mr. Maland argued, substantiates the Clear Channel Group contention hat it is the duty of stations to divert some of this profit to the high aim of improving reception in rural areas. He said this should mean higher power all down the line for regionals as well as locals, with due allowance for those cases where economic support may not have reached a point to justify expenditures for improvement.

"The figures show, in my opinion, not only that the industry can well afford to lay down these improved tracks but that there will be plenty left over to take care of prospective developments in television, experimentation with the ultra-high frequencies, and any other development that may be on the horizon."

Larger Circulation

INCREASED circulation would result from higher power, Mr. Maland said. He pointed to the statements of technical experts that primary daytime service is not now rendered to about 75% of the area of the country, containing over 40,000,000 people, without taking into account the deficiencies in nighttime service. The industry as a whole, Mr. Maland said, will gain in revenue as it gains in circulation and as it gives better assurance that its programs will reach what it claims as its present circulation.

Discussing possible increased rates for superpower stations, Mr. Maland referred to WLW's increase of some 20%. Taking into the account the trend of broadcast advertising and the increased coverage that would result, he said, it can hardly be doubted that the higher rates would be easily absorbed and would be met cheerfully by advertisers.

Coming to the high point of the effect of superpower upon other classes of stations, Mr. Maland pointed out that radio "circulation" can not be cut down without playing into the hands of competing media with an eventual adverse effect on the entire industry.

First he raised the question of duplication of clear channels and the economic effect upon the station owners who propose it — the National Association of Regional Broadcast Stations. "The most obvious corollary is that there will be more stations which, with respect to power and coverage, will in general fall in the category of regional stations." And he pointed out that most of these stations obviously would go into cities in which there are already stations. To buttress this argument, he quoted lengthily from statistics relating to station locations to show that the vast majority are in urban areas.

There is no city in the country with a population over 81,000 that does not have at least one station, said Mr. Maland. The largest city that has none is Saginaw, Mich., with 80,715, but he said this might well be included as a part of the same community as Bay City, Mich., which has a station. Moreover, he said, many stations located in small towns or cities in recent months have moved to larger urban areas.

Mr. Maland stated flatly it was his opinion that regional and local stations as a whole "will benefit and not suffer" from the increase to 500,000 watts on clear channels. He added:

"Take the physical technical facts as a starting point. These, at least, are not difficult to prophesy. A 500-kilowatt station will deliver a signal at any given point slightly over three times the signal a 50-kilowatt station would have delivered at the same point. Its contours in terms of field strength will be somewhat enlarged, although not anywhere as much as the layman might expect, as you have already seen from the technical exhibits.

"I confess I am utterly unable to understand the thought the President of CBS expressed yesterday in this connection. He said, as I understood him, that this tripling of signal strength would make such a difference that Columbia would be forced to drop affiliate stations located within the primary service area of the clear channel station. A few minutes later he said, as I understood him, that this same tripling of signal would not substantially improve rural and remote service.

Field Strength

"IN ANY EVENT, take any field strength you want, 10 millivolts or 5 or 2 or one-half a millivolt, and you will find the contour somewhat further out and including some cities and towns that were not included within the corresponding contour of the 50-kilowatt station. The 10-millivolt contour, of course, encircles the area in which a signal satisfactory for city-dwellers is delivered, according to the Commission's standards. The 2-millivolt contour does the same for the residential or suburban dweller. We can, I think, disregard anything beyond the 2-millivolt contour, since the signal is insufficient for listeners in any communities likely to have broadcast stations. And I suspect that Columbia would not drop any affiliate unless it were located at least within the five-millivolt contour and perhaps closer."

Citing additional statistics, Mr. Maland said that if all clear channel stations went up to 500 kw., there would be but 24 more regional stations within the five millivolt contour of the clear channel stations. Of the 24, nine are affiliated with networks, four with



POWER YOUR "SALES" IN WESTERN MONTANA WITH KGIR BUTTE · MONTANA

Representatives

JOSEPH McGILLVRA WALTER BIDDICK CO.

NEW YORK · CHICAGO • PACIFIC COAST

Thanks To You, Mr. Station Manager And Advertising Agency Executive!

Your courtesy to our field managers, and the time given to them in listening to our programs is greatly appreciated.

We are happy to receive your contracts leasing these features for your use, and we want you to feel that your relationship with Transco is not only going to be a pleasant one, but a profitable business association as well.

In producing these programs, Transco has kept pace with the ever increasing demand of a critical audience for the very best in entertainment, and from the moment your order is received in our office, the objective of our entire organization is to render every possible service to you and your clients, to the end that each radio campaign using a Transco feature length program will be productive of sales results.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC. ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.

STANDARD RADIO INC

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

FROM HOLLYWOOD TO NEW YORK

IN ONE-SIXTIETH OF A

THAT'S RADIO – DOING A JOB!

CAMEL CIGARETTES swing their radio campaign from Hollywood to New York and back *with the speed of light.* And *tell* their story to New York, to Hollywood—to all the towns between—with the speed of light. Only radio can do this. Only *network* broadcasting can do it. Which is one reason why the Columbia Network is now carrying the strongest schedule of radio advertising and entertainment in its history

THE COLUMBIA BROADCASTIN

ECOND

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 1248

Supplementary No. 13

Date Oct. 5, 1936

Account R. J. Reynolds

Air Time Tues. 9:30 to 10:30 PM

Effective Oct. 6 only

Add

Cancel

Special Instructions Cues:

Approx. 9:35 PM – Switch to New York on cue – "Come on, Benny, put it on the air and swing it across."

Switchback to Hollywood on cue – "Thank you. I will now pronounce the magic word that takes you back to Hollywood. The word is – Rupert."

Approx. 10:20 PM – Switch to New York on cue – "Benny, what musical riddles have you to offer tonight."

Switchback to Hollywood on cue – "Thank you. That's all for now Rupert."

H. K. BOICE,
Vice-President in Charge of Sales

YSTEM • 485 Madison Avenue, New York

NBC and five with Columbia. "These are the stations which will lose their network connections if Mr. Paley's prophecy is correct. There are 59 local stations within the present contour and 26 more within the new contour, an increase of 44%. None of these is affiliated with a network and consequently no local will be injured in this respect."

Dipping into the financial statements of regional and local stations, as reported to the FCC in applications for license renewals, Mr. Maland quoted statistics on the earnings of those stations to prove his arguments.

He set out to show that these categories of stations had not suffered when clear channel stations went up from 5 to 50 kw. but that on the other hand they have made a remarkable gain. Taking the last renewal applications of these stations as the source of information he calculated the average monthly profits of regionals and locals within five millivolt contours of 50 kw. clear channel stations and compared them with the average monthly profits of regional and locals outside these contours, as well as the overall averages. The averages were based on returns from 160 regional stations and 130 locals. The average monthly profits of all regionals was $2,534.84. The average monthly profits of regionals outside the five millivolt contours was $1,894.10.

Highest Profits

THE AVERAGE monthly profits of regionals within the five millivolt contours was $3,675.05. And the average monthly profit of the members of the NARBS was $2,904.33, or almost $400 better than the average for all regionals.

The same holds true for locals, he said, with the average monthly profits of all of them at $535.10; of those outside the five millivolt contours $409.90, and of those within the contours $1,187.99.

The highest profits reported by any regional and by any local, he said, "are from stations located in cities having clear channel stations. The same is true of the highest profit reported by any regional belonging to NARBS." Concluding this argument, Mr. Maland said it was difficult to find any basis in actual experience for the claim that the proposed increase of power of clear channel stations would work injury to regionals or locals. Then he plugged in a few additional arguments.

He said the increase of power necessarily would drive local advertising to regionals and locals; the increased power would mean increased rates with the local advertiser unwilling to pay for coverage that would be wasted on rural markets. "The clear channel station becomes more and more distinct as an advertising medium, less and less a competitor," he asserted. "To use a familiar analogy, it resembles a magazine read over a wide area as distinguished from a local newspaper."

For the Clear Channel Group as a whole, he said, a hurried survey indicated that in most cases the national advertising constitutes 90% or more and the local advertising 10% or less of the total. In only two cases, he said, does the national business drop below 70%. "Manifestly, a regional or local station 50 or 100 or more miles away from the clear channel station will not suffer with respect to its local advertising. In fact all regionals and locals are more likely to gain than lose. There is no greater incentive to local advertising than the interest in advertising that is created among prospective local advertisers by successful national advertising. They are awakened to its usefulness."

Attempting further to disprove the "threat" of networks dropping regional affiliates if superpower comes, Mr. Maland pointed out that in Chicago two network clear channel stations deliver signals of an average of six to eight millivolts in Milwaukee. Yet, he said, Milwaukee regionals still have their NBC and Columbia affiliations.

"Suppose, however, that they should lose their present network connections. What reason is there for believing that additional networks will not be established, or for believing that the regional may not find a very worthwhile mission to perform in additional programs of a local interest? The apprehension is, however, completely unfounded, so far as the independently owned clear channel station is concerned. The tendency would inevitably be in the other direction with the clear channel station taking a smaller and smaller amount of network programs and the regional station taking an increasing amount. This is not guess-work. It can be demonstrated from actual experience."

Rural Population

THE ADVERTISER who wants regional coverage in the sense of reaching the rural and small town population, continued Mr. Maland, will not use a regional or local station anyway. He does not do so now and he would not do so if clear channel stations increase to 500 kw., he said. On the other hand, the advertiser who wants to cover any city of large or even fair population intensively will not use a clear channel station 75 or 100 miles away but a regional or local in that city if it has a station. Even in national regional broadcasting, he said, a tendency is fast developing which bids fair to bring substantial revenue to regionals and locals. He referred to the rebroadcasting by such stations of programs disseminated by a high-power clear channel station some distance away. The possibilities of such service will be enormously increased with higher power, he said, and in a sense this can be described as regional network broadcasting.

Diverting from his assigned subject of economics, Mr. Maland criticized unnecessary hearings before the FCC in competitive cases. He referred to those which are

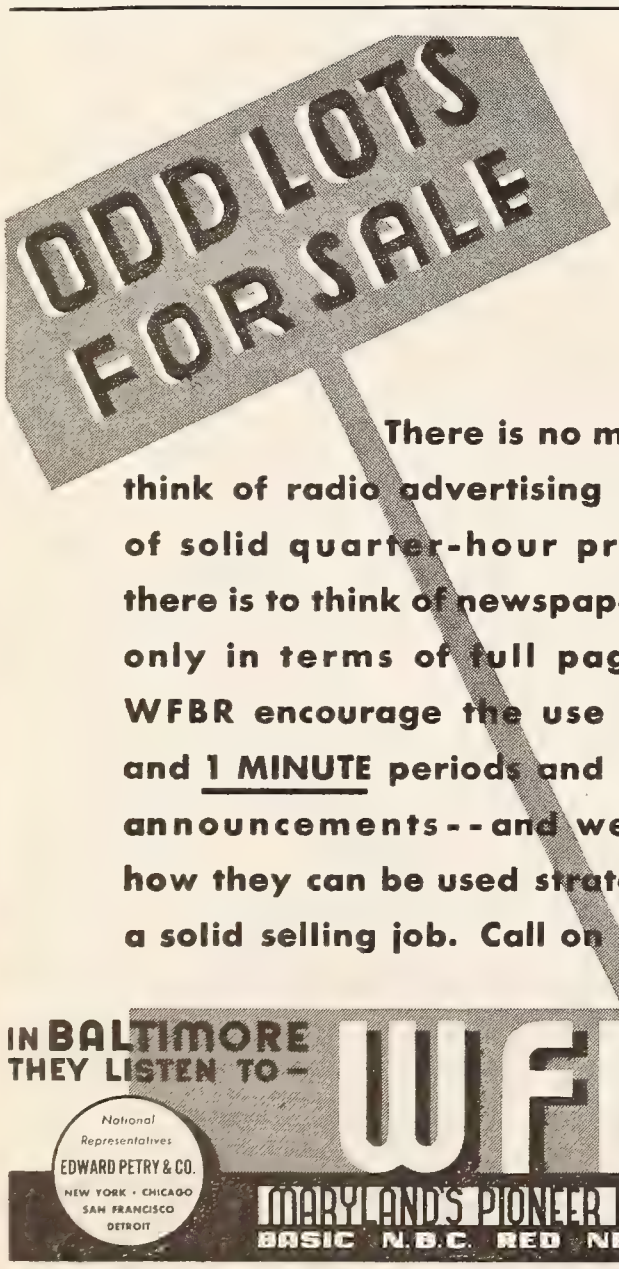
Super-Power Costs

SOME basic figures on the costs of installing and operating a 500,000 watt station by existing 50,000 watt clear channel stations were given the FCC Broadcast Division Oct. 8 by Louis G. Caldwell, counsel for the Clear Channel Group. He said the expense involved in the installation of a 500 kw. transmitter at a station already having a 50 kw. unit would be $310,000. The overall cost for operation of a 50,000 watt transmitter is $3,500 per month. In the case of an increase to 500,000 watts, this cost would be raised to $12,000 a month. Depreciation on a 50,000 watt job is charged off at the rate of $2,000 per month and in the case of a 500,000 watt installation at $4,630 per month. Thus, he said, the total for the respective units would be $5,500 per month for a 50 kw. and $16,630 per month for a 500 kw. Breaking down these monthly items, the power bill for a 50 kw. station is $1,600 per month and for a 500 kw. $6,560; tubes, $900 as against $4,000; personnel; $800 as against $1,000, and miscellaneous, $200 as against $440. No attempt was made to estimate the increases in program expenses and other costs since under ordinary circumstances there is no reason why these should increase.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Big Crops and Good Prices!

Official estimates indicate North Carolina's 1936 crop values will equal the quarter billion dollars of 1935. Use WWNC and you blanket Western North Carolina — where prosperous agriculture joins with manufacturing, resort business and mining to make a rich, responsive market!





WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

based on applications which are contrary to Commission regulations or engineering standards and which have, or ought to have, no reasonable possibility of being granted. "The Commission undoubtedly already has some conception of the large sums which broadcasters must pay annually to defend their assignments and their listeners against such applications. It seems to us that much will be gained by a rigid adherence to any regulations that may be adopted so that there will not be the continuous temptation to new applicants to gamble on a waiver of the rules."

In closing, Mr. Maland talked about social effects of proposals relating to clear channels. The social importance of radio, he said, is too obvious for discussion. As for the retention of clear channels with superpower, he said it is an issue of whether the commodity should be modernized instead of being antiquated. There is no conflict, as it is sometimes claimed, he said, between sound economic and social principles and sound technical principles. "Adherence to the later will further the public or social interest and at the same time will further the industry's true economic interest. It is non-adherence to sound technical principles that leads to uneconomic and anti-social consequences."

The cross-examination dwelt largely upon competitive phases of broadcasting, taking into account the proposed superpower.

"If we retain 30 clear channels and allow 500 kw. could we contemplate within the next two or three years that there would be 30 such stations?", asked Comdr. Craven. Mr. Maland said he was unable to answer but that he felt that eventually and if their circumstances permitted, clear channel stations would take advantage of the superpower opportunity.

On the question of competition, he said he felt there would be no radical economic effect but pointed out that the broadcasting business is one of perennial change. Asked whether clear channel stations are operating at a profit, Mr. Maland said that he did not have the information but that WHO was operating at a profit.

Comdr. Craven asked whether in the case of WHO it would be willing to install a 500,000 watt transmitter at the same time as it invested large sums in television if television appeared simultaneously.

Just for Fun

A NEW account of WIP, Philadelphia, after auditioning 22 girls for an announcing role, selected the one they decided was the best of the group and then discovered it was J. Jessie Kane, secretary to Benedict Gimbel Jr., WIP president. She had entered the contest as a joke.

To this, Mr. Maland said he would have to know something about television costs and could not answer directly.

The question of multiple control of superpower stations was raised by Commissioner Irvin Stewart, who inquired of Mr. Maland whether he was in favor of limiting the number of superpower stations under single control. Mr. Maland responded in the affirmative. Then Dr. Stewart asked whether he would favor a requirement that not more than one superpower station should be under single control in a particular location and Mr. Maland's reply was an emphatic yes.

Rate structures were invaded again when Broadcast Division Commissioner Norman S. Case inquired of Mr. Maland whether rates were scientifically arrived at or arbitrary. He followed this with an inquiry as to whether increased rates could be procured to justify the increases of 30 clear channel stations to 500 kw. and Mr. Maland said it was reasonable to assume that the increased cost would not effect the industry appreciably.

Frank Presbrey

ADVERTISING lost one of its outstanding leaders Oct. 10 with the death of Frank Presbrey, founder of Frank Presbrey Co. Inc., a leading advertising agency, at his home in Greenwich, Conn. Mr. Presbrey, 81, succumbed to a heart attack. A native of Buffalo, Mr. Presbrey was an 1879 graduate of Princeton, where one of his classmates was Woodrow Wilson. He was publisher of a newspaper in Youngstown, O., and founded and published a magazine in Washington which later merged with the *Literary Digest* and was otherwise active in the publishing field until 1896 when he established his own agency. He retired as its president in 1930 in favor of his son, Charles Presbrey, who still heads it. He has frequently been called "the dean of American advertising". His widow, his son and two daughters survive.

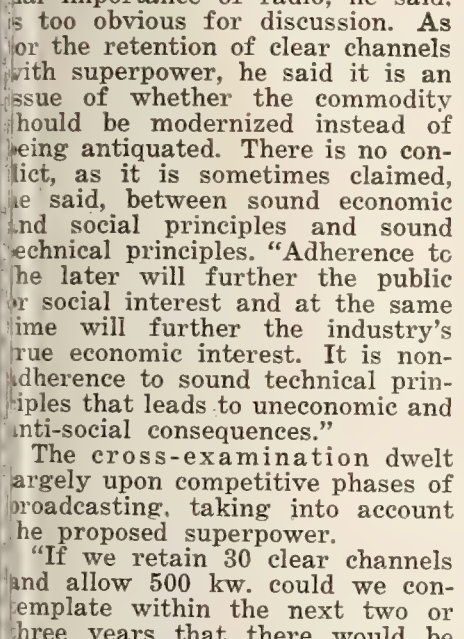
TIEING in with Mayor Bernard Dickmann's safety campaign in St. Louis, the *St. Louis Globe-Democrat*, is sponsoring two 15-minute juvenile broadcasts a week on KMOX, featuring *General Safety*, who talks to the youngsters on the importance of caution.

CALL letters of KIUJ, Santa Fe, N. M., licensed to L. Laurence Martin, have been changed to KRQA.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.



Campbell-Ewald Company

WMBD has proved it reaches the rich Central Illinois market. That's why this station carries, we believe, more national and more local advertising than any station its size in a market of its size.
Now, with greatly increased coverage, WMBD is doing a better job than ever for the Chevrolet account. Thank you for this business! We are prepared to do the same kind of a job for your other accounts.

MEMBER CBS NETWORK

WMBD THE HEART OF ILLINOIS

PEORIA, ILLINOIS

POWERFUL

. . . now operating on 5 KW

POPULAR

. . . 13% more listeners than the first competing outlet

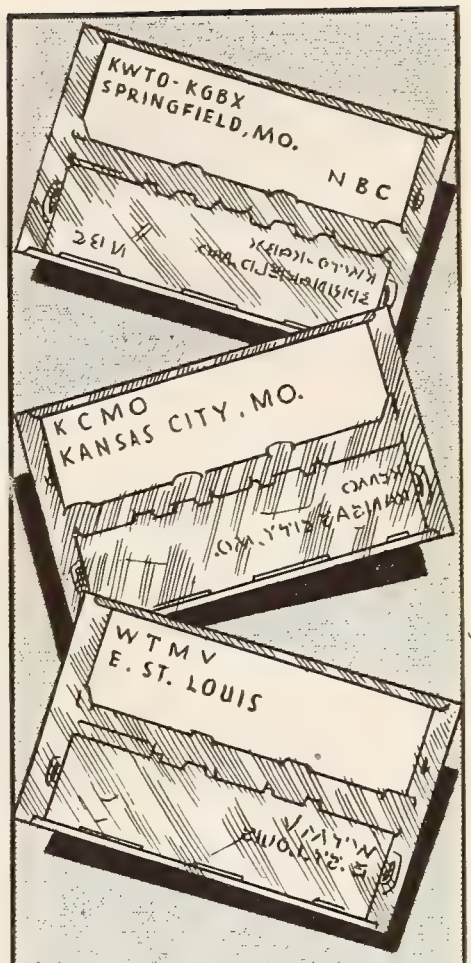
KFPY

is the outstanding radio buy in Spokane, carrying your sales message throughout the $400,000,000.00 trade area that is a "hot spot" on the nation's sales map.

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 1358 Russ Bldg., SAN FRANCISCO



address your message to 3 markets through three popular stations at one low rate!

Here are three "voices" which cover very completely the Major Missouri Markets — Missourians prefer these stations because they "speak their language".

Your message over these stations will increase your turn-over and distribution throughout the State.

Write for ONE LOW RATE and time available.

KWTO-KGBX
NBC
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

WJAY

Cleveland • 610 Kilocycles

We Dominate the Foreign Market

WJAY IS THE ONLY RADIO STATION IN CLEVELAND CONCENTRATING ON FOREIGN PROGRAMS

That Means When You Use WJAY You Broadcast to 60% of Cleveland

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

Representatives
Weston, Frykman and Allen

Paley on Superpower

(*Continued from page 12*)

local advertisers, while delivering the same coverage as it delivers to national advertisers, the net result is apt to be an actual operating loss on the sale of local advertising, which must be compensated by an artificially high rate to national advertisers. An economic paradox results which makes the superpower station's problems harder.

"The third disadvantage for the superpower station lies in the multiplication of its numbers. Here I should like to fall back upon questions. Can 20 or 25 superpower stations be as successful as one? Will the existence of many 500 kw. stations tend to equalize and nullify the advantages of each, although it does nothing to nullify the heavy investment and operating cost of each? In other words, isn't it dangerous to project the phenomenon of one superpower station into the commonplace of many?"

Effect on Other Stations

MR. PALEY concluded further that "we must face honestly the almost certain fact that if superpower is admitted under the rules, it will appear in cities and markets that have little possibility of supporting it without detriment to local program service, and will extend so widely that it becomes a commonplace." As to the effects upon regional network stations, Mr. Paley said:

"Perhaps the most serious problem which confronts these regional stations which are now on one of the networks, and which lie within the future service area of a superpower station, is the fact that they must face the probable loss of their network affiliation." This loss, he added, would entail loss of audience, loss of revenue from the network and loss of network sustaining prestige programs.

"The addition of network programs," he said, "seldom fails to double the habitual audience of a station, even within its own city. The subtraction of network programs seldom fails to reduce that audience by half."

As for the effect upon local network stations, CBS found only disadvantages and dangers, and Mr. Paley pointed out that in two cities on the CBS network the addition of superpower would in all probability lead to the dropping of seven stations now on the network. Similarly, non-network stations would suffer, he added, if signals from distant stations swept through their communities with three or four times their present strength.

Cross-examined by Chief Engineer Craven, Mr. Paley said that it was his estimate that in all but few cases rural residents now received substantially good day and night coverage. With superpower, he said, that coverage would only be slightly improved. Asked by Mr. Craven whether his testimony was meant to be purely economic rather than engineering, Mr. Paley said that the two subjects were interrelated and that his effort was to "advise caution".

WAYX Goes on Air

THE NEW WAYX, 100 watter on 1200 kc., recently authorized for Waycross, Ga., was to be inaugurated Oct. 12, using a composite transmitter with Collins Radio Co. speech input equipment. Owner and manager of the station is S. F. Sapp. Jack Murray, formerly with WRVA, Richmond, and WGST, Atlanta, is commercial manager. F. M. Fortier, formerly with WXYZ, Detroit, and WOOD, Grand Rapids, is chief announcer. John Tobola, formerly with KELD, El Dorado, Ark., and WFMJ, Daytona Beach, Fla., is chief engineer.

Rolls Razor to Place

LEE & SCHIFFER Inc., New York (Rolls razor) in December will make up a spot schedule to start early in 1937. Kimball, Hubbard & Powell Inc., New York, is agency.

Saturation Point In Radio Sets At Rockford, Illinois

•

WROK at Rockford, Illinois, is conducting its annual listeners' survey this year on the house-to-house basis, starting with Rockford.

Preliminary reports on the survey show that 96 out of every 100 Rockford homes have radio sets; out of every 100 radio homes 97 listen regularly to WROK; and 60 say plainly and enthusiastically that THEY BUY GOODS ADVERTISED ON WROK.

Cover northern Illinois and southern Wisconsin with WROK, Rockford.

TELEVISION IN 2 YEARS

Paley Discloses CBS Budgeted For Big Investment

THE significant disclosure tha CBS is bulwarking itself agains the imminent advent of televisio which he estimated is close a hand, was made by William S Paley, CBS president, in his stat ment before the FCC allocatio hearing Oct. 6. Mr. Paley was ca tioning the FCC against requirin heavy financial commitments b stations at this time, especial for superpower in view of forth coming changes in the art.

"In television alone," he said, "i is my opinion, after a study o European developments and knowledge of television's stat here, that the broadcasters a less than two years away fro commitments of many millions o dollars. Columbia's budget alone over $2,000,000—for experiment broadcasting work in this ne field. Many more millions mu follow, in the public interest, b fore there is any hope of return

"Now what about the cost superpower? Our careful estimat of the cost of 500 kw. stations i dicate a burden of over $10,000,0 of capital investment by the broa casters—with an additional opera ing cost of between $3,000,000 a $4,000,000 a year. These are n guesses but careful estimates b engineers and accountants. Kno ing the economics of broadcastin as well as we do, I feel justified saying that if the burden of co of superpower is thrown upon th industry at almost the same tin it is faced with costly develo ment work in new fields, one the other is very apt to suffer."

Mr. Paley had returned fro several months in Europe only th week before, and his statement i dicated he had studied televisio while there. Earlier in the summ Paul Keston, CBS vice presider spent several months in Euro during which he also studied tel vision exhaustively.

New KMOX Studios

WHEN Major Bowes salutes S Louis Oct. 22, during his CB broadcast for Chrysler, he will als turn a key, which, by means of photoelectric cell, will open th doors of the newly constructe studios of KMOX, Columbia ke station in St. Louis. Fifteen tho sand square feet of floor space the St. Louis Mart Building ha been added to the 25,000 squa feet already occupied by the st tion, the addition including a lar reception room, musicians' loung new "Magic Kitchen" with its ow auditorium seating 175, ten ne executive offices, a continuity roo and an additional broadcasting st dio. The station thus now h eight studios, ranging from small one for speakers to the R dio Playhouse which seats an aud ence of 400.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

14 YEARS and

1922 1936

1 advertiser has used WOAI 11 consecutive years

22 advertisers have used WOAI 7 consecutive years

36 advertisers have used WOAI 6 consecutive years

55 advertisers have used WOAI 5 consecutive years

74 advertisers have used WOAI 4 consecutive years

This year 211 products and services are achieving sales response from 710,800 odd radio families by using the clear channel, 50,000 watt coverage of the premier sales medium in America's fastest growing market.

WOAI
50,000 WATTS • CLEARED CHANNEL
1190 KILOCYCLES

San Antonio

Represented nationally by Edward Petry & Co.
Affiliate • National Broadcasting Company
Member • Texas Quality Network

Lohr Asks for Gradual Changes

(*Continued from page 12*)

quirements which we have recommended for clear and regional stations.

"5. With respect to differentiation in the maximum power permitted in the daytime and at night I see no objection if the expense of maintaining the added equipment over balances the benefits to be derived from the greater power."

Mr. Lohr concluded with an offer of utmost cooperation with the FCC in whatever decisions it may reach as a result of the extraordinary hearings. If higher power means better service to the public, he said, then let there be higher power. "If it produces hazards in our present methods of network operations, then let us adjust our methods to meet the public interest."

Objectives of the NBC as the pioneer network were outlined in the opening of his statement. "We would not have you believe that NBC's concern for the radio audience is one of pure altruism," he said. "We do want to impress upon you that NBC's only business is that of broadcasting; that we hope to be in it for a long time, and that, in the long run, he who serves best profits most — in this business, above all others."

General Welfare

DEFINING his view of the public interest requirement of the law, Mr. Lohr declared his company construed it to mean the welfare of all listeners throughout the country. He spoke of NBC's service, frequently at a monetary loss, to outlying stations in sparsely settled areas. He described the nature of NBC's service not only in the way of commercial programs, but public events which are of the non-sponsored category.

Discussing power, Mr. Lohr declared that no matter how strong a station's signal may be, it will not retain its audience against present day competition unless it furnishes an attractive program schedule. By the same token, he added, unless the station is able to deliver its program to the loudspeaker sufficiently free of interference from other stations and sufficiently above the noise level in its community to render an acceptable and enjoyable service, its listeners are not receiving the maximum service which it is possible to give them.

"Finally," he declared, "the term 'public interest' means an industry operating upon an economic foundation strong enough to carry these obligations. It was then that he made his plea for three-year licenses.

"In the long run," he added, most of the economic problems facing this industry must be decided by the owners of stations themselves. But it is obvious that to whatever extent undue and unwise economic burdens are imposed upon the broadcaster by regulations, to that same extent must his capacity to render service suffer. Or, by exercising your regulatory power wisely, you can bring about an ascending spiral wherein the industry, built upon sound economics, supplies better programs through better stations to a better satisfied public and thus become increasingly prosperous itself.

Against Reallocation

LIKE practically all preceding industry witnesses, Mr. Lohr recommended against a reallocation of station assignments, declaring he could perceive no substantial benefit either to the public as a whole or the industry as a whole from such an upheaval. He said he did not mean to imply that the present system is so perfect that there is no room for progress, but that it should not be changed unless the public would profit substantially.

Declaring the question of power to be the most important single issue involved, Mr. Lohr asserted:

"We believe that it would be unwise and unduly disturbing to the industry for you to require expenditures of this magnitude for this purpose by any class of stations at this time. And in using the word 'require', we mean to include not only affirmative mandatory regulations but also any action which would permanently penalize the station owner who fails or is unable to install higher power upon short notice.

"Your present practice is to require that each applicant who comes before you seeking increased power shall present evidence satisfactory to you that he has adequate financial ability to incur the increased operating expenses involved including depreciation, without jeopardizing his economic ability to render service. We see no reason to change this requirement. What shall be considered adequate financial responsibility must be a question to be determined upon the facts in each case and therefore, the only standard we can suggest is that of reasonableness. We do think that the prospect of increased profit subsequently is not a complete justification for the grant. Considerable weight should be attached to the applicant's proven ability to do something more than merely to make both ends meet heretofore.

"There are no valid social objections to higher power. You have been told that if you authorize higher power on some stations it will enable them to deliver satisfactory signals in areas not now served by them and that, because their program service is superior, these higher powered stations will attract listeners who must now be content with something less. This has not been the experience of the industry. On the contrary, it has been our experience and that of the receiving set manufacturers that when broadcasting service improves in any community the interest of that community in all broadcasting increases proportionately. Moreover, higher power will not come over night. It will come gradually and will be assimilated over a period long enough to give each station an opportunity to readjust its methods of operation and to find its proper place in the economic and social structure. In any event, the answer cannot be to protect a station through depriving the listening public of a superior service; it must be to improve the service of the smaller station."

APPLICATION for 5,000 watts both day and night on its 930 kc. regional frequency was filed Oct. 13 with the FCC by KPRC, Houston, now using 5,000 day and 1,000 night.

Seek Denver Local

HEADED by Jerry Akers, commercial manager of KVOD, Denver, and formerly with WCKY, Cincinnati, the newly formed Mile High Radio Corp. has applied for a new 100-watt night and 250-watt day station on 1210 kc. in Denver. Mr. Akers is president of the concern, with C. W. Besse, president of the Colorado Beverage Co., as vice president, and Jack Langan, local head of the Universal Film Exchange, as secretary-treasurer. Another pending application for a new station in Denver is that of Rev. S. H. Patterson, seeking 1,000 watts on 1570 kc. Mr. Patterson recently sold his KVOR, Colorado Springs, to the owners of KLZ, Denver, and WKY, Oklahoma City.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast music
by remote control.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES · SEATTLE · SAN FRANCISCO

Selected by
CHEVROLET-FORD
and Other Nationals

This is that popular station with the big voice, large enough to cover the rich realm of East Texas. *Used by the big fellows!* If YOU want to harvest some of the wealth from East Texas, and cover this section, you can do so effectively and economically with KFRO. Investigate!

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEX.



Head of The Lakes Broadcasting Company
DULUTH

WEBC
MFG
HLB

The Arrowhead Group that guarantees coverage of the able-to-buy Tri-State area.

Crosley Reports Superpower Success

(*Continued from page 14*)

ter into the determination of these questions.

"I am, however, able to give certain facts showing the relative cost of installation and operation of a 500 kw. and a 50 kw. plant based upon our experience, and since 50 kw. equipment is now standard, and a sufficient number of such units have been installed and in operation over a period of years, it should not be difficult to apply these ratios to any given case.

"In determining total operating costs, it is necessary to provide for a depreciation or amortization of the original cost of equipment for a period which approximates the life of the equipment. In the following comparison of figures we have used a depreciation of 10% based on 10 year life for both the 50 kw. equipment and its comparative 500 kw. equipment. Breaking down the purely technical items, we find that it costs us 371% more for electrical power; our water bill is 80% higher, tubes cost us 33% more in operating the 500 kw. transmitter over a 50 kw. unit. These figures do not take into account added program expenses, extensive building or construction, or additions to the administrative or executive staff which may be regarded desirable or even necessary. In our own case we did add 140% to administration and salaries; 9% to fixed charges and rent; 75% to program costs, and depreciation of 10%, so that in going from 50 kw. to 500 kw. our operating cost has increased 68%. As against this total operating increase of 68%, we increased our advertising card rate 20%, but have been able with the greater demand for our station to operate at a profit.

Effect Upon Regionals

"IT IS EVEN more difficult to estimate the economic effects of 500 kw. operation upon stations of other classes located within the service area of the 500 kw. station. We have had no experience on this point and no opportunity to observe, other than that afforded by our ownership and operation of WSAI, which is a regional station also located in Cincinnati. In that case the operation of the 500 kw. transmitter at WLW has had no adverse effect upon the network or other business of WSAI. As a matter of fact, the business of the regional station has increased steadily through this period."

Cross-examined by Comdr. Craven, Mr. Crosley said he believed WLW's percentage of profit with 500 kw. operation is as great as it was before it increased the power. He pointed out this would indicate that the station is making more dollars. Responding to additional questions, he said he would supply definite information on this but that since WLW was operated as an integral part of the Crosley Radio Corp., separate figures were not broken down to show revenue from the station and operating overhead for the respective divisions. Asked what the investment in WLW was, Mr. Crosley estimated that it amounted to about a half million dollars over and above the 50,000 watt cost. He said this included a new building, vertical radiator and other equipment. Comdr. Craven asked Mr. Crosley whether in his opinion the operation of thirty 500,000-watt stations would have any effect upon present business methods of the industry, and Mr. Crosley responded that he was not in position to answer since he had never studied the question.

Practically all of the members of the FCC asked several questions of Mr. Crosley on the economic side, and Telegraph Commissioner George H. Payne launched what was intended to be an attack upon WLW and its president on its program policies and methods.

Favors Smaller Stations

MR. PRALL inquired whether the granting of any great number of superpower licenses would tend to destroy smaller stations, and Mr. Crosley said that he personally was in favor of horizontal increases for small stations. He said he had always made his own analyses on the basis of one station operation but that he did not feel that any damage would be done smaller outlets. Smaller stations, he said, apparently are prospering and there is a big demand for new ones. Asked by Mr. Prall whether it was a case of "survival of the fittest", Mr. Crosley said he had seen no such indication. Commissioner Thad H. Brown inquired whether the licensing of additional superpower stations would weaken away from smaller stations the audiences, and Mr. Crosley responded that his observations were that listeners preferred to "select" their programs. With additional stations, he said, listeners would get a greater degree of selection but he did not feel that any substantial audience would be drawn away from local stations.

On the question of station rates also raised by Commissioner Brown, Mr. Crosley said that he felt it was "so much guesswork". When WLW went to 500 kw., he said, the station arbitrarily increased its rates 20%, feeling that this was justified since it would give its advertisers three or four times the coverage formerly afforded. There were no unfavorable reactions, he said. Mr. Crosley under questioning by other commissioners, declared that he felt the Commission should decide for itself whether other stations should be permitted to go to 500 kw. and that he did not feel competent to make any recommendation. He said there are many advantages in high power but that the Commission must analyze and judge each particular application. The Commission, he said, should take into account the ability of the licensee to buy and pay for the installation, its ability to serve public interest and whether its geographical location is such as to permit it to render good service with the increased power. "It would be impossible for me to be for or against 30 such stations," he said.

Payne Hits at Policies

RESPONDING to Commissioner Norman S. Case's question as to whether 500 kw. should be the greatest power permitted at this time, Mr. Crosley said he saw no reason to limit the art by any restriction on power. It was at this point that Commissioner Payne, obviously in a militant mood, attacked Mr. Crosley and his methods of operation. The commissioner

No. 1 Of A Series On The New York Market!



YORKVILLE—less than one square mile in area this section has a population larger than the city of Duluth, Minn.

YORKVILLE is the most picturesque of New York City's German colony. In it are concentrated 101,690 people with an average family expenditure of $2,461 per year. But that doesn't tell half the story of New York City's Teutonic population!

SIMILAR communities exist throughout the metropolitan area comprising a total of 884,062 German speaking people, larger than the population of Leipsig, Germany. Of clannish temperament they listen to programs in their native language daily on WBNX!

WBNX covers this market with 41 German language programs per week.

Full Staff For Foreign Language Productions Available.

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

1000 WATTS DAY AND NIGHT

A NEW APPROACH TO THE NEW YORK MARKET

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

fice had previously notified newspermen that he would develop "hot news" with Crosley on the stand, and suggested they send reporters.

Snapping his questions at the pioneer broadcaster, and demanding prompt and explicit replies, Commissioner Payne asked how much of the WLW profits were "plowed back into programs". Mr. Crosley said the question was one which he could not answer offhand but that he would be glad to attempt to supply the information.

The Telegraph Commissioner then asked whether the Crosley Corporation paid any dividends, and Mr. Crosley said they amounted to $.25 a share last year. Then he asked how much of the company Crosley himself owned and the answer was approximately one-fourth.

Reading from a sheaf of correspondence before him, Commissioner Payne went into such things as the Crosley ownership of the General Pharmacal Co., manufacturers of two proprietary products; alleged refusal by the station to sell time to competitive accounts in these lines; allegations that Crosley had given instructions that the station broadcast nothing about labor difficulties or strikes; alleged refusal to broadcast Townsend talks and talks of other minority groups and alleged cancelation by Crosley of the Gruen Watch Co. program last year featuring Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*. To all of these allegations, Mr. Crosley, never losing his composure, entered denials. Frank M. Smith, general sales manager of the station, provided certain of the responses and Telegraph Commissioner Payne, continuing his baiting tactics, interjected numerous caustic remarks about Mr. Crosley not making the decisions in his own organization.

Accusations Are Denied

MR. CROSLEY denied that General Pharmacal refused to accept advertising of competitors, and asserted it solicited various such accounts; denied he had ever given instructions against labor or strike broadcasts. Mr. Smith admitted that the station did refuse a Townsend talk because it was offered at the time a House Committee was investigating the Townsend pension movement and at the conclusion of those hearings the Townsend movement did not renew its request. Mr. Smith said that WLW had given the Lemke party time and that the policy of WLW was to treat all parties alike under the same terms and under all conditions. As for the Pearson-Allen case, Mr. Smith said that a question arose about the injection of personalities into the broadcasts which might have resulted in libel action against the station. He said that WLW refused to take the program unless the libel responsibility was taken by the authors but that they elected to temper their remarks rather than assume that responsibility. As a consequence, he said, the program was carried for the duration of its contract.

Commissioner Payne concluded his attack with the reading of a letter from Senator Norris (R-Neb.) in which the Senator was quoted as saying there had been complaints against WLW as controlled by financial interests that would not permit anything said over the station that was "detrimental to private interests." Called upon to answer the assertion, Mr. Crosley said that his company always leaned over backwards on controversial matters.

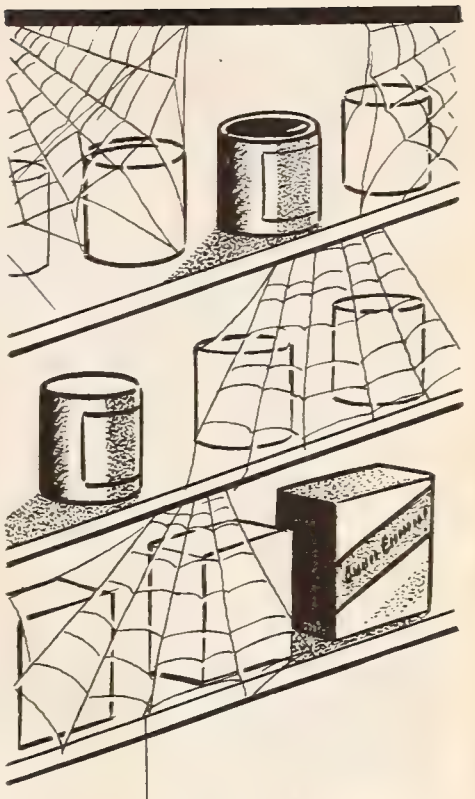
The WLW case was concluded by R. J. Rockwell, technical supervisor, who put on a talking motion picture demonstration to prove the argument that even with its 500,000 watts the station does not blanket any stations up and down the dial even within the shadow of its own transmitter. He defined various types of interference that have resulted and traced them down. In virtually every case they were attributable to "man-made" interference rather than to superpower.



LANDON'S DOUBLE — Those attending the allocation hearings thought they were "seeing things" when they spotted William C. Alcorn, vice president and general manager of WBNX, New York, who looks even more like the G.O.P. presidential nominee than this picture evidences.

G-E "Hour of Charm"

GENERAL ELECTRIC Co., Bridgeport, Conn. (electrical appliances), will feature Phil Spitalny and his girl orchestra in an afternoon series of programs to begin Nov. 2, Mondays, 4-4:30 p. m. on 21 NBC-Red stations. The program, entitled *Hour of Charm*, is signed for 26 weeks through Maxon Inc., New York.



3 out of 5 DON'T HAVE SHELF AGE if THEY'RE ADVERTISED OVER

KFH WICHITA KANSAS

With 5,000 watts power, daytime, and 1,000 watts, night, KFH sells merchandise for its advertisers.

Affiliated with CBS

National Representatives
EDWARD PETRY & CO.

A CPA made a survey of Kansas City radio station and program popularity for a large advertiser. Write us if you want a copy of his report.

THE SPORTS STATION of the MIDDLE WEST

W9XBY
KANSAS CITY, MO.

Pulling Power

On his *new* program over WCAE a sponsor last week offered theatre tickets to listeners who could list correctly the unannounced names of singers and orchestras.

The contest was not easy. The correct answers, however, *just missed filling a downtown theatre.*

WCAE
PITTSBURGH · BASIC NBC RED NETWORK

DON'T

OVERLOOK THE SOUTH'S FINEST MARKET WHEN PLANNING YOUR FALL AND WINTER SPOT CAMPAIGN

WSOC CHARLOTTE, N. C. AN NBC AFFILIA E

Regionals Fear Ruin by 500 kw.

(*Continued from page 13*)

tive regional areas may be improved and made satisfactory.

These principles and these facts were necessarily considered and finally determined in favor of regional stations and were the basis on which the Commission necessarily acted in permitting regional stations to increase their day time operating power to 5 kilowatt."

Station Popularity

GOING into business aspects of regional operation, Mr. Spearman said it has been found somewhat easier to sell the services of regional stations to local advertisers if the local advertiser is convinced that the station has been carrying a large amount of national business. This is on the premise, he added, that many advertisers believe that the popularity of a station is largely dependent upon national business for high quality programs. The average increase in the technical operating expense of regionals by virtue of 5 kw. operation, Mr. Spearman said, would amount to about 21.48%. There is no question, he said, that the increased volume of business resulting from such power boosts, would easily offset the relatively small increased cost of operation.

As for stations on Canadian shared channels, Mr. Spearman argued that the present rules limiting power on such channels should be eliminated and left to the discretion of the FCC.

Under the head "Opposition to 500 kw. Station Menace", the NARBS counsel launched a vigorous tirade against superpower. He then set out methodically to break down the Sept. 1 FCC allocation survey contending that it was based largely upon "theory and conjecture." It had been indicated before that this survey would be attacked in that fashion. Individual post-cards returned by rural listeners were examined by Mr. Spearman's organization, he said, and a categorical challenge to the results was made.

Going into "economic and social considerations", Mr. Spearman said that 500 kw. stations to justify themselves socially must show that they will provide listeners with program service which is not available to them at present. He contended that the clear channel stations are for the most part network stations and that it is therefore obvious that the service which the public will receive from clear channel stations in the future will be as it is today and as it was yesterday—network programs.

"In view of these facts this Commission should give consideration to the present coverage by network programs. The networks and the stations, including practically all classes of stations affiliated with these networks, have done this job for the Commission and have done it well. Both the National Broadcasting Company and the Columbia Broadcasting System have conducted thorough and painstaking surveys to determine coverage of their respective networks. The thoroughness with which these surveys were conducted and the results analyzed cannot be compared with the post card survey which we have discussed. The networks have done a much more thorough job."

Mr. Spearman next analyzed coverage surveys of both NBC and Columbia, which he said purported to show that they already covered practically all of the country. "We submit that it is fundamentally unsound to permit the operation of clear channel stations with 500 kw. power and thus to give them only a 10% increase in population which they could serve, if in granting this authority it might in any way tend to disturb the status of other important classes of stations."

Declaring that NARBS is convinced that the installation and operation of 500 kw. stations is economically unsound, Mr. Spearman pointed to a report made by leading engineers for the advisory committee on engineering developments of the National Advisory Council on Radio in Education which said that cost of maintaining and operating the plant of a 50,000 watt station along with incidentals would be $194,750. With other necessary figures added, he said his engineers concluded that on this basis the minimum cost for operating a clear channel station of 50 kw. would be $214,750.

Superpower Costs

"OUR engineers after investigating the difference in cost of operating a 500 kw. station as compared to the cost of operating a 50 kw. station, advise that the cost of operating a 500 kw. station will be more than 2½ times and slightly less than three times as much as the cost of operating a 50 kw. station. If we take the minimum difference and multiply the cost of operating a 50 kw. which is $214,750 by two and one-half it is found that the minimum cost of operating a full time 500 kw. station will be $536,875, or $322,125 more than the minimum annual cost of operating an efficient 50 kw. station."

Injecting a new note in his discussion, Mr. Spearman said that a week ago, after he had prepared his presentation, he received a new edition of the National Advisory Council report in which the figures had been changed as to the cost of operating a 50 kw. or a 500 kw. station. "The amazing disclosure that comes from the new report of the committee is that in 1933 it cost only $10,000 to cover all the power needed to operate a 50 kw. station 16 hours per day where as the report of the same committee showed that the power bill in 1932 to operate a 50 kw. station would be $30,000. This means that power rates have been reduced 75% and that they now are only 25% as much as they were in 1932. Does anyone believe that such reductions have been made in power rates?"

Source of Business

THE NEW REPORT, he said, does more than support figures on operation of 500 kw. which had been presented previously. "The figure is given by us at half a million

2215 LETTERS— BUT NOT ONE FROM CHINA!

On a recent local "Musical Memory Contest" (two theatre tickets for the first ten entrants who sent in the correct titles of five songs) one 15-minute broadcast brought *2215 letters* OF WHICH ONLY ONE CAME FROM A DISTANCE AS GREAT AS FIFTY MILES!

This is convincing proof of the fact we've been repeating so often—that the WAVE audience is *concentrated* in the richest part of Kentucky and Southern Indiana —that virtually no part of your WAVE dollar is spent in taking your message to remote hills and backcountry fastnesses.

In a nut-shell: A big urban coverage . . . no waste . . . with N.B.C.'S best features to guarantee an *interested* audience.

National Representatives
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WDRC
The Advertising Test Station In the Advertising Test City
Maximum Coverage of the Major Connecticut Markets
Basic CBS Station
Hartford, Conn.
National Representative
Free, Johns & Field, Inc.
New York — Chicago — Detroit
San Francisco — Los Angeles

JOHN BLAIR & CO
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISC

liars and the new report referred to by the committee of emiit engineers gives the figure of 2,000 as the cost of those items idental to the transmitting plant y without accounting for one ny to cover studios or other essary investments."

Mr. Spearman, like the Clear annel Group, drew heavily upon financial statements filed by tions with the FCC to cover siness done by various station ups. He used these in building his argument that superpower tions would be forced to go er the business of regional stans in order to increase their venue because of the heavy instment and operating expense.

Asking what will be the result clear channel stations operating th 500,000 watts, Mr. Spearman ntinued:

"It will mean the financial ruin such stations or else it will an that these stations must inease the amount of business done them to offset these losses. This ings up a practical question. Will is necessary amount of additionbusiness done by them come om new business, from increased vertising budgets, or will it come om regional stations, and if from gional stations, what effect will e depletion of their revenues ve on them?

"We have been unable, after dilent search, to find where the st amount of new business will me from. This question is of ch momentous importance that e Commission should never auorize the operating of 500 kw. ear channel stations until it has en satisfactorily answered and to te no such satisfactory answer as been made, nor is such satisry answer being attempted. The cts are that until this question definitely and conclusively anwered, this Commission cannot ssume to say that such new busiess will offset these extraordiary out-of-pocket losses and it ust necessarily conclude that if uch clear channel stations secure nough business to offset these eavy losses, it must come from ncreased rates, greater participaon in advertising budgets and from regional stations. No facts have been pointed out and none have been found by us indicating that advertisers are going to increase their budgets by anything like the percentage necessary to leave their existing business on regional stations and add a sufficient sum to take care of the losses incident to the operating of 500 kw. stations and pay a reasonable return on the investment of the owners of these stations.

Survival of Fittest

IN THE final analysis the question of what to do about 500 kw. stations is to make a decision that such stations will not be permitted, or else to look for a fight to the death and finally for the survival of the fittest as between regional and clear channel stations. Such a fight will not help either.

"This is especially true of national spot advertising. If 500 kw. stations are authorized, these stations are going to do their dead level best to sell the national spot advertiser on the theory that the coverage which he will get from using these 500 kw. stations is so great that they can afford to pay the increased cost and they do not need regional stations now used by such national spot advertisers to reach the American public.

"If 500 kw. stations continue in the future as they have in the past to carry chain or network programs, it follows as a matter of course that the rates for carrying these by 500 kw. stations must be severely increased.

Further, Mr. Spearman said that 500 kw. stations would go to the advertiser and agency to sell them on the idea that their coverage is so great that regional stations within their service areas will not be necessary to secure complete coverage. He cited the technical testimony in behalf of NARBS in connection with signal strength of 500 kw. stations.

"If half the national spot business and half the chain business now carried by regional stations should move over to 500 kw. stations, and this percentage of movement and more would probably take place in short order, it is seriously doubted that it would offset the losses incident to the operation of 500 kw. stations. What is more important, our investigations disclose that if anything approaching this percentage of chain and spot broadcasting should move from regional stations to 500 kw. stations, it would destroy the economical status of regional stations and cause them to operate at a loss if their continued operation could be carried on at all in many places."

"Life or Death"

THE FACTS indicate that the stake of the regional stations in this question is great and that it may mean life or death economically to them, he said, adding that if the Commission authorizes 500 kw. stations the investment will have the practical effect of "freezing development along current lines and will act as a positive and important impediment to future progress along such technical lines."

Concluding with his argument on duplication of stations on clear channels, Mr. Spearman said that if duplicate operation is allowed that stations of such powers as have been operated successfully for many years be authorized. In other words, he recommended that the duplication should be with 5 to 50 kw. stations depending on the comparative need for stations in the key communities.

"We submit that the operation of these stations on clear channels should be provided for in view of the facts that their operation would not limit or interfere with any worthwhile service now being rendered; would make for a greater use of facilities and less waste in their use; would tend to relieve interference to regional stations and generally expand and improve their service, and generally improve radio service by providing a greater number and greater variety of programs to a much larger population than could be done in any other way. The proposal is sound socially and economically and these are of primary importance. It is, of secondary importance, technically feasible."

On Cross-Examination

UNDER cross-examination, Mr. Spearman revealed that the regional group was not asking for a "horizontal increase" to 5 kw. on all regional channels as such. In response to a query by Mr. Craven, he said that his group favored revision of the rules so that the power limitation of 1 kw. at night would be removed and that applications thereafter should be considered on their merits. He said that if regionals go to 5 kw. there would be no marked effect on locals. He pointed out there was no complaint from locals when regionals were increased from 1 to 5 kw. during daytime. Responding to questions submitted by Louis G. Caldwell, counsel for the Clear Channel Group, Mr. Spearman said the association was opposed to 500 kw. stations and that with respect to WLW he was not in position to say whether the association favored the reduction to 50 kw. status from its present 500 kw. since that matter had never been discussed. He said WLW is operating experimentally as a 500 kw. station.

There were further questions from Mr. Caldwell regarding the operating costs of regional stations and the increase that would result from the proposed horizontal boost. Mr. Spearman, however, contended that the figures used were not comparable. To the question put through Mr. Caldwell as to what "specialization of function" he would assign as the function of clear channel stations, Mr. Spearman replied that the question was "unintelligible". Mr. Caldwell announced that he was satisfied with the answer.

Mr. Spearman concluded with the statement that by virtue of his examination of the financial statements of clear channel stations filed with the Commission, there were several such stations which "couldn't make the grade" financially to cover the 500 kw. operation. The total of some of these stations, he said, would not be sufficient to pay for the technical cost of 500 kw.

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:

"Our figures please the eye and fit the budget"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

You can tell 'em in English—They'll understand. 85% of the population of this section of Western Montana is American born.

1000 Watts 1260 Kc. KGVO Missoula Montana
Columbia Broadcasting System Affiliate

A GOOD
Radio Station
Gets BETTER

WPRO

Cherry & Webb
Broadcasting Co.
PROVIDENCE R. I.

- Becomes a *BASIC COLUMBIA* station on January 1.
- Now a Mutual and Inter-City affiliate.
- *FREQUENCY 630 KILOCYCLES.*
- Excellent coverage of the rich Rhode Island trading territory . . . most densely populated state on the continent . . . one of the wealthiest areas in all America.
- Splendid studio equipment, organ and talent facilities.

Bargains Available to Shrewd Buyers
NOW!

- Rate advances become operative January 1, 1937.
- Contracts made now effective to August 31, 1937.
- Schedules still flexible but filling rapidly.

Wire or write for availabilities

Station WPRO
Representatives
PAUL H. RAYMER CO.
New York · Chicago · San Francisco

Watch Our Smoke!

Those big stacks that rare skyward up and down the Ohio Valley certainly bear watching these days. They are doing a bit of "sky writing" that spells business and plenty of it!

Steel mills are going great guns — Potteries are beehives of activity — Glass Plants are h u m m i n g — Coal Mines are making new records. All of which means that men are working and when men work they spend and when they spend it's time to advertise and when it's time to advertise in the Ohio Valley it's WWVA for results!

Check our "smoke"!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

DR. PICKARD'S TECHNICAL CASE FOR REGIONALS

TECHNICAL testimony to substantiate the NARBS plea for duplication on clear channels, horizontal increases for regionals to 5 kw. and opposition to superpower, were presented graphically by Dr. Greenleaf Whittier Pickard, Boston consulting engineer, on Oct. 8 and 9. Much of the research work for his calculations and deductions was undertaken by Paul F. Godley and John A. Barron, consulting engineers.

Dr. Pickard began on the premise that with 500,000 watt operation, interference would be caused not only in the United States but with stations all over the world. Dr. Pickard used many hypothetical cases to support his contention that duplication on clear channels would not obliterate secondary service to the point where rural coverage would be destroyed. For example, he said, that if a station in Seattle was placed on the channel of WJZ in New York, using 5 kw. with a directional antenna, it would give full protection to WJZ. Another case he cited was that of a 5 kw. station in San Francisco on the clear channel of WCAU, Philadelphia. He employed coverage contours to show that in such a hypothetical case the number of listeners served would not be seriously curtailed.

Dr. Pickard, projecting numerous charts and maps on the film screen, demonstrated to the Commission that his calculations disclosed that only a small addition to the potential audience to be served is in sight if all 50 kw. transmitters went up to 500 kw.

Audience Coverage

TODAY'S 50 kw. stations, he showed, with plants costing about $128.648, are capable of serving 22.819,000 radio homes. At 500 kw., with plants costing, according to his estimates, $328,500, these stations would serve only 22.869,000 homes—too slight an increase to be a weighing factor.

Dr. Pickard showed that with 50 kw. stations, service today is available from two networks in 22,492,000 radio homes; at 500 kw., these stations would serve only 22,869.000 homes, he estimated. Thus he concluded that 98.35% of the radio homes of the country already can secure service from two networks.

Discussing international interference ranges, Dr. Pickard placed a theoretical 500 kw. station in Washington, which he said would deliver winter interfering signals at 25 microvolts per meter well down into South America, the radiating pattern also cutting through Europe at a point not far from Berlin. A 5 microvolt signal, he added, would include the major part of Africa, some of Asia and most of the Pacific Ocean as well. Dr. Pickard asserted that many of our clear channels already are heard clearly in Europe, which he interpreted as meaning that they are laying down so strong a field intensity there now that the international interference problem would be considerably aggravated with 500 kw.

Attempting to show that many of the clear channels are occupied by Mexican stations, Dr. Pickard projected a chart which showed that there are no less than 25 stations in Mexico which are using clear channel assignments. Dr. Pickard produced exhibits designed to show that regional stations do a sizeable job of covering the country both daytime and nighttime even at present. He said he found that at night the regional stations of the country cover to the 2.11 millivolt line an audience of more than 175,000,000 people.

He pointed out, of course, that this is greater than the population of the country but that in many areas regional service is procured from more than one regional station and the totals were combined in such cases. At night, he said, these stations, again taking into account the overlapping of service, cover an audience of 245,000,000 people.

Staggered Frequencies

A NEW note in allocation technique was proposed by Dr. Pickard when he suggested that regional stations on the same channel should operate with slightly staggered frequencies of a separation of perhaps 17 cycles. In that way, he said, the service of these stations could be expanded by elimination of the signal of the undesired station in this "out of phase" operation. The reason for this, he said, lies in the character of receivers now being built and also because the human ear would not be able to pick up the off-frequency interference which would be created. He said this was not a "paper idea" but had been proved in actual operation.

By staggering of frequencies within the 50 cycle tolerance now permitted, Dr. Pickard said that there would be an appreciable broadening of regional station coverage. For example, he said it would result in an increase of nighttime coverage by regional stations supplying service to 175,000,000 people to a figure of nearly 190,000,000 people.

Dr. Pickard argued that if clear channel stations used effective antennas they would be able to increase their coverage appreciably without increasing power from 50 to 500 kw. He recommended use of a "one wave Franklin antenna" which he said in some instances would increase coverage from 70%.

Analyses of reception of distant clear channel stations in Boston next were presented by Dr. Pickard to show that they do not put out a signal capable of good reception because of "seasonal effect." It should be remembered, he said, that in the case of the FCC's allocation survey the records were made during March, April and May and not during the months of June and July when the seasonal effect is most noticeable.

Pickard's Cross-Examination

ON cross-examination of Dr. Pickard by Chief Engineer Craven, the distinguished engineer was asked point-blank whether in his opinion there could be duplication on all clear channels. Dr. Pickard said he felt that the duplication could be effected on 5, 10, or 15 o the channels described as clear, re ferring to the total of 40 provide for in the 1928 allocations rathe than the 30 which are clear a present. That is interpreted t mean that at the outside, Dr. Pick ard felt that five additional clea channels could be duplicated. Un der further questioning Dr. Pick ard said he felt that in a genera way these channels could be dupl cated with stations separated th width of the country and also one half the width of the country. I any closer duplication occurred, h said, interference of an objection able character would be created.

To the hypothetical question a to what he would do if he starte from scratch in allocations, D Pickard said he would like to se a reallocation on a frequency bas which would give particular type of frequencies to areas depender upon particular types of propaga tion conditions. In other words, h said, he would assign high powe to the stations dependent largel upon sky wave coverage of remot areas and the lower frequencies t those stations which serve prin arily because of their groun waves.

Dr. Pickard said he was in favo of full-time operation of station and felt that time-sharing operatio proves a handicap. Asked what h would recommend that the FCC d in the event it decided upon clea channel duplication, Dr. Pickar said he would first look out for th present group of stations to pe mit them to render best servic and that he would take care o full-time and half-time existin stations before considering any ne station grants.

On Horizontal Boosts

ON THE 5 kw. power increas Comdr. Craven raised the questio of interference that might b caused by the boosting of powe of 250-watt and 500-watt regional Dr. Pickard agreed that a pro lem of large proportions was i volved and said that he had d voted his primary attention in co sidering these horizontal boosts stations of 1,000 watts rather tha those of 250. He said he believe Canadian-shared regionals cou use 5 kw. with proper direction antennas. Dr. Pickard also agre with Comdr. Craven that the i creases of stations using 250 a 500 watts would produce not on a serious engineering problem b also a serious allocation proble Asked what he would do if a st tion on a regional channel did n wish to go to 5 kw. because of ec nomic reasons while others on t wave proposed to increase, D Pickard said that the station r fusing the boost could be protect through use of directive antenna

Rural Service Now Good

WHEN Comdr. Craven also rais the question of local stations channels adjacent to regionals a of clear channels adjacent to r gionals, Dr. Pickard said that would advise that this engineeri development go slowly. He said recommended the use of direction antennas for all classes of statio including locals.

Summarizing this testimo

mdr. Craven asked whether Dr. ckard believed that shared sta- ns should be given full time first the event of duplication; that stations should go up in power rizontally; that 10 or 15 of the esent stations described as oper- ng on clear channels might be plicated, and that present full- he regionals should go up in wer. Dr. Pickard responded in affirmative.

Dr. Pickard said he believed that ral service under existing stand- ds is very good in practically all eas of the country during day- ne. At night, he said, the cov- age was not so great. He said at improvement of rural cover- e could result by increasing the mber of stations and by syn- ronization; that one other way uld be by a "very considerable crease in power", but that he be- ved this was less satisfactory.

Asked whether he believed 500 v. operation an advantage, Dr. ckard said he did not. He said at in telephone engineering it as found long ago the best way to crease coverage was by "relay eps" rather than by boosting wer at one source. He said this as a very complete analogy to e superpower situation. He said believed that power has reached s practical limits and that there uld be no increases beyond ,000 watts. Comdr. Craven, how- er, pointed out that Dr. Pickard d advocated a raise in regional wer from 250 to 5,000 watts or times, and at the same time op- sed a tenfold increase in clear annel coverage. Moreover, Comdr. raven said that the statement in position to superpower was in sagreement with the IRE. Dr. ickard said he was in disagree- ent with the IRE because he con- dered the additional power not asible and not the best solution the problem.

Comdr. Craven raised the case WLW and asked whether he lt that operation with super- wer was unsuccessful for rural steners. Dr. Pickard said that the mote coverage of the station, om his own observations, was not od in Boston. He added, how- er, that if WLW was reduced in wer from 500,000 to 50,000 watts here would be a loss of signal rength in the ratio of one to ree. This is on the ground, he inted out, that the increase in gnal strength is three to one om 50 to 500 kw.

CBS School Manuals

MANUALS for 45,000 teachers ill be distributed by CBS in an- wer to increasing requests from ll over the country for this Teacher's Manual and Classroom uide" of its *American School of he Air*. Instructors in schools, anging from government out- osts to those in crowded metro- olitan areas, are correlating their ourses with those of the air chool, which opened its eighth sea- on Oct. 13. The manual, a 62-page uide, is designed to help teachers n securing visual aids and supple- entary instruction in connection ith the several courses presented aily, Mondays through Fridays, rom 2:15 to 2:45 p. m., EST. ompiled by Miss Helen Johnson, irector of the school, the manual ives a short synopsis of each ay's instruction, followed by sug- estions for visual aids, books for eading and music references.



WORLD'S TALLEST — When the world's tallest boy visited Lincoln, Neb., last month, J. B. Lake interviewed him for station KFOR. Robert Wadlow, is 18 years old, 8 feet 5 inches tall, and weighs 475 pounds. Robert is shown in the picture with his father, his uncle, and on the right, Monte Meyer, of the KOIL-KFAB-KFOR commercial staff in Lincoln.

Studebaker Auto Using Political Promotion Idea

STUDEBAKER SALES Corp. of America, South Bend, is the latest sponsor to tie-in with the presidential campaign for a merchandising idea. Five Studebaker cars will be awarded to the persons who come the closest to guessing the popular vote cast for Landon and Roosevelt on Nov. 3. Listeners may obtain post-paid entry cards at any Studebaker dealer or may send entries in a letter or on a postcard. Large posters in windows of all Studebaker dealers give details of the contest and list the time of the *Studebaker Champions* on NBC - Red, Mondays, 9:30 - 10 p. m. Roche, Williams & Cunnyngham Inc., Chicago, is the agency.

General Motors Corp., Detroit, on behalf of its *General Motors Symphony Concerts* has every GM showroom in the country displaying a large red and white window poster directing attention to the radio series on the NBC-Red network, Sundays, 10-11 p. m. from Carnegie Hall, New York. Campbell-Ewald Co. of New York services the account.

Added Registrations . . .

FOLLOWING are the additional FCC allocation hearing registrations to those published on pages 62 and 63 of this issue:

Thomas S. Baker, Washington.
Louis W. Berne, WCNW, Brooklyn.
Clifford M. Chafey, WEEU, Reading, Pa.
Arthur Faske, WCNW, Brooklyn.
Howard S. Frazier, consulting engineer, Philadelphia.
John J. Gillin Jr., WOW, Omaha.
Paul F. Godley, consulting engineer, Montclair, N. J.
Purnell H. Gould, WFBR, Baltimore.
Hugh A. L. Halff, WOAI, San Antonio.
R. N. Harmon, Westinghouse Co., Chicopee Falls, Mass.
M. D. Hildreth, WORL, Boston.
Harold O. Landis, WEEU, Reading, Pa.
Frank Megargee, WGBI, Scranton, Pa.
A. Mortimer Prall, Transamerican Brcstg. & Television Corp., New York.
Ray B. White, WAWZ, Zarephath, N. J.
Grant Wrathall, KUTA, Cedar City, Utah.

Policy Changes Seen

(*Continued from page 10*)

based on competitive showings, should get the preferred treatment; that locals which can show the need should be given available regional assignments, and so on down the line. Where there is the possibility of new stations, it is felt, these should go to areas not now having stations, or perhaps, to cities without adequate service.

Part-time Stations

THE PROBLEM of part-time stations on clear channels also comes into the spotlight in the event of superpower. It was contended that with 500,000 watts the channel should be clear, so far as possible, both day and night. Such stations as may be taken off to make way for the superpower likewise would have to be accommodated on other facilities. The Broadcast Division also had forcibly placed before it the plight of the part-time station in every classification and the words of several witnesses that they are economically unsound. Their elevation to full-time status constitutes another matter requiring consideration ahead of licensing of new stations.

As BROADCASTING went to press, it was indicated that the hearings might conclude about Oct. 17. Among groups yet to appear were National Independent Broadcasters Inc., representing some 70 local stations, the technical cases for both NBC and CBS—aside from the presentations of their presidents; Hearst Radio Inc., and groups of independent stations represented by counsel.

NIB, it was expected, would present a case in favor of a flexible allocations system, wherein local stations would be allowed to increase their powers when it was shown that with 100 watts they could not cover their markets. The indication was that in general the locals would support the stand of NARBS on such matters as superpower and duplication on clear channels. They will also seek to have additional channels made available for local stations, to relieve congestion on the six channels now assigned them and to allow sufficient separations between stations so they will be in position to increase power.

RESULTS!
COUNT MOST

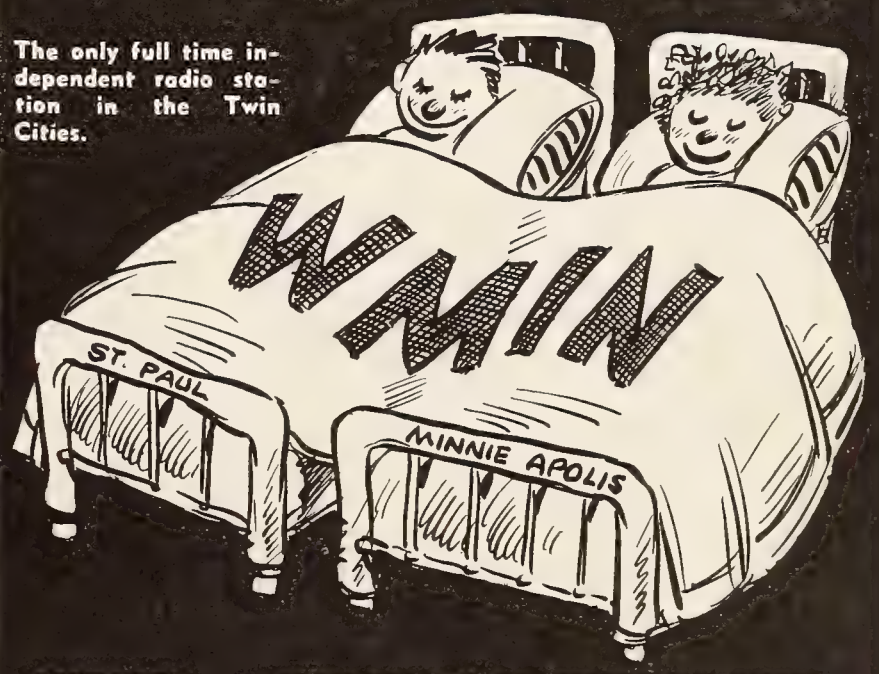
Let us acquaint you with our work.



WEED & COMPANY

Blanketing the Twin Cities

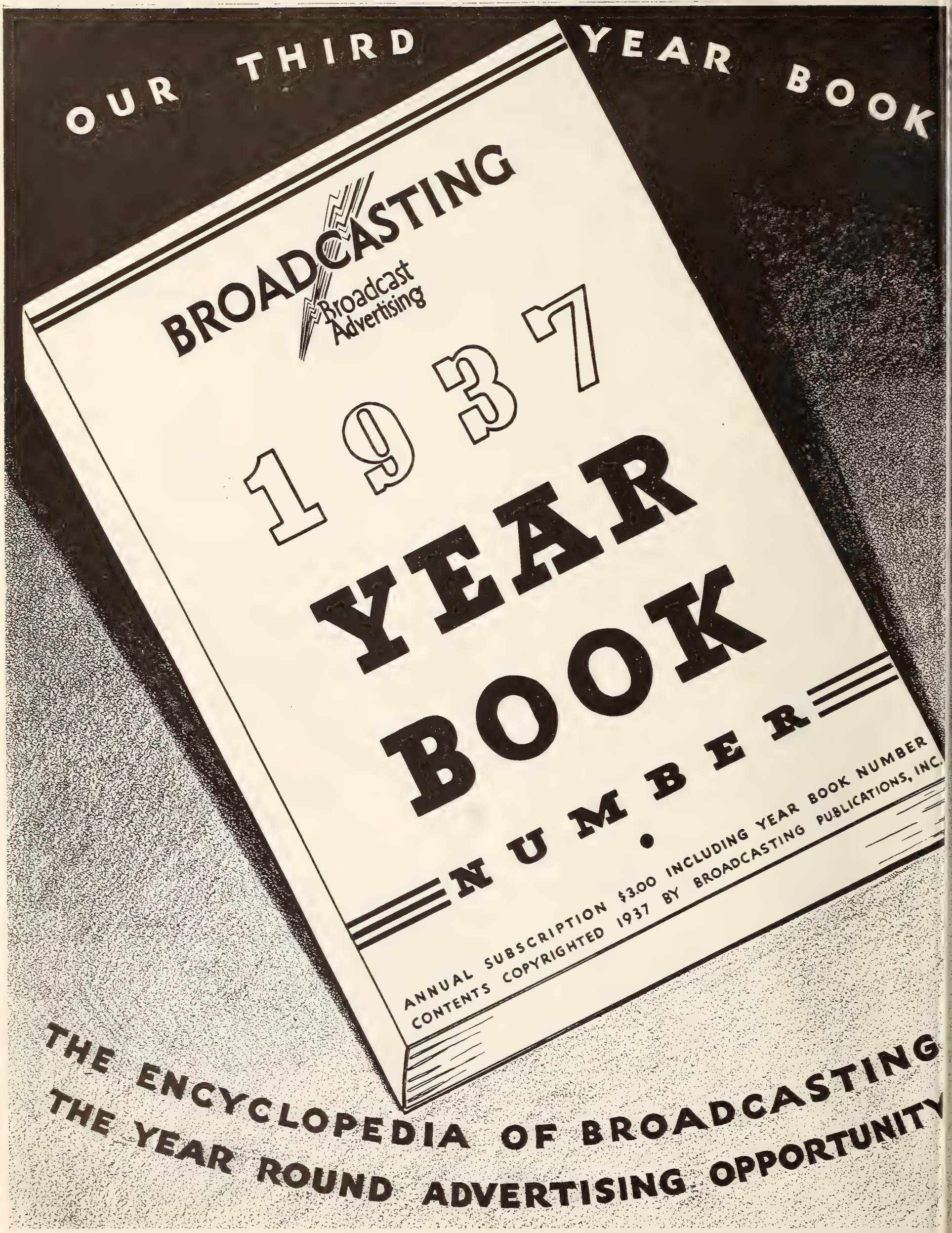
The only full time independent radio station in the Twin Cities.



WMIN . . . reaches one million prospective customers in the Saint Paul and Minneapolis market area—the 8th largest trade area in the country.

WMIN . . . 18 hours of continuous broadcasting every day.

WMIN Broadcasting Company
Saint Paul, Minnesota


OUR THIRD YEAR BOOK
BROADCASTING
Broadcast Advertising
1937
YEAR
BOOK
NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1937 BY BROADCASTING PUBLICATIONS, INC.
THE ENCYCLOPEDIA OF BROADCASTING
THE YEAR ROUND ADVERTISING OPPORTUNITY

THE YEAR'S BEST OPPORTUNITY FOR EFFECTIVE PROMOTION!

★

A Lasting Advertising Medium At Regular Rates!

THE 1937 BROADCASTING YEARBOOK Number is now in process of production. Its contents will be more comprehensive and complete than previous numbers and will include many new departments and up-to-date radio broadcasting data for the year.

Previous YEARBOOK Numbers have been accorded remarkable acceptance by national and regional radio advertisers, advertising agencies handling radio accounts, station executives, and all other groups in the radio broadcasting industry.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the 1937 YEARBOOK Number . . . It will be a year 'round medium for their advertising message.

The YEARBOOK Number
Will Be Published Early In 1937

The YEARBOOK Number is scheduled to be mailed on or about Feb. 15, 1937, and will be sent to all regular subscribers.

MAKE YOUR RESERVATION TODAY!

Final Advertising Forms Close December 15, 1936

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Arthur Garbett of NBC Is Awarded Fellowship


Mr. Garbett

ARTHUR S. GARBETT, NBC western division educational director in San Francisco, nationally known for his work in the development of music appreciation, has been awarded a special grant-in-aid fellowship by the Humanities Division of the Rockefeller Foundation to perfect his simplified system of teaching musical composition to children and adults. His method is being experimentally used in both the Oakland and San Francisco public schools.

Award was made in recognition of Garbett's work in the field of musical education by radio through such programs as the *Standard Symphony Hour* and *Standard School Broadcast*, both sponsored over the NBC-Pacific red network by Standard Oil of California; the *New World* and other educational musical features. He will continue as head of the NBC western division educational department, but will devote a portion of his time, under the fellowship, to the development of this simplified approach to the study of melody-writing, harmony and song composition which he originated. A pentatonic, or five-note scale, is the basis of the method.

The Other Fellow's Viewpoint . . .

An Agency Corrects Us

To the Editor of BROADCASTING:

We notice you list the *Burns & Allen* program as Wednesday 9:30 p. m. as originating from the West Coast. Please note this is broadcast, as it has been for the past year, 8:30 to 9 p. m.

F. WALLIS ARMSTRONG Co.,
Philadelphia, Pa.

Oct. 2, 1936.

One on Benny

To the Editor of BROADCASTING:

I note in the latest issue of your magazine a short item concerning Jack Benny's propensity for kidding his sponsor.

With the reading of the item I was reminded of my apprenticeship in radio as a page boy at Radio City.

It was the custom of Jack Benny to introduce to his studio audience the cast of the program. This generally took place about five minutes before broadcast time. Of course the introductions were of a humorous nature as befitted the comedian.

One of the page boys was always stationed just inside the door of the studio and Jack Benny would invariably include him in the introductions as "the Student Prince" (the uniforms of the pages made the appelation amusing). Of course the page would be the subject of the stinging laughter of the audience which was not only disconcerting but also rather humiliating (who likes to be the butt of a joke?).

I determined that even at the risk of my job I'd put a stop to it. Forthwith I saw to it that I was standing within the door at the time of the introductions.

When Benny introduced me to the audience in the usual manner I waited until the laughter died down and said "thank you Mr. Cantor" . . . The "house came down" . . . Benny threw down his script and started after me . . . Don Wilson, his announcer, laughed till the tears ran down his face and was still laughing when the program went on the air.

I didn't lose my job but I did start a regime of heckling the heckler. At every opportunity Jack Benny suffered from the subtle ridicule of the page staff.

DORIAN ST. GEORGE,
WLVA, Lynchburg, Va.

Oct. 3, 1936

FHA Disc Series

To the Editor of BROADCASTING:

I should like to express our appreciation for the article you gave our new series of transcriptions in the last issue of BROADCASTING [Sept. 15].

As a result of that article, we have had a large number of requests for further information concerning the series.

GEORGE T. VAN DER HOEF,
Chief, Radio Section,
Federal Housing Administration
Washington, D. C.

Oct. 2, 1936

Hammond Organ Cited

HAMMOND CLOCK Co., Chicago, manufacturing Hammond electric musical instruments, is charged by the Federal Trade Commission with unfair competition in claims made for its instrument. Among representations allegedly made are that use of "The Hammond Organ" means "that real organ music of unbelievably beautiful quality is now possible in any home at an expense no greater than that of a good piano"; that the instrument "produces the entire range of tone coloring necessary for the rendition, without sacrifice, of the great works of classical organ literature," and that many organists agree the instrument is comparable to pipe organs costing $10,000. These and similar representations are false, according to the complaint, which charges that with the exception of the flute notes the respondent's instrument is not capable of producing faithfully the musical tones of a pipe organ necessary for the accurate, adequate rendition of the great compositions or organ music; that its tone is not an improvement over that of any modern organ of recognized merit, and that it is not comparable to a $10,000 pipe organ or to any pipe organ.

THE *Maxwell House Show Boat*,, sponsored by General Foods Corp. for Maxwell House Coffee, celebrated its fourth consecutive year of NBC broadcasts during the program of Oct. 8.

Plotting Spots

(*Continued from page 17*)

trickling into the home offic When only one station in a city to be used, the best plan for a concerned is for the client to allo his visiting agency representati to avoid field men, and instea seek opinions from disinterest parties. Of course, in using th method, the client must impo considerable confidence in the jud ment of the agency man, and tho agency men who are station br are most apt to justify this, sin they have a distinct advanta through training and experience.

Agencies which have conside able spot billing are going to increasingly thankful for the ne trend in the field, which is ne only to radio advertising, havi enjoyed much success in oth media. That is the use of mo than one station in a city. Statio and station 'reps' are beginni to shape sales arguments to age cies and clients along these lin and they are obviously sound.

Advertisers do buy more th one newspaper's circulation in prescribed area — therefore, w not more than one radio statio It is admitted that listening ha its are a much more importa factor today than ever before a the advertiser, through his agen should take advantage of the po cies of stations in shaping the ty of program that would best car his message to the station's ty of audience. One station may noted for its novelty, news a sports broadcasts, while anoth may be widely known for prepar rehearsed and cultivated sho Obviously the station's policy a its advice should never be ignor for station men are, or should just as anxious to promote a s cessful campaign as any clie and they should know their ty of potential listener. There a several broad rules that gove program selection on all statio but when it is possible to place spot that is, so to speak, 'rig down the listener's alley'. why capitalize on this?

One final word to the aggress station official, which, in th lush radio days, is scarcely nec sary. The smart agency man v appreciate criticism and advi and should want to know all good and bad about his propo campaign, for it will save eve body much grief in the long r Don't always "yes" the age man. "Yes" may not be the ri answer.

Remington Rand Disc

REMINGTON RAND Inc., B falo, is placing a series of tr scribed announcements throu Armand S. Weill Co. Inc., wh produced the series. All announ ments are less than a minute, lowing time for identification local Remington Rand offices various cities. Promoted are noiseless typewriter, standard ty writer and office supplies, wit girl's voice portraying Scie Modernism, Modern Secretary Success following introduct chimes. Credits are handled George Hartrick, of WTAM, Cl land, and Charles Lewis, WBEN, Buffalo. Announceme for the rest of the Remington R line, also using allegorical cha ters, are being considered.

Mrs. Modern...



WOW

OMAHA

"Covers the Nation's Bread Basket"

590 Kilo 5000 Watts

John Gillin Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

★ WOW's SERVICE to women grows! Latest addition is the Bond Bread cooking school conducted thrice weekly by Gladyse Miller Schulte, home service director of the General Baking Company. Miss Schulte is shown with Mr. Ralph Smith, manager of Bond's Omaha unit, at the initial broadcast from the advertiser's club room auditorium September 14. Modern homemakers listen to WOW more intently as this new service program is added to many already on the air over this station. Mrs. Modern goes WOW stronger than ever.

ON THE N.B.C. RED NETWORK

BRIDES' SCHOOL

WIRE Program for Women Has Novel Features

IRE, Indianapolis, has started *e School for Brides*, a new pro-am for women, broadcast five rnings weekly. The feature in-duces a new twist in women's grams, offering the housewife opportunity to take an active t by presenting her own view-nts on the many problems af-ting the home. *The School for ides* is an informal, friendly cussion of household problems tributed by the housewives of dianapolis. As the series pro-esses, housewives will be invited appear on the programs.

The originator is Sue Short, who kes charge of each broadcast. ss Short recently came to WIRE m Chicago. It is her belief that dy by stimulating a variety of wpoints is it possible to reach satisfactory solution of individ-l problems.

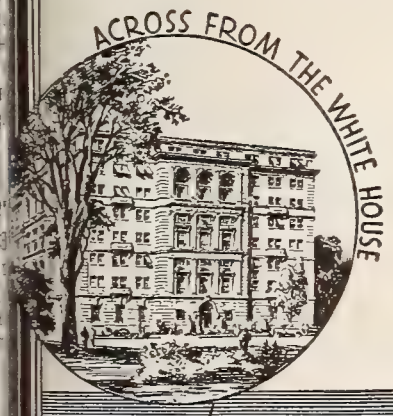
National Safety Bank

ATIONAL SAFETY BANK & UST Co., New York, origi-tors of the CheckMaster Plan, turned to WOR Oct. 11 with a w program featuring Allan D. igsby of the University of To-lo as *The Family Counsellor*, a w departure in bank radio ad-rtising with mass appeal. Last ason National sponsored *The In-iring Reporter* on WOR. Pub-ity Associates are program coun-l and Kayton Spiero, the agency. exander Efron, vice president of e National Safety Bank and rust Company, is in charge of ad-rtising.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

Bank Series Plans

(*Continued from page 7*)

the program will originate in the auditorium of the Curtis Institute in Philadelphia, with an individual microphone arrangement for each program, the pickups being arranged under Mr. Stokowski's personal direction to insure the best possible transmission of each number. While an audience will be present in the auditorium to witness each broadcast, studio applause will not be permitted, as the sponsors feel that the prolonged applause that frequently follows an orchestral number would be too disrupting to a 30-minute program.

Guest Speakers

EACH broadcast will also include a four-minute talk by an outstanding guest speaker. These talks have been arranged in accordance with replies received to a letter sent to a number of presidents of manufacturing companies asking what type of information they would like included in a program of this type. The answers fell roughly into three groups: Those who want an unbiased report of what is going on in Washington, those who said they would like to hear a representation of the good old-fashioned American philosophy of advancement by thrift, industry and personal initiative, and those who would like up-to-the-minute information on new business practices.

To accommodate the first group Willard M. Kiplinger, author of the weekly *Kiplinger Business Letter* published in Washington, will give a summary of the legislative high-lights once every four weeks. To present the philosophy of American business the sponsors have selected Walter B. Pitkin, whose *Life Begins at Forty* and subsequent books have won him a wide following. Mr. Pitkin will also speak once every four weeks. For the other two weeks of each month a group of outstanding business men will appear as guest speakers. The head of an advertising agency will discuss current advertising theory and practice; an accountant, a lawyer, a credit man, a merchandising expert, and other business leaders will each give a glimpse of his profession, covering almost every field of endeavor with the sole exception of banking, which will not be mentioned by these guest speakers. Mr. Kiplinger will speak from Washington, Mr. Pitkin from New York, and the others from wherever they happen to be.

On special occasions, such as Christmas and New Year's Day (both of which fall on Friday), soloists will be substituted for speakers. The programs will be merchandised to the public with posters for display in bank lobbies and windows, with special letters to be mailed by the sponsor banks to their depositors, with enclosures to be sent out with monthly statements, and with space on the radio pages of newspapers in the cities included in the campaign. Cooperative banks will also use some of their own advertising space to promote the radio series.

The program will be known simply as *Philadelphia Orchestra*, as it was felt that the original title, *The Business Forum of the Air*, applies only to the four-minute talks and would give radio page readers a distorted idea of what to expect.



Teletypewriter service links stations together by written communication. 200 yards apart or 2000 miles . . . two stations or many . . . instructions can be given, queries answered, requests for time clearances and last-minute script changes can be handled. An accurate written record is made of each message. Carbon copies can be struck off simultaneously for routing and filing. Teletypewriter service contributes speed and precision to any business that must work fast and accurately.

BELL SYSTEM
TELETYPEWRITER SERVICE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza New York City
P. O. Box 189 Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

IN THE CONTROL ROOM

ERNEST E. JEFFERSON, formerly NBC studio engineer in San Francisco, has been named transmitter engineer at KSFO in that city. He replaces John Powers, who resigned to join Techna Corp., San Francisco equipment manufacturers, as chief engineer.

M. W. HORRELL, for the last year chief research engineer of First National Television Inc., Kansas City, has returned to his alma mater, Kansas State College at Manhattan, Kan., to take over television research and supervise the operation of its experimental visual station W9XAK.

C. W. LOEBER, FCC inspector in charge of the Detroit district, has been ordered to take charge of the St. Paul district on Nov. 1. He succeeds John M. Sherman, who resigned Sept. 16 to become chief technician of WTCN, Minneapolis.

BRUCE VAUGHN has been taking the place of William Heitz, of WSAZ, Huntington, W. Va., who in turn has been pinch-hitting for Bill Bradley, of WCHS, Charleston, W. Va.

WILLIAM ROBINSON and Lester Seyfert have joined the laboratory staff of Commercial Radio Equipment Co., Kansas City, which is planning to introduce several new items in the broadcast field.

CRAIG E. PICKETT, NBC studio engineer in Chicago, and George Maher Jr., NBC studio engineer in San Francisco, exchanged jobs Sept. 30, each replacing the other.

NED NOLAN, graduate of Dodge Institute, Valparaiso, Ind., has joined the engineering department of WGAR, Cleveland, replacing Ed Penny, who has resigned to become a ship operator.

EDWARD HLAVATY has left the Chicago sound effects staff of NBC to take charge of a shortwave transmitter for the Illinois state police. Irving B. Bickler replaces Hlavaty at NBC.

CARL DREHER, chairman of the Academy of Motion Picture's Research Council scientific committee, left Hollywood for New York to make a television survey.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System, on Sept. 29 was issued Letters Patent No. 2,055,748 by the U. S. Patent Office covering a television device of his own invention.

HAROLD ROYSTON, of NBC's Chicago engineering staff, is the father of a baby girl.

WALTER TIBBALS, sound effects operator of WNEW, Newark, is suffering from blood poisoning contracted while experimenting with a noise gadget.

KFWB on Warner Lot

KFWB, Hollywood, early in October abandoned the executive offices which it has occupied for many years on the top floor of the Warner Brothers Theatre Bldg. in Hollywood and moved into its new quarters on the Warner Bros. lot at Sunset Blvd. and N. Bronson Ave., Hollywood. This reunites the administrative and program forces. The production department had moved to the lot nearly a year ago. The studio offices occupy an entire building on Warner's lot with complete facilities. The radio department will continue to occupy sound stage four at Warner's lot where the quarters include sound stages, studios, rehearsal and audition rooms and offices for the production division.

ACCURACY — INFORMATION • EQUIPMENT • SERVICE
Radio Engineering Consultants
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Combination announcer and prog director with executive ability. No li heads. Must come well recommended. full particulars first letter — experie references, connections, etc. Must be ing to locate in South. Box 564, BR CASTING.

Situations Wanted

REGISTERED PROFESSIONAL GINEER, legally and technically qual all states, desires responsible enginee position. B.S., M.S. degrees. Thor knowledge E.E., Radio, Physics; el years experience operation, maintena design, construction; field strength ex Travel or locate. Impressive credent Employed but desire change. Box BROADCASTING.

Program Director — Station Executi College Degree — Employed. Years of perience of program directing, musica recting, continuity writing and anno ing. Experience on chain and indepen stations. At present Physical Educa Director and Publicity Director of on the largest counties in Pennsylvania. 565, BROADCASTING.

Wanted: The management of the A Bureau at some representative statio good territory with a recognized a following. Our organization experie well qualified and financially respons Write for details. Box 563, BROADCAS

Station manager with ten years ex ence wants to manage station on centage basis. Prefer small station. of references. Box 555, BROADCASTING

Wanted to Buy

Will pay cash for full or part-time tion in city over 100,000. Box 567, BR CASTING.

Have clients for broadcasting station now operating. All matters confidential
Radio Investment Company
Broadcasting Properties
Times Bldg. New Yor

For Rent—Equipment

Approved equipment, RCA TMV- field strength measuring unit (n direct reading; Astiline Angus Auton Recorder for fading on distant stati GR radio frequency bridge; radio os tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st St New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Tr mitter. This transmitter is in exce condition, being recently retired from ice due to a power boost. Sold com with "low hours" set of tubes. Avai immediately and can be inspected at time. KGFF, Shawnee, Oklahoma.

EQUIPMENT

TES RADIO & SUPPLY Co., ncy, Ill., manufacturers of broad- station equipment, announce the ase of a new catalog, No. B-21, aining to speech input equipment, ote control apparatus, transcrip- turntables, power supply equip- t, microphones, recording devices accessories pertaining thereto.

VEN Co., Newark, has released letin 534 describing its new atten- or, designed as a mixing or master control in broadcast speech im- equipment, public address sys- s, sound recording laboratories and nd projection systems.

NYON TRANSFORMER Co. Inc., w York, is publishing a house or- titled *Kenyon Engineering News*, oted to news of interest to engi- rs, sound technicians, amateurs other experimenters. Distribution through a mailing list and local ributors.

DIO ENGINEERING & MFG. , Jersey City, announces a pre- inary coupling amplifier for use h any type crystal reproducer. It esignated R20-A and the unit in- porates low and high-frequency mpensation, complete ac operation, 200 ohm output terminations and is lt within a round metal housing.

NDT ENGINEERING Co., Chi- o, announces a new neobeam oscil- cope, with image reflected on re- ving mirror to sweep horizontally oss the line of vision.

IPERITE Corp., New York, is moting its new boom stand, silent- adjustable in vertical or horizontal sition without adjusting screws. A l clutch is used for the vertical justment. It is obtainable in chrome gunmetal finish.

XTENSIVE modifications are being de in the studio and control room KDYL Salt Lake City, to accom- date the new Western Electric 23-A eech input equipment. The revisions lude a rearrangement of the entire trol room layout, installation of re dynamic microphones, and the cing of new studio loudspeakers. e changes are being supervised by hn Baldwin, KDYL chief engineer.

GGM, Albuquerque, N. M., has pur- ased a new Collins 1 kw. transmit- and a Blaw-Knox vertical radiator. expansion plans are set, subject FCC approval.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting _____$50.00
Hollister Crystal Co.
WICHITA, KANSAS

Botanical Item

KGMB, Honolulu, has a "phonograph needle tree" in its back yard. The Hawaiian Kiawe tree (pronounced kee-ah-ve) grows thorns almost replicas of the regulation phonograph needle, with a point that practically reaches shadowgraph perfection. The thorns give excellent reproduction, wear well, and will not scratch even a sensitive surface. Therefore the yelp of an announcer who finds himself without needles at the zero hour just before putting on a transcription program is unheard of at KGMB. In an emergency he dashes out into the backyard, plucks a thorn or two and is ready for his program.

EQUIPMENT being installed in the new WDSW, 100-watt daytime station on 1370 kc. which the FCC last July authorized the *Champaign* (Ill.) *News-Gazette* to erect, will comprise a composite transmitter, with Collins speech input, RCA and WE microphones, Truscon vertical radiator and RCA turntables. The station expects to go on the air by Dec. 10.

WESTERN ELECTRIC equipment throughout is being installed in the new KROY 100-watt daytime station on 1310 kc., authorized by the FCC for construction in Sacramento, Cal., by Royal Miller, local automobile dealer. The station will go on the air about Nov. 1, with E. E. Wolfe as manager and chief engineer. Mr. Wolfe formerly was with KXA, KIT, KMO and KORE.

KTSA, San Antonio, unit of Hearst Radio Inc., on Oct. 4 will put its new 5 kw. Western Electric transmitter in operation.

CONSTRUCTION of the new KFOY, St. Augustine, Fla., a 100-watter recently authorized by the FCC, is under way and the station is expected to go on the air Dec. 1, using a Truscon vertical radiator, according to Mayor Walter H. Fraser who heads the Fountain of Youth Properties Inc., which holds the C. P.

CJRC, Winnipeg, has installed a new 410-foot Blaw-Knox radiator, said to be the first of its kind in western Canada. CJRM, Regina, is planning a similar installation.

KUOA, Siloam Springs, Ark., is completing a building to house a new Western Electric 5 kw. transmitter. Work also has started on a 450-foot Blaw-Knox radiator. New equipment will include Western Electric eight-ball microphones and transcription turntable.

C. C. MACDONALD, head of Olesen Sound Studios, Hollywood, has resigned to establish Recording Equipment Mfg. Co. at 6611 Sunset Blvd., Hollywood. The firm will handle recording machines and accessories as well as p. a. and remote control systems. The trade name of "Renco" will be used.

GLOBE-UNION Inc., Milwaukee (Centralab radio products) is the new title of the former Globe-Union Mfg. Co., headquartering at Milwaukee. under a simplified corporate setup ratified by stockholders. Executive control of operating factories in various parts of the country remains at Milwaukee.

BOONTON RADIO Corp., Boonton, N. J., has announced its new QX-Checker, Type 110-A, a precision instrument for production testing, grouping and adjusting coils and condensers at frequencies ranging from 100 to 25,000 kc.

INFORMAL ground-breaking ceremonies for the new plant of KFWB, Hollywood, were held late in September at Baldwin Hills where the technical plant will be located. Nov. 15 has been set as the completion date for the new transmitter.

Little Crow Expanding

LITTLE CROW MILLING Co., Warsaw, Ind. (Koko-Wheats, cereal), on Sept. 28 started Russel Pratt on KDKA, Pittsburgh, and Happy Hank on WGY, Schenectady; on Oct. 12 started Uncle Bob on WHAM, Rochester, N. Y.; and on Nov. 1 will start Uncle Wayne on WGAR, Cleveland. Like Jolly Joe on WLS, Chicago, and Uncle Neal on WJR, Detroit, which this sponsor is continuing, these children's programs are broadcast for 15 minutes in the early morning, six days a week. Agency: Rogers & Smith Adv. Agency, Chicago.


MR. E. H. RIETZKE — PRESIDENT OF CREI

Being BETTER Than Your Requirements Is A Big Step Toward A BETTER JOB . . .

The man who isn't capable of better performance than his job requires . . . will never get a chance at more important duties and a better salary. New improvements—new conditions— are forcing men back who have not the foresight to see the need for TECHNICAL TRAINING . . . NOW!

PRACTICAL RADIO ENGINEERING
For Men Who Want To Get Ahead

Write today for information about our home study training in Practical Radio Engineering for professional radiomen. The many CREI men now holding important jobs in more than 25% of the U. S. broadcasting stations . . . are proof that SUCCESS comes with KNOWLEDGE.

Catalogue on Request

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-10
Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

CREI

New! AMPERITE BOOM (MODEL FSB)



ADJUSTABLE in any DIRECTION

Noiseless action permits noiseless adjustment while operating. Adjustable counterweight and friction clutch provide SMOOTH AND EASY OPERATION. Boom can be lowered or raised by mere pressure of the hand, without requiring any locking devices. Microphone height can be varied from 36" to 96". Length of Boom arm, 28", or more.

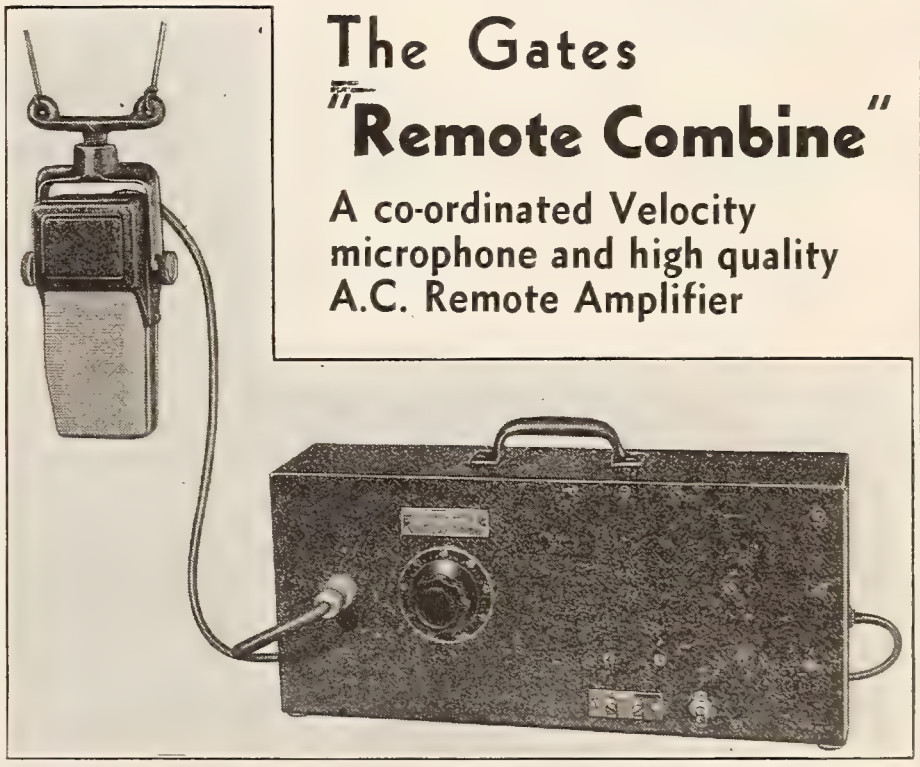
List Price, gunmetal, $50.00. Chrome, $55.00

Write for Bulletin ST. Also new Microphone Proposition

AMPERITE Company 561 BROADWAY, NEW YORK

The Gates "Remote Combine"

A co-ordinated Velocity microphone and high quality A.C. Remote Amplifier



FEATURING —

1—High gain all A.C. Remote Amplifier
2—Modern full size Velocity Microphone
3—Uses metal tubes (glass rectifier)
4—Completely shielded—small in size

OVER 100 IN DAILY USE

Priced at $77.00 complete

GATES RADIO & SUPPLY CO.
Quincy, Ill., U. S. A.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
SEPTEMBER 30 TO OCTOBER 13, INCLUSIVE

Decisions . . .

SEPTEMBER 29

(Supplement to list published in Oct. 1 issue)

MISCELLANEOUS — WHDL, Olean, N. Y., reconsid. & granted without hearing amended applic. change 1420 to 1400, increase power 100 to 250 w D, move trans. locally; WJEJ, Hagerstown, Md., reconsid. & granted applic. mod. lic. LS-11 p. m. 50 w 1210 kc Tues., Thurs., Sat., Sun. permanent basis; KDON, Monterery, Cal., denied reconsid. grant F. W. Atkinson new sta. Watsonville, Cal., 1310 kc 250 w D and request it be set for hearing; KGCU, Mandan, N. D., reconsid. action 9-17-35 and removed applic. renewal from hearing docket, granted regular renewal; WCKY, Covington, Ky., denied reconsid. action 5-1-36 setting for hearing applic. CP new equip., increase 5 to 50 kw non-directional, and to grant same in part without hearing increasing to 10 kw 25 kw D, and to leave request for 50 kw on hearing docket; WATR, Waterbury, Conn., granted CP change trans. site, studio, locally, change equip., directional antenna D & N, change to 1290 kc, increase 100 w ltd. to 250 w unltd.

RATIFICATIONS:

WMT, Des Moines—Extension program test.

WMBQ, Brooklyn—Granted temp. auth. Joseph Husid to operate under terms of present license 60 days.

OCTOBER 7

APPLICATIONS GRANTED:

WLBZ, Bangor, Me.—CP new trans.

WKOK, Sunbury, Pa.—CP new equip.

WSAJ, Grove City, Pa.—CP change equip.

KFRO, Longview, Tex.—CP increase 100 to 250 w D.

KFRU, Columbia, Mo.; KMMJ, Clay Center, Neb.; WGL, Fort Wayne, Ind.—CP new trans.

KOMO, Seattle—CP change equip., move aux. trans.

KGGM, Albuquerque, N. M.—CP move trans. locally, new equip., vert. radiator, increase 250 w to 1 kw N, 500 w to 1 kw D.

KYS, Oakland, Cal.; KFAC, Los Angeles; KFVD, Los Angeles — CP new trans.

WNLC, New London, Conn.—License for CP 1500 kc 100 w D.

WCAO, Baltimore—License for CP aux. trans.

WMMN, Fairmont, W. Va.—License for CP as modif. change equip., increase to 500 w 1 kw D 890 kc unltd., move trans.

WDBJ, Roanoke, Va.—License for CP new equip., increase to 1 kw 5 kw D.

KGFF, Shawnee, Okla.—License for CP as modif. new equip., increase to 100 w 250 w D 1420 kc unltd., move trans.

WSIX, Nashville—License for CP as modif. move studio, trans., new antenna.

KANS, Wichita—License for CP 1210 kc 100 w unltd.

WQDM, St. Albans, Vt.—Modif. CP move trans., studio locally, increase power, change hours 1390 kc 1 kw N & D, Sh.

KNX, Los Angeles—Modif. license from Western Broadcast Co. to Columbia Brdcstg. System of Cal. Inc.

WNYC, New York—Extension temp. aux. license.

WDBO, Orlando, Fla.—Modif. CP new equip.

WGAL, Lancaster, Pa.—CP move trans. locally, change freq., equip., antenna.

KOVC, Valley City, No. D.—Modif. CP trans., studio sites, vert. radiator.

KABC, San Antonio—CP new trans.

KFEQ, St. Joseph, Mo.—Amended CP change equip.

KORE, Eugene, Ore.—CP trans., studio sites, vert. radiator.

WCAX, Burlington, Vt.—License for CP new trans.

WBNX, New York—License for CP new equip., move trans., directional antenna 1 kw 1350 kc Sh.-WAWZ.

WTRC, Elkhart, Ind.—License for CP change equip., increase power, change name.

WEW, St. Louis—License for CP change equip.

WFIL, Philadelphia—Modif. CP trans. site, extend completion.

WJBK, Detroit—Modif. CP new equip., extend completion.

KFXD, Nampa, Id.—CP new trans.

KGKB, Tyler, Tex.—License for CP move trans., vert. radiator.

KQV, Pittsburgh—Temp. auth. simul.-WSMK spec. days.

WOI, Amos, Ia.—Spec. auth. rebroadcast KGHO police programs.

KFJR, Portland, Ore.—Vol. assign. license to KALE Inc.

WJIM, Lansing, Mich.—Vol. assign. license to Harold F. Gross.

SET FOR HEARING—NEW, Lawrence K. Miller, Pittsfield, Mass., CP 930 kc 250 w D; NEW, Knoxville Journal Brdcstg. Co., Knoxville, CP 1200 kc 100 w N 250 w D unltd.; WILM, Wilmington, Del., CP vert. antenna, move to Chester, Pa.; WMMN, Fairmont, W. Va., CP new equip., increase to 1 kw 5 kw D; WGAR, Cleveland, CP new trans., increase to 5 kw; WHKC, Columbus, O., CP new trans., antenna changes, increase 1 kw 5 kw D; WEEI, Boston, modif. CP to 5 kw D & N; WAIM, Anderson, S. C., modif. CP directional antenna N, 1 kw unltd.; NEW, Julius Brunton & Sons Co., San Jose, Cal., CP increase to 5 kw D; KQW, San Jose, Cal., CP increase to 5 kw D, move to Sacramento; NEW, Staunton Brdcstg. Co. Inc., Staunton, Va., CP 1500 kc 100 w N 250 w D unltd.; NEW, William Avera Wynne, Wilson, N. C., CP 1310 kc 100 w D; NEW, World Pub. Co., Tulsa, Okla., CP 940 kc 1 kw 5 kw D unltd., directional N.

APPLICATIONS DENIED—WINS, New York, temp. auth. pro football games; WCOP, Boston, temp. auth. LS 8 p. m.; WINS, New York, temp. auth. LS-midnight for election broadcasts.

APPLICATIONS DISMISSED (request of applicants)—NEW, Palmer Brdcstg. Syndicate Inc., Portland, Me., CP 1210 kc 100 w unltd.; WSMK, Dayton, modif. license 1380 kc 250 w unltd.; KRKO, Everett, Wash., vol. assign. license; Detroit Nat'l League Football Club Inc., auth. transmit games to CKLW by wire.

MISCELLANEOUS — Reconsidered action 7-2-36 granting modif. license to 1 kw D 610 kc unltd., and directed applic. be granted for unltd. time.

RATIFICATIONS:

KAST, Astoria, Ore.—Granted auth. vol. assign. license to Astoria Brdcstg. Co.

WJRD, Tuscaloosa, Ala.—Modif. CP trans., studio site, vert. radiator.

KLO, Ogden, Utah—Oral argument continued.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.—Granted motion remand applic. CP 1370 kc 250 w D for further hearing.

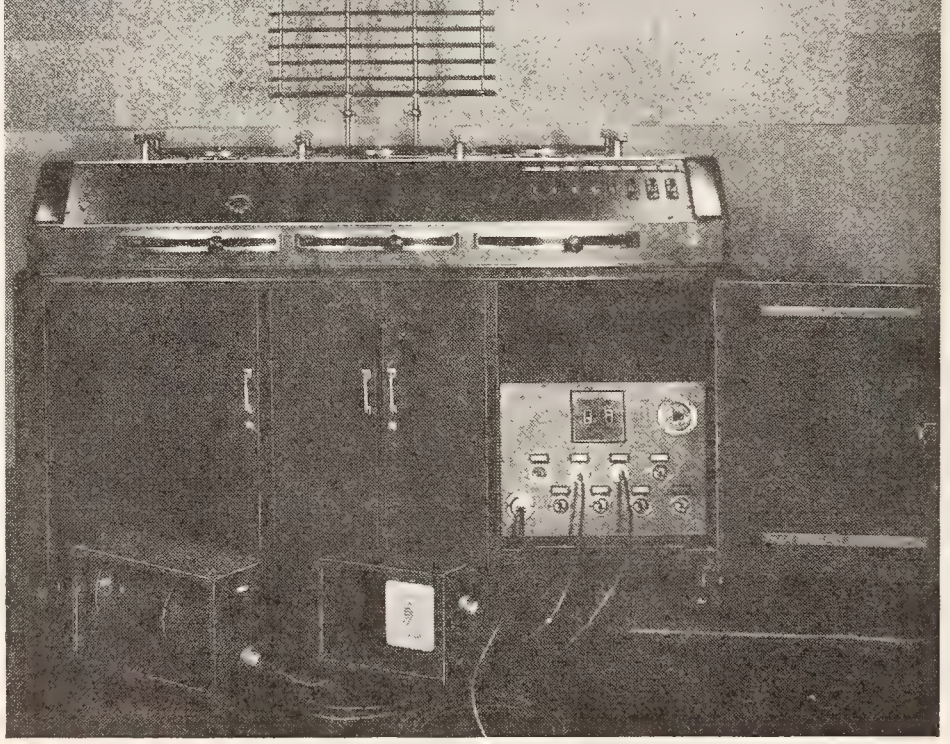
WHAT, Philadelphia — Denied motion withhold decision on applic. Eastern States Brdcstg. Corp.

OCTOBER 9

SET FOR HEARING—NEW, Rev. Edward Warren Cromey, Brooklyn, CP 1130 kc 1 kw D, asks facilities WOV, to be heard 11-16-36; WOV, New York, applic. transfer control to Arde Bulova, to be heard 11-16-36.

ORAL ARGUMENTS GRANTED—NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J., 12-17-36; NEW, Gomer Thomas, Bellingham, Wash., 1-7-37; NEW, Voice of Marshall Assn., Marshall, Tex., 1--7-37.

MISCELLANEOUS — NEW, Escanaba Daily Press Co., Escanaba, Mich., granted continuance hearing until last week November; KFPM, Greenville, Tex., denied reconsid. & grant renewal license and assignment without hearing, with hearing set for 10-20-36; WSPD, Toledo, granted auth. intervene applic. L. Martin Courtney for CP 1420 kc 100 w unltd. Toledo, set for 11-25-36. NEW, John S. Braum, Waco, Tex., granted written appearance applic. CP Waco 1500 kc 100 w D, and additional 10 days, hearing set for 11-11-36; NEW, Earle Yates, Las Cruces, N. M., granted 10 days amend applic. CP 930 kc 1 kw D, to amend to 1500 kc 100 w N 250 w D unltd.; KNOW, Austin, Tex., granted intervention applic. State Capitol Brdcstg. Assn., Austin, 1120 kc 500 w 1 kw D spec.; WMEX, Boston, granted interventio applic. WAAB modif. license; KGFX, Moorhead, Minn., granted regular renewal, U. S. Court of Appeals for D. C. has affirmed Commission's auth. removal to Duluth 1500 kc 100 w unltd.; NEW, Richard M. Casto, Johnson City, Tenn., granted petition intervene applic. W. Hanes Lancaster & J. W. Birdwell, Johnson City, applic. CP 1200 kc 100 w 250 w D unltd.



FOR SOUND—Newest acquisition of the ABC production staff is an elaborate sound effects machine which has just been completed by Jenkins & Adair Inc., Chicago. In appearance not unlike a modernistic portable bar, the instrument is said to be able to cope with any sound requirement that the most inspired script writers can devise. Three turntables, which can be operated simultaneously at varying speeds, permit the use of an almost endless variety of sound effect records. A microphone and speaker combination enables realistic reproduction of radio and telephone conversations, with either city or rural-type phones. Eight different pieces of sound apparatus, such as bells, horns, sirens, may be operated from the machine by remote control. This machine, which was ordered early in the spring, is the second of its kind to be turned out by its maker; the first is in use at WGN, Chicago.

Examiners' Reports . . .

KRE, Berkeley, Cal. — Examiner H recommended (I-288) that applic. vol. sign. license from First Congregatio Church of Berkeley to Central Califor Broadcasters Inc. be granted.

NEW, Saginaw Brdcstg. Co., Sagina Mich.; Harold F. Gross & Edmund Shields, Saginaw—Examiner Dalberg r ommended (I-289) that applic. Gross Shields for CP 950 kc 500 w D be deni that applic. Saginaw Brdcstg. Co. for 1200 kc 100 w 250 w LS spec. be grant

WMFF, Plattsburg, N. Y. — Examir Hyde recommended (I-294) that app modif. license 1310 kc 250 w D to 1 kc 100 w 250 w LS unltd. be granted.

NEW, A. Tornek, d/b Metro Brdcs Co., Los Angeles—Examiner Seward r ommended (I-295) that applic. CP 820 250 w ltd. be dismissed with prejudice that applic. be denied.

NEW, W. D. Davis, Dixon Pyles, H. Johnston, d/b Magnolia Brdcstg. C Jackson, Miss.—Examiner Seward reco mended (I-296) that applic. CP 1420 100 w unltd. be dismissed with prejudi

NEW, Duluth Brdcstg. Co., Dulut Examiner Seward recommended (I-29 that applic. CP 1200 kc 100 w unltd. dismissed with prejudice.

NEW, Ogdensburg Advance Co. Ir Ogdensburg, N. Y.—Examiner Hill reco mended (I-298) that auth. transmit p grams to foreign countries be dismis with prejudice.

KSO, Des Moines — Examiner Dalb recommended (I-299) that CP increase 1 kw to 2½ kw be granted.

KUJ, Walla Walla, Wash.—Examir Irwin recommended (I-300) that app modif. license 1370 kc 100 w unltd. 1250 kc 250 w unltd. be granted.

Applications . . .

OCTOBER 1

NEW, Kings Brdcstg. Corp., Brooklyn CP 1400 kc 500 w Sh.-WLTH, WA asks facilities WBBC, WVFW.

WGY, Schenectady — CP change ant na, increase 50 to 500 kw, move tra locally.

WKBN, Youngstown—CP vert. anten move trans. locally.

KGFI, Corpus Christi, Tex.—Modif. move trans., change equip., change 1 to 1330 kc, increase 100 w 250 w D 500 w, change equip.

WDAF, Kansas City — CP new tra antenna. move trans. locally.

WBOW, Terre Haute, Ind. — CP trans., directional N, change 1310 to kc, from 100 w 250 w D to 500 w 1 D, move trans. locally.

OCTOBER 2

WSAN, Allentown, Pa.—CP new tra antenna.

WCBA, Allentown, Pa.—Same.

WCOA, Pensacola, Fla. — CP cha trans., antenna, move trans. locally, crease 500 w to 1 kw.

KABR, Aberdeen, S. D.—CP new tra change 1420 to 1390 kc, increase 100 w 1 kw.

KGLO, Mason City, Ia. — Modif. change trans., antenna, sites.

KFIO, Spokane—CP new trans., cha 1120 to 1110 kc, 100 to 500 w, D to un

KFJR, Portland, Ore.—Vol. assign. cense to KALE Inc.

OCTOBER 6

WIBX, Utica, N. Y. — CP new tra vert. antenna, change 100 w N 300 w to 100 w N 250 w D, move trans. to To of Marcy, N. Y.

WWRL, Long Island, N. Y.—Modif. cense re spec. hours, asks WMBQ hour

KTSA, San Antonio — License for new trans.

KRBC, Abilene, Tex. — License for as modif. 1420 kc 100 w unltd.

WAML, Laurel, Miss.—Modif. license unltd.

NEW, Northwest Publications Inc., luth—CP 920 kc 250 w D.

NEW, Harold A. Lason, Ernest C. He rickson, Huron, S. D.—CP 1340 kc 25 unltd., facilities KGDY.

WEAU, Eau Claire, Wis.—Modif. CP crease 250 w to 1 kw.

WFBM, Indianapolis — Modif. licens kw 5 kw D to 5 kw N & D directional

KUMA, Yuma, Ariz.—CP change eq

KJR, Seattle—CP move aux. trans. KOMO to be used as aux. for KOMO KJR.

OCTOBER 8

BCM, Bay City, Mich.—Modif. license w to 500 w 1 kw D.
ROK, Rockford, Ill.—CP vert. antenincrease D 500 w to 1 kw.
FVD, Los Angeles—CP directional ana. increase 250 w to 1 kw, amended n directional to vertical antenna.

OCTOBER 9

EW, Westinghouse E. & M. Co., Chic- Falls, Mass.—CP and license 6 high- stations.
EW, Hearst Radio Inc., Washington— 1310 kc 100 w 250 w D unltd., fa-ies WOL contingent grant WOL ap- change to 1230 kc.
SAY, Rochester—License for CP 1210 100 w D.
EW, H. A. Hamilton, Spartanburg, C.—CP 1420 kc 100 w 250 w D unltd.
EW, J. H. Allison, Rhea Howard, B. Donnell, d/b West Texas Brdcstg. Co., hita Falls, Tex.—CP 1380 kc 1 kw ld. directional N.
HA, Madison, Wis.—License for CP nge equip., increase power.
VOE, Santa Ana, Cal.—License for change equip., move trans.

OCTOBER 10

VDBJ, Roanoke, Va.—Modif. license 1 N 5 kw D to 5 kw N & D.
WBLK, Clarksburg, W. Va.—Modif. CP trans., vert. antenna, trans. site.
EW, St. Petersburg C. of C., Fla.— 1050 kc 5 kw ltd.
WIND, Gary, Ind.—Modif. license 1 kw w D to 5 kw N & D.
SL, Salt Lake City—CP change trans., t. antenna, increase to 500 kw.
WYO, Sheridan, Wyo.—License for change equip., vert. antenna, increase wer, move trans.

OCTOBER 13

EW, Metropolis Co., Jacksonville, Fla. P 1310 kc 100 w unltd., amended to 0 kc 250 w.
ARK, Little Rock—Modif. CP increase wer, move trans., asking change 500 1 D to 1 kw N & D.
RRV, Sherman, Tex.—License for CP modif. 1310 kc 100 w D.
PRC, Houston — Modif. license from uston Printing Co. to Houston Printing p.
EW, Curtis Brdcstg. Corp., Indianolis—CP 1500 kc 100 w N D Sh.—
KBV, unused facilities WKBV or equal ision of time amended to spec hours me not used by WKBV).
WHLB, Virginia, Minn.—License for new station.
EW, Aberdeen News Co., Aberdeen, D.—CP 1390 kc 1 kw unltd.
KFPY, Spokane—License for CP as dif. new equip., increase power, move ns.
KOY, Phoenix, Ariz.—Vol. assign. li-se to Salt River Valley Brdcstg. Co.
EW, Harold M & Mrs. Eloise Finlay, Grande, Ore.—CP 1500 kc 100 w D, ended to 100 w 250 w D 1420 kc unltd.
EW, Mile High Radio Corp., Denver P 1420 kc 100 w unltd., amended to 0 kc 100 w 250 w D.
KRKO, Everett, Wash.—CP new trans., t. antenna, change 1370 to 1420 kc, 50 to 100 w 250 w D, from Sh.-KVL to ltd., move studio, trans. locally.

RANSFER of the motion picture omotional activities of the Deartment of Commerce from the pecialties Division to the Elecical Division, under Andrew W. ruse, chief of the latter section as announced recently. Mr. Cruse, radio engineer, was formerly ith broadcasting stations in Cuba.

Record Piano Music at 33⅓ R.P.M.



with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

Museum Opportunity

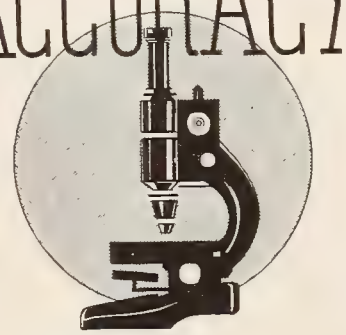
THE SECOND-HAND dealer has made his first contact with television even though that visual art has not yet been dubbed commercially feasible. In the miscellaneous for sale column of the *Washington Star* of Sept. 29 there appeared—"Television, 2 sets, Jenkins, estate of the late inventor, worth $500; sell for $25." The inventor mentioned was the late C. Francis Jenkins, pioneer in visual radio who ten years ago was transmitting experimentally in Washington with mechanical scanning.

Correct Radio on the Air

TO BRING itself up-to-date on the correct use of radio in education, the Adult Education Council of Chicago is sponsoring a series of six lectures for executives of the 90-odd educational agencies and institutions that comprise its membership, including universities, libraries, museums, civic organizations and other bodies contributing to the culture of Chicago. Classes are held each Monday in the quarters of the University Broadcasting Council, where James M. Whipple, UBC production director, leads the group in an analysis of the correct and incorrect uses of radio for educational purposes.

I. J. FOX, New York (furs), will start a series of fall programs on WEAF, Oct. 16, Fridays, 7:45-8 p. m. Peck Adv. Agency Inc., New York, is agency.

ACCURACY



BETTER than .01%
is what we guarantee all Scientific Radio Service Crystals. Why experiment — use the best.

CRYSTAL SPECIALISTS
SINCE 1925

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals ___ $90

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131 Market Street
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NEW YORK
TEL. PENN 6-8383

NEWARK TELEPHONE
MARKET 2-1212

W·O·R

August 25, 1936.

Mr. George Saliba,
Presto Recording Company,
139 West 19th Street,
New York City.

Dear George:

As a result of several months' intensive investigation and testing both the Presto Recording machine and Presto Green Seal Blanks, we have come to the conclusion that they are incomparable for the purpose for which they are designed.

As you know, we have had two of your machines here in the WOR laboratory under rigid and constant test for the past three or four months. During that time we have constantly carried out much experimental work along lines, which, if there were any serious flaws in the design of the equipment, would have made them evident. In the course of our tests we have been more than pleased with the hearty cooperation you have extended to us by making adjustments and changes in the equipment from time to time, and we wish to go on record in voicing our appreciation of such service.

The writer wishes to personally thank you for the valued help and information which has so cheerfully been given him.

We are placing our order with you for four machines, type 16 - A, built to specifications given you.

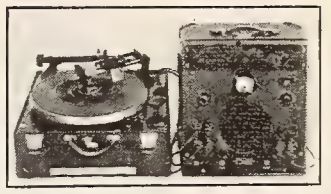
You are aware that these four machines represent WOR's initial step in the direction of recording.

Again thanking you for your cooperation, we are

Yours very truly,

Ray S. Lyon

Ray S. Lyon
Development Engineer.



WOR with its powerful 50,000 watt transmitter, is one of the leading stations in the East. No compromise is ever made with quality at WOR—price is not considered —every piece of equipment must be the finest obtainable before it is accepted.

The installation of PRESTO INSTANTANEOUS RECORDING equipment in the studios of WOR after the most gruelling tests that could be devised by the engineering staff is eloquent proof that PRESTO has no peer in its field.

Write for new descriptive catalogue.

MANUFACTURERS OF THE FAMOUS GREEN SEAL DISCS.
EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Export Division (except Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, New York, N. Y.
Cable: Simontrice, N. Y.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Merchandising & Promotion

Toys and Bottle Caps—Hand-Painted Photos—Big Day In Boston—Kellogg—Miniature Station

CHOCOLATE PRODUCTS Co., Chicago (Stillicious Yeast, Vitamin B Chocolate Milk), on Oct. 26 starts *Buddy & Ginger*, 10-minute transcribed juvenile serial, broadcast three afternoons weekly, on WGN, KSTP, WEBC, WJR, WGST, and continues on KNX, where it was broadcast throughout the summer months as a test.

The sponsor plans to extend this year the premium-for-proof-of-sale plan it tried out so successfully last year on WBBM in Chicago. A list of toys was offered to listeners sending in Stillicious bottle caps, with different items calling for varying numbers of caps, and in addition the young listeners were asked to write the name of their school on the back of the caps, the sponsor promising to award a radio set to every school named on three thousand or more caps. In an eight-week campaign the sponsor received more than 380,000 bottle caps, and awarded 80 receiving sets to as many schools throughout the Midwest, including points as far away from Chicago as Winona, Minn., Evansville, Ind., and Mt. Clemens, Mich. At the beginning of the campaign sound trucks visited Chicago schools at recess time, distributing literature telling about the prizes to be given away in exchange for bottle caps.

The unusual length of the program occured accidentally, according to Kenneth C. Ring, radio director of J. L. Sugden Advertising Co., Chicago, which directs the account. "When the *Buddy & Ginger* program was launched three years ago in Minneapolis", he stated, "we had intended making it the customary quarter-hour in length but the only time available during that late afternoon period which has become the radio children's hour was a ten-minute spot, so we built our program to fit.

"This odd length has proved to be both a curse and a blessing," Mr. Ring continued. "On the credit side we have found that this ten-minute show is doing as much as a quarter-hour could, and at two-thirds the cost for time. But as more and more advertisers are going on the air it is becoming harder for us to secure ten-minute spots with any assurance of being able to hold them and in another year it is entirely possible that it will be necessary to turn *Buddy & Ginger* into a full 15-minute show."

Asked about the premium plan, Mr. Ring said that disregarding immediate sales the idea of awarding receiving sets to schools had built tremendous goodwill for the sponsor with both the children and their schools. Letters were received from every school expressing its thanks, in many cases signed by every member of the student body.

* * *

KNX, Hollywood, on Oct. 12 launched the CBS *Junior Nurse Corps* series with a prevue to the radio press, PTA clubs and civic groups. The program originates in New York three afternoons a week and is sponsored by Swift & Co., Chicago.

MOORE, Ltd., San Francisco, (men's clothing), sponsoring *Football Score Board* with Larry Keating commentator, on KPO, is offering a special football chart to dialers, which is designed to enable listeners to follow program with greater ease. Charts, which are obtainable without charge or obligation at any of the Moore stores in the San Francisco bay region, list all major football games of the season, and also contains teams' strength rating in the opinion of grid experts and scores of last year's contest. Program, heard Saturdays at 5:45 p. m., gives final scores of all important college games played that afternoon.

* * *

KFJZ, Fort Worth, persuaded the school superintendent to include a brief list of KFJZ's educational programs with the bulletins from his office, with the result that more than 50 public schools, including grade, high and junior high, carried the notice on their bulletin boards. KFJZ's mimeographed bulletin was made on plain paper, however, with no sponsor's name mentioned. The single sponsor, whose program resume appeared on the bulletin, was decidedly pleased, however, with this additional promotion.

* * *

ST. CLAIRE BREWING Co., San Jose, Cal., on its five-minute transcription *Prize Melodies* program over KFRC, San Francisco, Wednesdays at 10 p. m., is offering a $1.25 hand-painted photo enlargement to dialers for four St. Claire beer bottle caps and 25c. Coupon is obtainable from independent grocers and liquor dealers in the San Francisco Bay region. Newspaper and window displays supplement the weekly radio program, placed thru Guggenheim Adv. Agency, San Francisco.

* * *

WBIG, Greensboro, N. C., is offering listeners cash prizes for program ideas, with Jefferson Standard Life Insurance Co. seeking suggestions for radio observance of its 30th anniversary. If the winner of the $50 prize is a member of a family protected by Jefferson, the prize will be doubled.

WHO, Des Moines, mailed more than 1,000 invitations to agencies and advertisers throughout the country and to public officials for the fall opening Oct. 3 of the *Iowa Barn Dance Frolic*, which started its sixth year on the mammoth stage of Des Moines Shrine Auditorium, largest theatre west of Chicago (4500 seats). Enclosed with invitations were illustrated *Iowa Barn Dance* souvenir books and large descriptive folder on WHO. WHO's *Iowa Barn Dance* is sponsored by Mantle Lamp Co., Penn Tobacco Co., Flex-O-Glass Mfg. Co., Murphy Products Co., Postal Life Insurance Co., and Drug Trade Products.

* * *

SEPT. 27 was station promotion day in Boston, with WNAC becoming the NBC-Red outlet and WEEI joining CBS. Edison Electric Illuminating Co. distributed an arty brochure reproducing advertisements that appeared in local newspapers. The announcement was done in formal style. Complete WEEI program lists were distributed by Edison to every home it serves in the Boston area. They were done up in animated booklet form. WNAC's promotion included a series of large newspaper announcements. Teasers preceded full-page advertisements.

* * *

PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) is offering free booklets entitled *Design for Living*, which tells how to keep a house in repair. A free coupon is sent to every listener requesting the booklet. The coupon is worth 25 cents towards the purchase of a Pittsburgh paint product. Program is heard on CBS, Sundays, 2-2:45 p. m., and Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

* * *

HARRIS SOAP Co., Buffalo, offers copper skillets to listeners who return four box tops from Harris soap flakes and 79 cents. Distribution is through Hygrade Petroleum Co. stations, which handle the skillets in return for attention they attract by distributing them.

* * *

H. SUTLIFF TOBACCO Co., San Francisco, (tobacco), sponsoring *Sports Forum* with Ira Blue commentator on KPO, is offering a free trial size package of Heine's blend pipe tobacco to dialers upon receipt of a request by postcard or letter.



NOISE SUPPRESSORS — Ira Beanblossom, of the Dayton Health Department (left) and Jack Hodgkinson, WHIO engineer, part of a crew conducting noise tests in an effort to create public interest in stopping unnecessary traffic noises, operating the WHIO remote truck.

MERCHANDISING handled
Don Gardner, account represent
tive of N. W. Ayer & Son In
Boston, for Kellogg Co., Bat
Creek cereal firm, includes givi
away during the week of Oct.
a measuring cup at all groc
with each purchase of Kellog
All-Bran. On Oct. 13, Sylvia W
ters started broadcasting *N*
England Pure Food Institute o
a five-station hookup of New E
land Network, including WE
Boston, WCSH, Portland, WT
Hartford, WTAG, Worcest
WJAR, Providence. Window p
ters for all grocery stores car
ing Kellogg's All-Bran are bei
distributed. Newspaper advert
ing is included. On WBZ-WBZ
Boston-Springfield, *Kellogg's M
ody Time*, a musical progra
every Monday, Wednesday a
Friday from 6:15-6:30 p. m.,
cludes a slogan contest for P
Ten words or less are requir
Prizes are 40 tickets to professi
al National League football gam
Duration of the contest coinci
with the conclusion of the seas
A pair of tickets to the 20 b
slogans received weekly are bei
given. Best slogans are chos
each week for the following we
end game.

* * *

WTAM, Cleveland, has issued
24-page 8x11 inch sales promoti
booklet entitled *Johnny Turn T
Crank* or *The Book of Wonde
which strikes a new note in ra
promotion material. The usual c
facts are spread throughout t
book but are emerged into co
strip illustrations and copy. Ho
ard Barton, WTAM sales pron
tion manager, conceived the uni
presentation.

* * *

WFIL, Philadelphia, is operati
a miniature broadcast station
the Philadelphia Food Fair a
Better Homes Exposition, f
which it is exclusive radio rep
sentative. All types of progra
are being broadcast from the
position booth, which includes s
dio, control room and exhibits.

* * *

WOR's book of fact and fancy,
Market-To Market, published ea
this year, received the ann
Award of Merit of the Americ
Institute of Graphic Arts.
Market-To Market will be pla
on public exhibition from Oct.
to Nov. 7 at the Institute's gall
ies, 115 E. 40th Street, New Yo

* * *

WBT, Charlotte, N. C., held a p
audition by transcription of t
Swift & Co. CBS *Junior Nu
Corps* program for Sunbrite cle
ser, with 25 women as well as
tail officials attending. Sunbr
was displayed and given away.

* * *

KFJZ, Fort Worth, drew consid
able local publicity during lat
September when the station
nated a scholarship at Texas W
leyan College, Fort Worth, to
listener submitting the best ess
of not more than 150 words on
subject, "The Value of a Coll
Education".

* * *

IN ITS PROMOTION in conn
tion with the Philadelphia ra
show, WIP staged a two-way c
versation from the show to an a
plane above. An RCA recei
picked up the voice from the pla
fed it to the control room and
was relayed over the air.

★ No more impartial and unprejudiced survey of broadcasting stations' popularity has ever been made than the survey whose recently published results showed WLW to be the station most listened to in thirteen states.

★ *The same survey showed WLW to be the second most popular station in six additional states.*

THE CROSLEY RADIO CORPORATION • CINCINNATI

A STAR PERFORMER that isn't temperamental

★

The RCA Victor 70-A Transcription Turntable Equipment fulfills an impo tant function. Day after day it exhibits lasting qualities, and quality that last It is mechanically efficient and provides perfect reproduction.

● Station owners enjoy the feeling of assurance that this sturdy, reliab equipment gives. They know that reproduction isn't just good—it is *bes* They know that this equipment is going to last a long, long time.

● Hundreds of stations all over the country have given the 70-A the stamp of approval in the most flattering manner—by ordering addition units. And after all, that's the real test for real equipment. It proves i ability to do the job.

● Compact, easily installed and quiet in operation, the 70-A is the ide unit for a difficult task.

LISTEN TO THE MAGIC KEY PROGRAM EVERY SUNDAY
AT 2 TO 3 P. M., E. S. T., OVER NBC BLUE NETWORK

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

BROADCASTING

Broadcast Advertising

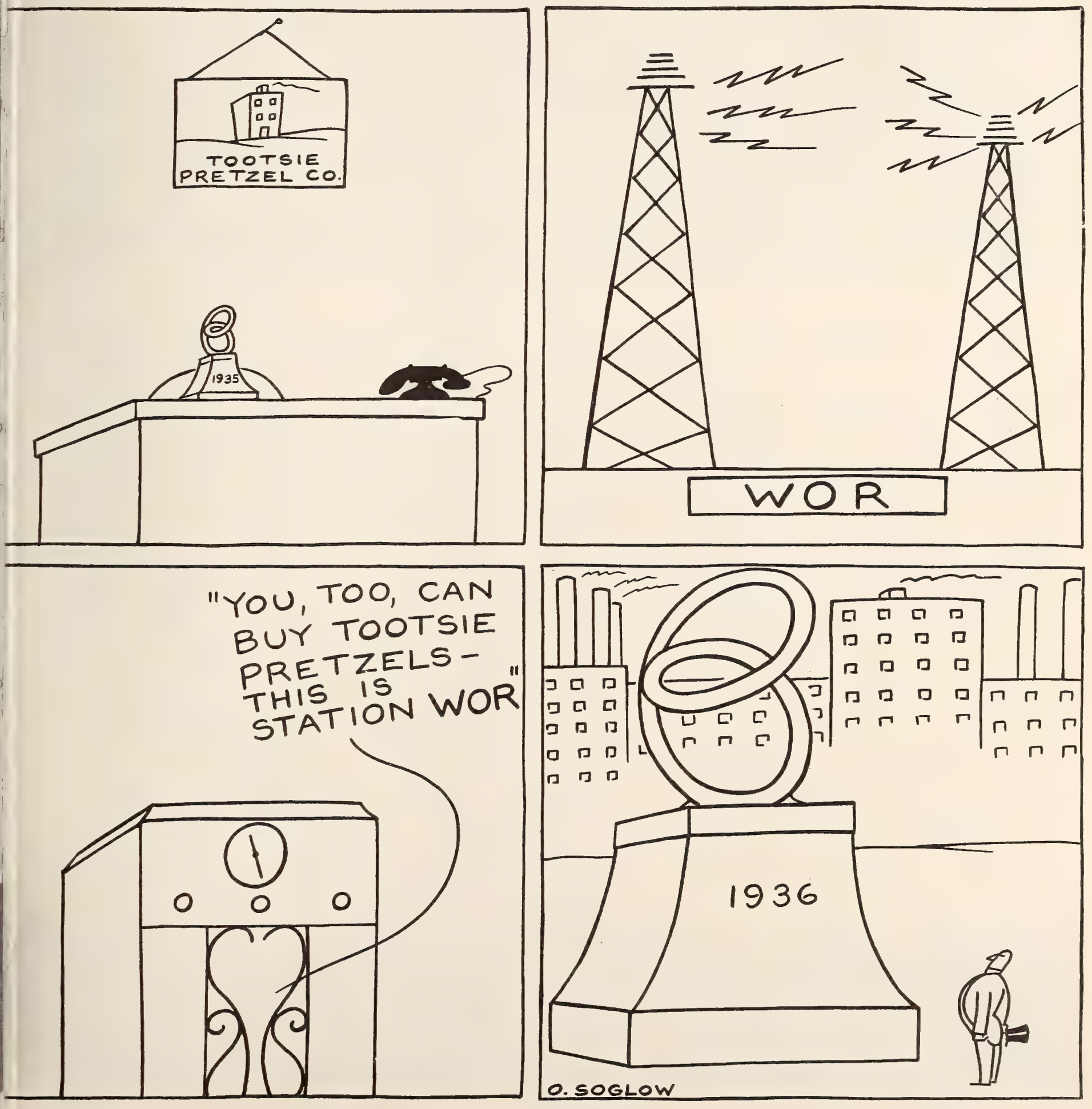
Vol. 11 • No. 9

WASHINGTON, D. C.
NOVEMBER 1, 1936

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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



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The market or markets that you have "spotted" for radio treatment can be found in the roster of leading radio stations offering THESAURUS Program Service.

THESAURUS offers variety and flexibility of material by outstanding radio talent—programs of proved audience appeal. For effective and economical spot broadcasting ask the station or us for further information about THESAURUS.

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- Los Angeles — KECA
- Los Angeles — KFI
- Merced — KYOS
- San Diego — KFSD
- San Francisco — KGO
- San Jose — KQW

Colorado
- Denver — KOA

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- Waterbury — W1XBS

District of Columbia
- Washington — WMAL
- Washington — WRC

Florida
- Clearwater — WFLA
- Miami — WIOD

Georgia
- Atlanta — WSB
- Waycross — WAYX

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- Chicago — WENR
- Chicago — WMAQ
- East St. Louis — WTMV
- Quincy — WTAD
- Rock Island — WHBF
- Tuscola — WDZ

Indiana
- Fort Wayne — WOWO
- Indianapolis — WIRE

Kansas
- Coffeyville — KGGF
- Dodge City — KGNO
- Hutchinson — KWBG
- Lawrence — WREN
- Wichita — KANS

Kentucky
- Ashland — WCMI
- Louisville — WAVE

Louisiana
- Alexandria — KALB
- Baton Rouge — WJBO
- Monroe — KMLB
- New Orleans — WSMB
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- Bangor — WABI

Maryland
- Baltimore — WFBR
- Hagerstown — WJEJ

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- Boston — WBZ
- New Bedford — WNBH
- Springfield — WBZA
- Worcester — WORC

Michigan
- Battle Creek — WELL
- Bay City — WBCM
- Detroit — WJBK
- Flint — WFDF
- Grand Rapids — WOOD
- Kalamazoo — WKZO
- Lansing — WJIM
- Muskegon — WKBZ

Minnesota
- Minn.-St. Paul — KSTP
- Rochester — KROC

Mississippi
- Jackson — WJDX

Missouri
- Columbia — KFRU
- Joplin — WMBH
- St. Joseph — KFEQ
- St. Louis — KSD
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- Billings — KGHL
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- Omaha — WOW
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- San Angelo — KGKL
- San Antonio — KMAC
- Tyler — KGKB
- Weslaco — KRGV

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- Price — KEUB
- Salt Lake City — KDYL

Vermont
- Waterbury — WD

Virginia
- Charlottesville — WC
- Lynchburg — WL
- Norfolk — WT
- Richmond — WR

Washington
- Seattle — K
- Seattle — KO

West Virginia
- Wheeling — WW

Wisconsin
- Green Bay — WT
- Janesville — WC
- Madison — WI
- Milwaukee — WI
- Racine — WR
- Sheboygan — WH

Hawaii
- Honolulu — K

Puerto Rico
- San Juan — WK

Canada
- Calgary, Alberta — CF
- Edmonton, Alberta — C
- Fredericton, N.B. — CF
- Halifax, N. S. — CH
- Hamilton, Ont. — CH
- Hull, Quebec — CK
- Kelowna, B. C. — CK
- Kingston, Ont. — CF
- Lethbridge, Alberta — C
- London, Ontario — CF
- Montreal, Quebec — CF
- Quebec, Quebec — CF
- Regina, Sask. — CF
- Saskatoon, Sask. — CF
- Sault Ste. Marie, Ont. — C
- Sudbury, Ont. — CF
- Sydney, N. S. — C
- Vancouver, B. C. — C
- Winnipeg, Man. — C

Argentina
- Buenos Aires — RCA Victor-Argen
- Buenos Aires — LR1-El Mu

Australia
- Amalgamated Wireless Ltd.
  - Brisbane
  - Melbourne
  - Sydney

Brazil
- Rio de Janeiro — P
- Rio de Janeiro — Radio Naci

Mexico
- Mexico City — X

New Zealand
- Amalgamated Wireless Ltd.: Wellin

Panama
- Colon — HP5K-H

South Africa
- So. African Bdctg. Co.:
  - Capetown
  - Durban
  - Johannesburg

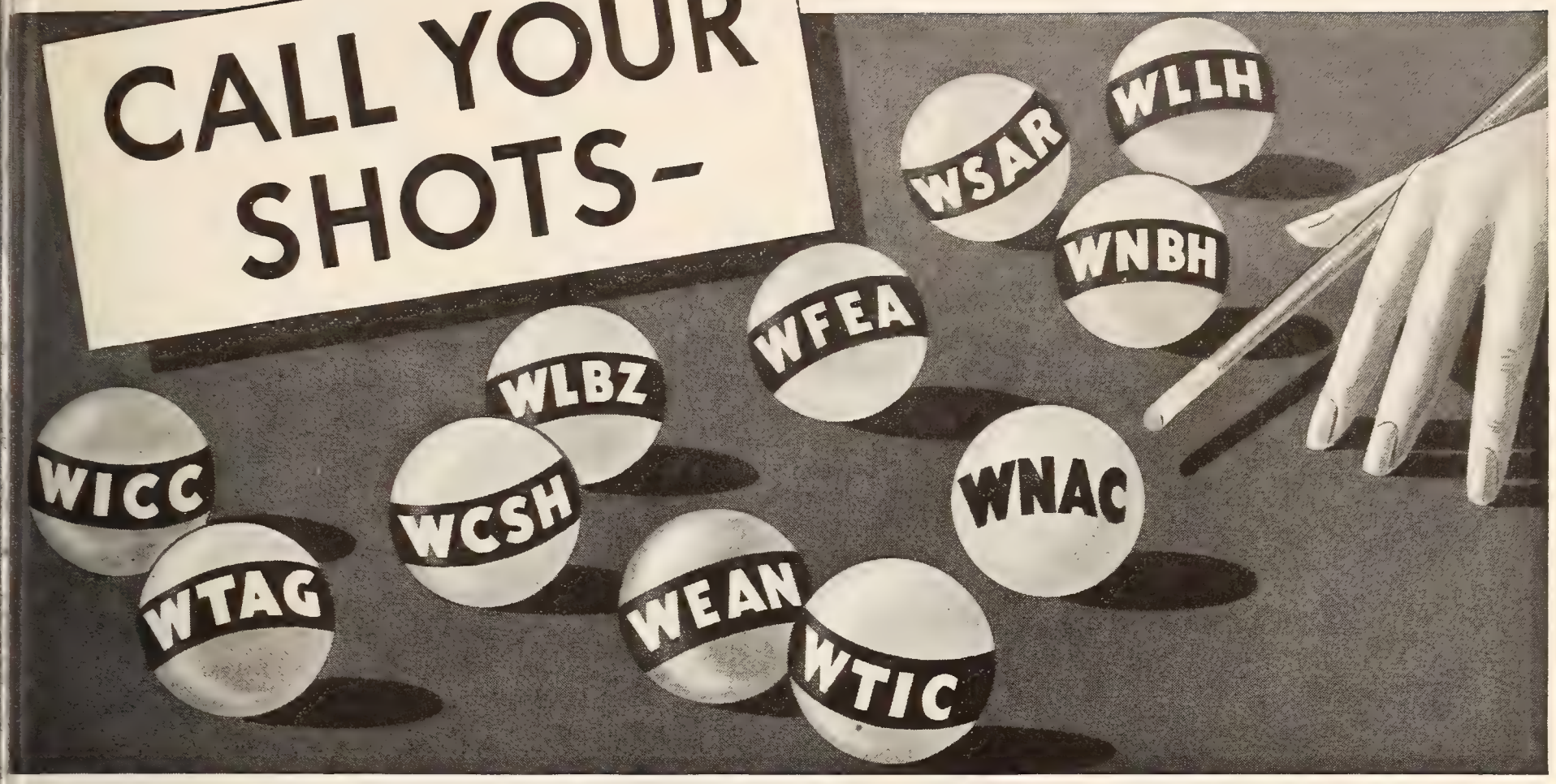
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National Broadcasting Company, Inc.

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

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WNAC Boston
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WEAN Providence
WTAG Worcester
WICC Bridgeport
WCSH Portland
WLBZ Bangor
WFEA Manchester
WSAR Fall River
WNBH New Bedford
WLLH Lowell

LOCALIZE your sales appeal in New England Markets

THERE are thirteen New England cities with populations exceeding 100,000 and many other large communities under the 100,000 class. Obviously, no one station or small group of stations provides complete coverage of this widely diffused audience.

Moreover, New England has many popular local stations which have created local listening habits and are strongly entrenched in local pride. They have the effect of further dividing the New England audience except as a regional network proposition.

There remains but one answer to your sales problem in New England—a network large enough and strong enough to make a direct local appeal of primary intensity in every large market.

That is exactly what The Yankee Network provides. Nine of the thirteen larger cities have Yankee Network studios. Three others—Cambridge, Somerville and Lynn—are within the intense listening area of WNAC, Boston. One city—Springfield—is within the WTIC, Hartford, area.

The new Yankee Network ties into one vast audience the listeners of all large centers of population, localizing your consumer appeal in each market — stimulating distribution — creating active retailer interest in the turnover of your product.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Thi



Will Surprise You

. . . even if you've heard ALL the radio success stories they're telling these days

Early this year, 8,000 beauty shop dealers subscribed $25 each to support a radio campaign on the Columbia Network.

In six months *that campaign* increased their business by $2,500,000. Each $25 brought its investor an average return of $312.50 in increased sales. A six-month radio dividend of 1250%.

The Program

The dealers' investment (in cooperation with the manufacturer) was used for a network of 77 CBS stations for 18 weeks, a half-hour each Sunday (6:00-6:30 P.M.), with Phil Spitalny's All-Girl Orchestra and Chorus as the talent.

When this CBS campaign opened, the experts gravely stroked their beards and allowed as how, "This time, radio has taken on a product that even radio can't sell." The product? Zotos (the permanent wave that requires no machinery—no electricity).

And this — in the words of Mr. Neal R. Andrews, President of Sales Affiliates—is what CBS did for Zotos:

"Full Credit Belongs to Radio"

"We found that Zotos sales, nationally, had increased 75.5% over the corresponding six months of 1935. Records revealed dealers with sales increases ranging from 100% to better than 400%. Radio . . . sold the idea of the machineless permanent to thousands who had never heard of such a thing. Against unforeseen competition and cut prices, it sent women out to look for Zotos-licensed shops in order that they might spend $10 apiece to try Zotos. So sure are we that this response was no fluke — that full credit belongs to radio — that plans are under way for a repeat performance."

* * *

A luxury item, rarely purchased, restricted distribution, half-price competition . . . are *your* selling problems any tougher?

THE COLUMBIA BROADCASTING SYSTEM, 485 Madison Ave., New York

CITY BOY MAKES GOOD



A little more than four years ago Preston Peters signed on with us as Office Boy, Third Class—"and lucky to get it, too"! Lucky for us, that is. Today Pete is Vice President and Secretary, manager of our New York Office, and—well, look at the signature of this announcement... Between the days of office boy and the days of Vice President etc. lay four years of hard, intelligent, effective work for our stations and our stations' customers. It's an interesting story—a story you'll have to hear from us, because you'd never hear it from Pete himself.

. . . IN BIG COUNTRY! . . .

TODAY Free & Sleininger, Inc. officially and properly changes its name to Free & Peters, Inc. *Officially* because for nearly a year Mr. Sleininger has not been actively associated with us. *Properly* because for four years H. Preston Peters has been increasingly active in the management of our business and increasingly indispensable in our plans for the future. . . . Aside from the corporate name, nothing is changed by the new arrangement. H. Preston Peters continues as Vice President, Secretary, and Manager of our New York Office. James L. Free continues as President and Treasurer, with headquarters in Chicago. . . A new name, but no new faces. . . . We know that you join with us and our stations, in our pride of Pete—a good boy who's *making* good!

FREE & PETERS, INC.

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WHK . . . . . Cleveland	KOIL . . . . . Omaha	KOIN-KALE . . . . . Portla
KMBC . . . . . Kansas City		KOL . . . . . Seat

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1936 $3.00 A YEAR—15c A COPY

Stations Switch Networks, Rates Revamped

NBC Revised Rate Card Due, Signs WSM; CBS Buys WOAI as WRVA Affiliates; Deals Pend With WHK, WTIC, WSPD

TOPPED OFF by plans of NBC to readjust its network rates before the end of the year, a series of moves by major networks during the last fortnight may have an important bearing upon the future complexion of the chains.

Aware of the fact that NBC's new form of contract would make more difficult the aligning of affiliates of that network, CBS, in its effort to bolster itself at strategic spots, on Oct. 19 signed WRVA, Richmond clear-channel station, under a five-year contract and on the following day concluded a purchase arrangement, subject to FCC approval, for WOAI, 50,000-watt San Antonio station, for a price of $825,000.

NBC scored sharply in the competition when on Oct. 27 it signed WSM, Nashville 50,000-watter, in the face of competitive bidding by CBS. While terms were not divulged, Edwin W. Craig, vice president of National Life & Accident Co., operating the station, declared he was highly pleased over the arrangement whereby it continues as an affiliate of the network.

Meanwhile, CBS informally has notified WHK, Cleveland, that it would terminate its present three-year contract within a year, using WGAR as its Cleveland outlet. Conversations already had been begun among the four parties (NBC, CBS, WGAR and WHK) for the switch, although the official notifications still were lacking.

NBC to Boost Rates

NBC, plowing through with its campaign to place affiliated stations under its new form of contract [BROADCASTING, Oct. 15], divulged its intention of increasing rates on both of its networks, effective probably before Jan. 1. Preparatory to that step, it was seeking to have important affiliates under contract—many of them for five-year period, and with a clause in some which would prevent them from utilizing any other network service. This is aimed particularly at Mutual Broadcasting System.

Addition of KVOD, Denver time-sharing station, as a Blue network outlet, also was announced by NBC. The station shares with KFEL, Denver, on the 920 kc. channel, the latter having agreed to affiliate with MBS some time ago. Under this plan, NBC will utilize KFEL-KVOD time along with MBS on a first-come-first-serve basis. The MBS affiliation does not begin until it goes nationwide Dec. 29 and links with the Don Lee Network in California.

PRINCIPALS IN DEALS



Mr. Lucy



Mr. Craig

The new NBC rates, to be adjusted upward for the most part, will be based upon coverage increases since the last general rate cards became effective Jan. 1. The present rates were based upon the *NBC Network Aireas* studies of signal strength and fan mail analyses. Some 1,500,000 pieces of mail were analyzed for the initial study. The new cards will be based on a breakdown of about 15,000,000 mail returns, plus coverage data and other considerations.

The adjustments have been under consideration for several months. Now about completed, it is expected that they will be announced about Nov. 15 to become effective a month later. They will encompass, in addition to changed rates for old outlets, substitute rates for stations which will be aligned with its networks as a result of changes definitely indicated.

New NBC contracts, it was learned, have been offered to some 30 stations during the last several weeks, and about 20 already have signed. In addition, understandings have been reached with a number of NBC outlets regarding service, purely of an oral nature. NBC President Lenox R. Lohr, assisted by Station Relations Vice President Frank Mason, is personally handling most of these negotiations.

San Antonio Changes

As BROADCASTING went to press, there were several other station negotiations with the networks in progress. These included WTIC, 50,000-watt Hartford station, at present an NBC outlet, and WSPD, Toledo, CBS optional basic outlet. Emissaries of both of the networks have been in Hartford during the last fortnight.

It is expected, naturally, that KTSA, San Antonio, present CBS outlet, will affiliate with NBC as an optional Red and Blue station, once the WOAI sale is approved. KTSA is owned by Hearst Radio Inc., and operates on the 550 kc. channel, with 5,000 watts day and 1,000 watts night. WOAI is assigned to the 1190 kc. channel with 50,000 watts. It is an applicant for superpower of 500,000 watts.

The negotiations with WSM, strategically important for coverage reasons, had been going on several months. The station, owned and operated by the National Life & Accident Insurance Co., also is an applicant for 500,000 watts. Mr. Craig has been handling the negotiations, dealing with President Lohr for NBC and Vice President Herbert V. Akerberg for CBS, the latter having arrived in Nashville Oct. 27. By re-signing the station, NBC kept for itself one of the most important outlets on its networks.

The WOAI sale arrangement came as something of a surprise. The contract was signed Oct. 20 by M. R. Runyon, CBS vice president and treasurer, and Joseph H. Ream, CBS general counsel, in San Antonio, with George A. C. Halff, president of Southern Industries Inc., operating the station.

It is expected that the transaction will go to hearing before the FCC Broadcast Division. Based on earnings, understood to have been in the neighborhood of $118,000 for the last fiscal year, it is assumed the purchase price of $825,000 will not be considered inordinately high, since the FCC recently approved the sale of KNX to CBS for $1,300,000 on the basis of anticipated annual profits of some $200,000. Hugh A. L. Halff, nephew of the executive head, is manager of WOAI. It is the stated intention of CBS, should the transfer be approved, to retain him as general manager.

The transaction for the purchase of WOAI involves the actual acquisition by CBS of Southern Industries, Inc. for an aggregate of $1,388,000 according to the application filed with the FCC Oct. 26. The company, a family corporation, controls considerable stock and real estate. CBS then will sell back to the Halff interests all assets other than the station for a figure of about $562,600 plus an undetermined amount to cover earnings, interest, etc., until such time as the sale is approved by the FCC.

Operating profit of WOAI for the year ended July 31, 1936, was $118,776. The net profit after depreciation amounted to $89,495. For the first two months of its current fiscal year ended Sept. 30, the operating profit was $20,494 and the net profit, after depreciation, $11,901.21.

WRVA Negotiations

THE WRVA affiliation likewise developed suddenly. The contract, unlike others signed by CBS, is for a five-year period and is non-cancellable. Other terms are understood to be substantially the same as in regular CBS affiliate contracts. WMBG, 100-watter, is the present CBS outlet in Richmond. Presumably, it will become aligned with NBC in lieu of WRVA, since it is the only other commercial station in the city and is an applicant for regional status.

WRVA did not have a contract with NBC, and CBS had not renewed the contract it had with WMBC which expired last June. Thus, it is pointed out, the switch of affiliates may take place within a few weeks by agreement between the stations and the networks. On the other hand, there may be some question about a year's notice by the stations to each of the networks, and it is not inconceivable that the switch will be postponed for that length of time.

Although using only 5,000 watts on its 1110 kc. clear channel, WRVA is an applicant for 50,000 watts. It is operated by the Larus Bro. & Co., makers of Edgeworth tobacco. The transaction was negotiated by Mr. Akerberg with C. T. Lucy, general manager of the station and advertising manager of the tobacco company. Larus sponsors the *Corn Cob Pipe Club* over NBC and it is logically expected that this account will move to CBS since it originates in Richmond.

The switch of CBS from WHK to WGAR is not an entirely unexpected development. CBS on Oct. 1 began a new three-year contract with WHK, owned by the *Cleveland Plain-Dealer*, which included a one-year cancellation clause. WGAR is owned by the same interests which operate WJR, Detroit, which switched from NBC to CBS last September, at which time NBC aligned WXYZ as its Detroit Blue outlet.

The CBS hope is that the Cleveland change will be made effective about Jan. 1, rather than at the end of the one-year notification period. Presumably, the formal

notification will be given about Nov. 1. WGAR's contract with NBC is understood to carry the one-year cancellation clause also. Here again it is conceivable that WHK will prefer to fulfill the one-year notice period, in which event the change cannot take place until its expiration.

Hartford Situation

THE arrangement with WGAR, it is indicated, would mean a substantial increase in network revenue for that station. CBS is known to be dissatisfied with its WHK contract, for which it had negotiated for many months. The contract provided for a certain amount of sustaining service over WJAY, Cleveland, also controlled by the *Plain-Dealer*. WGAR has been taking MBS commercials which it probably will forego under its CBS affiliation. A WHK-MBS alignment also considered a possibility.

Uncertainty surrounds both the WTIC and WSPD situations. The Hartford 50,000-watter was on the block for more than a year, but this year is showing a profit for the first time in its history. Both NBC and CBS are understood to have placed propositions before it for affiliation only, while there also have been overtures for its purchase. An option for its purchase for $675,000 held by Cherry & Webb, New England department store operators owning WPRO, Providence, expired Oct. 1.

Some mystery surrounds the WSPD status. Said to be a contracted CBS outlet, there nevertheless have been conversations with NBC for a Blue affiliation, and it may develop that it will join the latter net upon clearing up of the CBS contractural situation. The station is controlled by George B. Storer, of Detroit, principal owner also of WWVA, Wheeling, and WMMN, Fairmont, W. Va.

By acquiring WOAI, CBS will be placed in a more favorable position in the Southwest territory, it was pointed out. In the Dallas-Fort Worth case, NBC has WFAA-WBAP, 50,000 watter, and by Jan. 1 expects to add KGKO, Fort Worth, to its Blue after that station has been moved from Wichita Falls, where it is now a CBS outlet. CBS has KRLD, operating with 10,000 watts, which has 50,000-watt aspirations since it operates it on a duplicated clear channel with WTIC which already uses 50,000 watts. Moreover, WWL, New Orleans, now operating on the 850 kc. clear channel with 10,000 watts is expected to seek 50,000 watts also in the near future. Should these projects be carried forward, CBS will be placed in a much improved position insofar as power rating is concerned.

Since last September, when WJR was signed by CBS with its 50,000-watt clear channel operation, CBS had made nine major station deals, including those pending. In addition to its purchase of KNX, its projected purchase of WOAI, and its affiliate acquisition of WJR, it has leased WEEI, Boston, and KSFO, San Francisco (subject to FCC approval) and it has made affiliate arrangements with WWL, WHIO, Dayton, and WRVA.

In aligning KVOD, NBC announced that the rates for the station are $120 per hour, $72 per half and $48 per quarter hour. The station is owned by Colorado Radio Corp., of which William D. Pyle is president and general manager. While it shares time with KFEL, it has pending an application for full time on 630 kc. while KFEL has filed for full time on its present frequency of 920 kc.

Simultaneously NBC is proceeding with plans to add Blue affiliates. The removal of WTFI, Athens, Ga., to Atlanta, probably by the first of the year, is expected to open the way for that station's affiliation with the Blue Network. The present NBC outlet for both Red and Blue in Atlanta is WSB. WTFI operates on 1450 kc. with 500 watts day and night. It is owned principally, it is understood, by Arde Bulova, New York watch manufacturer, and Gerald K. Winston, New York real estate operator and associate of Mr. Bulova.

Plans for the Blue in the South also encompass adding of affiliates in such key cities as Memphis (WNBR), Birmingham (WBRC), New Orleans (WDSU), among others. WGST, Atlanta, has protested the move of WTFI but this protest was recently denied by the FCC.

Transamerican Opens Pacific Office In KFWB-Warner Studio; Ray in Charge



Mr. Ray

OPENING OF a Pacific Coast office in Los Angeles, with William V. Ray, assistant manager of KFWB, Hollywood, in charge, was announced Oct. 26 by Transamerican Broadcasting & Television Corp. Mr. Ray, it is understood, will leave KFWB to take over the new office and will be succeeded by C. C. Mittendorf, commercial manager.

The new offices will be located in the KFWB studios now under construction at 5833 Fernwood Ave. The announcement said that from these new studios Transamerican will be in position to offer not only regular sales and service facilities but also originate live shows utilizing Hollywood talent. KFWB is owned by the Warner Bros. motion picture interests. Officials of Transamerican have steadfastly refuted statements that the newly-created organization is in any way controlled by the motion picture company. While no statement was forthcoming, the opening of the West Coast office was believed to indicate a talent association, at least, with Warner Bros.

New York Expansion

MR. RAY is a well-known figure in Hollywood and was with KFWB in its earlier days. He returned to the station several months ago when Harry Maizlish became its manager, succeeding Gerald King, resigned. Mr. Ray has been in Hollywood for a dozen years and has had much to do with handling of motion picture talent for radio.

Simultaneously, Transamerican announced enlargement of its New York quarters at 521 Fifth Ave. to provide space for its increased sales staff and production department. In Chicago, it said, it now occupies the entire 30th floor of 333 N. Michigan Ave.

Added to the Transamerican sales staff in New York, it was announced, is Myron Elges, formerly with the *New York Mirror* in merchandising work and with *Radio Guide* in a similar capacity. He was formerly an account executive with Bermingham, Castleman & Pierce, and for two years was with the Airplane and Marine Direction Finder Corp., in charge of advertising and sales promotion.

Through the increased facilities in Chicago, Transamerican said that in addition to representing a number of stations, it is now prepared to handle recordings and transcription programs for clients and auditions for live shows. "This flexibility and accessibility of more widespread, yet at the same time more closely knit and integrated radio facilities," it said, "has been a long-felt need both of those organizations using complete national coverage as well as those requiring specially partial or local coverage."

LULU BELLE, songstress of the weekly Saturday night *National Barn Dance* heard over WLS and the NBC-Blue, has been chosen Radio Queen of 1936 in *Radio Guide's* third annual radio queen election. Her runners-up in order were Jessica Dragonette, Joan Blaine, Frances Langford, Gracie Allen, Margaret Speaks and Kate Smith.

W. Va. Newspaper Grou Acquires Third Statio

ON THE HEELS of the FCC authorization of the purchase o WCHS, Charleston, W. Va., by in terests headed by John A. Ker nedy, publisher of the *Clarksbur* (W. Va.) *Exponent*, it was learne authoritatively by BROADCASTIN that the same group has also pu chased WPAR, Parkersburg, W Va., a 100-watter on 1420 k Neither side of the transactio would confirm the fact, but it i known that the actual contract ha been signed and it is understoo an application will be filed earl in November for the transfer.

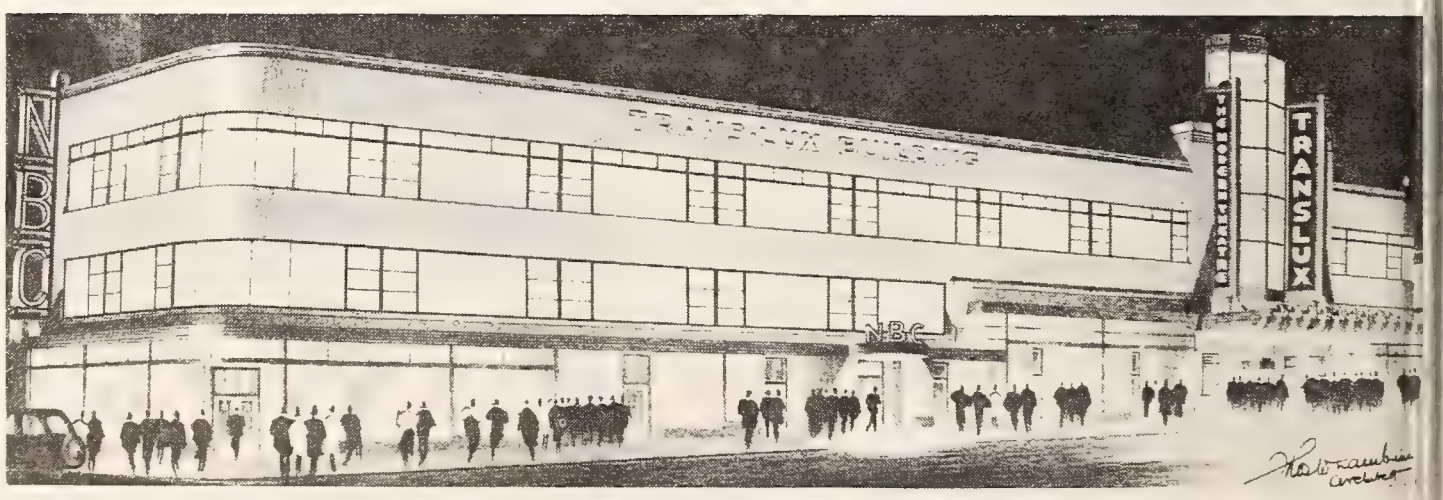
WCHS was purchased from th *Huntington* (W. Va.) *Advertise* which also owns and operate WSAZ, Huntington. It operate with 1,000 watts day and 50 night and 580 kc. WPAR was pu chased from Ohio Valley Broad casting Corp., whose stockholder are Marion H. McDowell, Harol McWhorter, Max A. Morgan, Ke D. Given and Sherwood Musgrav all of Parkersburg, and Wayn Van Gilder, of Fairmont, W. Va

Mr. Kennedy's newspaper als holds a construction permit for new 250-watt daytime station o 1370 kc. in Clarksburg, to be know as WBLK, which is now unde construction. His plans includ hooking up this and the Charles ton and Parkersburg station for state network.

Nash, Kelvinator Board Favor Plan for Merge

PLANS for the merger of th Nash Motor Co., Kenosha, Wis and the Kelvinator Corp., Detroi (refrigerators, air conditionin equipment, etc.) were approved b the board of directors of the tw companies on Oct. 27. Under th plan the name of the merged firm will be known as Nash-Kelvinato Corp. with Charles W. Nash, no chairman of the Nash board, hold ing the same post in the consoli dated firm with Charles E, Maso now president of Kelvinator Corp taking the same title in the Nash Kelvinator Corp.

The plan must have the ap proval of the stockholders befor it can be completed. J. Walte Thompson Co., Chicago, has th Nash account, and Geyer, Corne & Newell Inc., New York, is Kelvi nator's advertising counsel.



NEW NBC WASHINGTON STUDIOS—Occupying the entire second floor of the new Washington Trans-Lux Theater Building, NBC next May or June will move its Washington offices and studios (also headquarters of WRC and WMAL) from the National Press Bldg. The 17,000 square feet of floor space for 18 offices and program rooms, one large audience studio, two program studios, two speakers studios, transcription room, conference and audition rooms, etc. will more than double its present space. The quarters will be air-conditioned and specially constructed for radio under supervision of O. B. Hanson, NBC chief engineer who had charge of building and installing the Radio City and Hollywood studios of the network.

Windup of Election Campaign Enlivened by Ether Uprisings

Parties Redouble Their Broadcast Campaigning; Mobs Assail Stations; Vandenberg Incident

THE FCC on Oct. 29 completely absolved CBS of any violation of the law or regulations in the "Vandenberg incident." Story on its ruling will be found on page 87.

THE "sound and fury" of American politics caught radio in its seething swirl during the final weeks preceding the national elections of Nov. 3, with time-buying activities of the major and minor parties disrupting network and station program schedules right and left, with the "Vandenberg affair" leading to widely published charges and countercharges and the threat of a Congressional investigation, and with scenes of violence or near-violence at three local stations.

As BROADCASTING went to press, the situation seemed to warrant the following summary:

1. Democrats and Republicans alike redoubled their local and national radio appeals to the electorate, spending tens of thousands of dollars for radio time, chiefly for their major spokesmen—but it appeared unlikely that either major party will have spent as much as the $1,000,000 predicted for radio time, though each will have spent more than the $500,000 of 1932. The minor parties likewise were buying more time. The Republican radio division in Chicago named Wells (Ted) Church, formerly with WJSV, Washington, as radio director, with Pete Nelson loaned by Mutual Broadcasting System as his assistant; Bob Hotz, of Blackett-Sample-Hummert Inc., handling talent charges; Art Stringer, handling time clearances, and Tom Fizdale handling publicity. Hill Blackett, director of public relations, on Oct. 1 released Tom Sabin, former radio director, to the Pennsylvania State Committee for its radio campaign, while John Elwood, onetime NBC vice-president and for more than a year G. O. P. program director, was sent away from Chicago headquarters on a special mission the nature of which was undisclosed.

2. Senator Arthur Vandenberg's use of a so-called "new technique" in political broadcasts, employing transcriptions of excerpts from President Roosevelt's speeches which he played and to which he made reply, led CBS to cancel the program, and then to reinstate it, on the grounds that it violated standard network policy against the use of transcriptions. This provoked front-page news, editorials and cartoons in the press running nearly a week and giving the affair a tremendous publicity break for the Republicans. It also led to an inquiry by the FCC and to a new publicity outburst by George H. Payne, telegraph commissioner, after which Senator Vandenberg took Mr. Payne to task for charging bad faith.

3. While the press was debating the merits and demerits of the "Vandenberg affair," Senator Hastings (R-Del.) inquired whether CBS had purchased group insurance two years ago from James Roosevelt, the President's son, intimating that this might have influenced the company in its stand on the Vandenberg broadcast. Edward Klauber, CBS executive vice president, replied that the network in 1934 had placed insurance with the Travelers company through young Roosevelt, as its accredited agent, but stated it was the best of several insurance proposals submitted, declared CBS was wholly non-partisan in politics, and deplored the "effort to read anything sinister into the fact" a son of the President was in the insurance business and secured the policy.

4. The building housing WBOW in Terre Haute became the scene of mob action the night of Oct. 20 when more than 150 local citizens barred the way and prevented Earl Browder, Communist candidate for president, from entering to deliver the broadcast address which he was forced to suspend several weeks earlier because of his arrest in the Indiana city. Mr. Browder left by taxicab but not before his party was pelted by tomatoes. The debate continued to rage over Browder's rights, with the radio station making clear that it had to allow him to speak under the "equal opportunity" clause of the communications law. The next

(*Continued on page 84*)

Dubbing of President's Voice by GOP Viewed as Obvious to Listening Public

WHILE the record fails to show that the word "transcription" or "recording" was used during the introduction to Senator Vandenberg's "fireside chat" on CBS Oct. 17, in which Senator Vandenberg "debated" with recorded excerpts of President Roosevelt's speeches, the general reaction among radio observers who later heard a recorded version of the broadcast was that it would be an obtuse listener indeed who would believe the President was actually present in the studio and talking.

A count shows that 17 excerpts from President Roosevelt's past speeches were employed in the Vandenberg colloquy. The context and method of presentation and noise level made it clear that the President's voice came off recordings, and Republican's believe the introduction and "break" after the first use of the President's voice made it entirely clear. Ben Pratt, of the G.O.P. radio staff, a former NBC employe in Chicago and New York, introduced Senator Vandenberg thus:

Tonight, ladies and gentlemen, Senator Arthur H. Vandenberg, of Michigan, an outstanding Republican leader and member of the United States Senate is here to conduct a "fireside chat". It is agreed by all that when a man seeks public office and makes public statements to influence public opinion his words become public property. Newspapers, magazines, authors and public speakers have the unquestioned right to quote such statements without limit. It is only thus that we are able most faithfully to compare the words of a man with his deeds. Without further delay, therefore, I shall turn the microphone over to Senator Vandenberg to open this new kind of fireside chat.

Questions and Answers

THEREUPON Senator Vandenberg said, "I respectfully address myself to Franklin Delano Roosevelt" and asked him what he said on inauguration day. The recorded voice reiterated the oath of office as taken by Mr. Roosevelt on March 4, 1932. Then Senator Vandenberg launched into a political discussion of constitutional obligations, and after about 100 words Mr. Pratt interposed:

Ladies and gentlemen, this is Mr. Pratt speaking again. Mr. Roosevelt, the candidate, is here in voice but not

(*Continued on page 85*)

Campaign Booking Near Two Million

Time Sales Jump as Parties Seek Last-Minute Periods

PRELIMINARY estimates of campaign radio expenditures by the major parties place the sum at $600,000 for the Republican National Committee and $500,000 for the Democratic national committee, although time bookings for extensive hookups and spot use during the last week of the campaign are expected to swell these totals. The estimates cover all network and spot time placed by the G.O.P. radio division in Chicago and the Democratic radio division in New York, but do not embrace the incalculable amounts spent independently for regional hookups and local time by state and local committees and candidates.

Including the time buying by the minor parties, it is conservatively estimated that not less than $2,000,000 will have been spent with networks and stations during the 1936 political campaign.

Last-minute Speeches

CBS and MBS have declined to divulge political revenues until the campaign is over, but NBC reported that up to Oct. 17 the Republicans had spent $275,000 on its two networks and had $90,000 more worth of time booked for the rest of the campaign. Democrats, NBC reported, up to the same date had spent $165,000 on its networks, the Communists $20,000. On NBC-owned and managed stations political revenues up to Oct. 17 amounted to $75,000 from all parties. The Democrats had $65,000 more worth of time booked, the Communists $15,000, the Socialists $7,000 and the Union Party $9,000.

As in 1932, the Democrats have bought up the 11 to 12 midnight period Nov. 2 on combined networks, this year combining the NBC-Red, NBC-Blue, CBS and MBS hookups for a final speech by President Roosevelt and other party notables. The Republicans have bought the NBC-Red network for a final rally, with Gov. Landon as a speaker, from 10 to 11 p. m. The Union Party has taken 9:30 to 10 p. m. on NBC-Red, and the Communist Party will broadcast its Madison Square Garden rally the same night from 10:45 to 11 o'clock. Many other bookings for politics the night of Nov. 2 were also being negotiated as BROADCASTING went to press.



Talburt in Scripps-Howard Newspapers

The Horn of Plenty



Elderman in Washington Post

The Possibilities Are Unlimited



Kirby in World Telegram

The Trick That Blew Up



Shoemaker in Chicago Daily News

Let's Look at the Record

NBC Plans Gala Tenth Anniversary

Week Studded With Special Events and Entertainment Is Planned; Television Will Be Demonstrated

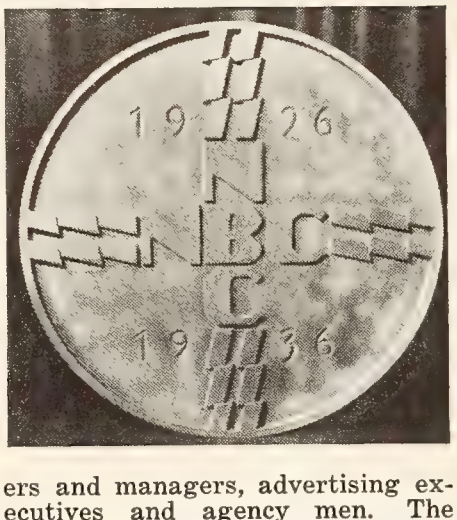
CLIMAXING what it terms "a century of progress in a decade of broadcasting," NBC all during the week of Nov. 8 will celebrate the tenth anniversary of its founding Nov. 15, 1926, by feting numerous foreign and American broadcasting and government officials, playing host to the owners and managers of all its affiliated stations and staging a series of special programs "dedicating its nationwide facilities to a continued future of social and scientific advancement."

The largest American broadcasting organization will make its anniversary week also the occasion of demonstrating RCA's television progress for the first time to NBC-affiliated station executives. The week's gala program will feature a banquet in the grand ballroom of the Waldorf-Astoria Hotel in New York the night of Monday, Nov. 9, to which 1,600 persons representing all branches of radio and all aspects of American governmental, business and cultural life have been invited.

Recreating First Programs

THE anniversary observances, which really began last May, have been planned to touch every phase of broadcasting as represented by NBC and its parent company, RCA. The high point — exactly 10 years after NBC, then a limited network of only 17 stations, broadcast its inaugural program—will be reached on the night of Nov. 15 when NBC will repeat practically the identical program of 10 years before over its combined hookup of 101 stations. As on the first program, the performers scheduled are Dr. Walter Damrosch, Harold Bauer, Albert Stoessel, Mary Garden, Titta Ruffo, Cesare Sodero, Dr. Edwin Frank Goldman and band, Weber & Fields and the orchestras of Ben Bernie, Vincent Lopez, George Olsen and B. A. Rolfe. Only the late Will Rogers will be absent from the list.

For two weeks prior to Nov. 15, NBC will be host to hundreds of notables from all parts of this country and from abroad (see story on page 12 reporting arrivals of foreign visitors as NBC guests). The major program of events, however, starts Saturday, Nov. 7, with the arrival of out-of-town guests, largely station owners and managers, advertising executives and agency men. The highlight of their visit, aside from the Nov. 9 banquet, will be the television demonstration the afternoon of Sunday, Nov. 8, on the 62d floor of the RCA Bldg., to be followed by a cocktail party in the Rainbow Room.



Fifteen to 20 television receiving sets will be set up in a special room holding about 200 persons. Ten to 15 persons will be able to view the television images picked up on each set. The transmissions will be from the RCA experimental television broadcasting station atop the Empire State Bldg. The visitors will be able to view RCA's latest achievements in the visual art and to deduce for themselves how soon television will implement sound broadcasting in the United States.

Only a special list of invited guests will attend the big banquet at the Waldorf-Astoria the night of Nov. 9. There will be several speakers, including important public officials, advertising executives and educational and cultural leaders. The Waldorf that night will house what NBC believes will be a true cross-section of American business and cultural life. The hosts will be Lenox R. Lohr, NBC president, and David Sarnoff, RCA president and NBC board chairman.

On Nov. 8 a huge silver plaque representative of the tenth anniversary celebration will be placed in Rockefeller Center. During the week the new antenna of the 50,000-watt WJZ, NBC-Blue key station at Bound Brook, N. J., will go into operation. Earlier in the week NBC will announce the awards in its children's program contest, and will adopt a slogan as a result of a contest being conducted among its employes. On Nov. 15 the network organization will announce a letter contest in which the public will be invited to submit letters of 100 words each, describing what NBC has meant to individual listeners. Daily prizes of five Model 10-K RCA sets, retailing at $150 each, will be awarded and the letters will be the basis of programs and announcements to be carried on the network.

Diverse Entertainment

FOR BOTH the foreign visitors and the out-of-town guests an extensive program is planned. The foreigners will be escorted by Fred Bate, NBC European representative who arrived from London Oct. 29, and by Dr. Max Jordan, NBC continental European representative who came over from his headquarters at Basle on Oct. 15.

With most of the foreign group here by Nov. 5, a luncheon will be given for them that noon in the Rainbow Room of the RCA Bldg., with Mr. Sarnoff and Mr. Lohr presiding. Another luncheon for them, with foreign diplomatic representatives and foreign newspaper correspondents also present, will be given in the Rockefeller Center Luncheon Club the next day as well as a television demonstration at 4 p. m. in the RCA Bldg.

On Nov. 7 the group will go to Princeton for a football game; on Nov. 8 they will visit West Point; on Nov. 9 they will be taken for a sightseeing tour of Manhattan, including a luncheon tendered by W. A. Winterbottom, executive vice president of RCA Communications Inc. Nov. 11 they will be taken by plane to Buffalo, Niagara Falls and Washington, attending a dinner at the Mayflower Hotel in the latter city at 8 p. m. with many high government officials present. Nov. 12 will be spent in sightseeing in Washington, with a luncheon at the National Press Club tendered by the Overseas Writers. A few of the delegates that day will be back in New York for a dinner at 8 p. m. by the New York chapter of the Institute of Radio Engineers, at which Raymond Braillard, head of the European radio control center at Brussells, will deliver a technical paper.

Gathered in New York Nov. 13, the foreign delegates will be tendered a farewell dinner at the Waldorf-Astoria Hotel, and next day they will visit the RCA Communications Inc. short and long-wave plant at Rocky Point, Long Island.

Throughout the celebration period, NBC will carry special programs over its networks commemorating NBC's progress.

Saturday, Nov. 7, from 8 to 9 p. m., the NBC-Blue network will pick up a concert by the glee clubs of Yale, Harvard, Princeton, Northwestern and Penn State and the bands of Michigan, Stanford, Pittsburgh and Illinois.

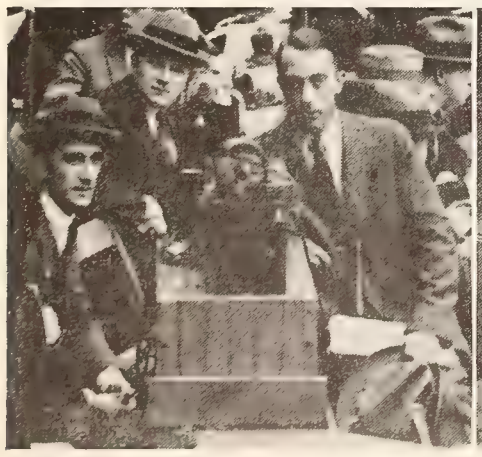
Salutes to NBC

SUNDAY, Nov. 8, from 3:15 to 4 p. m., the NBC-Blue network will carry a feature program including salutes from the *S. S. Normandie*, from a Navy submarine in the East River, from the Coast Guard base at New London, Conn., from a coal mine in Pittsburgh from the midtown tunnel, from atop Pike's Peak and from a fleet of planes at San Diego. This program will also feature a two-way conversation between the Boston-Providence *Comet* and the Hamburg-Berlin *Flying Hamburger*, two of the world's crack trains.

Monday, Nov. 9, NBC networks will carry the speeches from the big banquet in the Waldorf Astoria. Another program that day, time yet unscheduled, will be a dramatization of NBC's history titled *Ten Years in Retrospect*, written by James Costello and tracing the growth of NBC.

Wednesday, Nov. 11, Meredith Willson, NBC director of music for its western division, will dedicate his 10:30 to 11 p. m. program on NBC-Blue to the tenth anniversary, playing a program called *Dance Tunes of the Past Decade*. Over the same network the next night, 10 to 11, Frank Black, NBC musical director, will conduct the NBC Symphony in a salute.

These are only a few of the special programs planned, the planning still being under way as this was written. The big program climax will come Sunday, Nov. 15, at 9 to 10 p. m., when the NBC-Red network will carry *The World Salutes NBC*. Special four-minute programs arranged by the leading radio organizations abroad will be picked up via shortwave and rebroadcast, 15 countries participating.



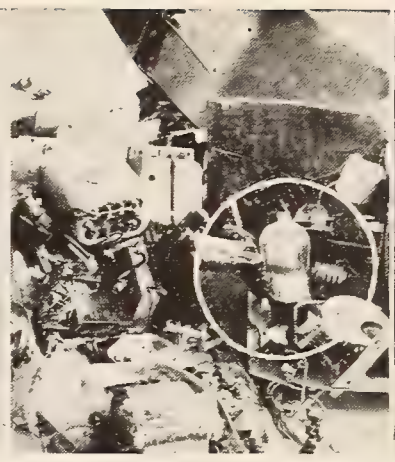






SPORTS AND SUCH — Historically famous is this first NBC World Series broadcast in New York in 1927, with Graham McNamee (without hat) at microphone. In November, 1933, doors of NBC's new studios in Radio City were opened. In third photo are Nelson Case and George Hicks broadcasting Army war maneuvers in 1935. At right is Hicks covering the Winter Olympic games staged at Lake Placid in 1932.





NBC EPOCHS—In December, 1931, NBC first broadcast opera from the Metropolitan (first photo) with Milton J. Cross (back), Herbert Liveridge, production expert (left), and Charles Grey, engineer. On the maiden voyage of the Normandie in 1935 were Alfred H. Morton, program department, George Hicks, announcer, and Alfred E. Jackson, engineer. In center are remains of NBC transmitter used in first National Geographic stratosphere flight in 1934 when the balloon ripped 11 miles in the air, and the broadcast was carried during the forced descent. Fourth photo shows Capt. Stevens and Anderson, last November, after their successful ascent. The two events are considered by many as the outstanding broadcasts in radio history. At right is Fred Shawn, NBC Washington executive, using the new NBC microwave transmitter at the 1936 Democratic convention. He is between Postmaster General and Mrs. Farley. The transmitter was used at other conventions.

Chronology of Major Broadcast Achievements of NBC in the Last Decade . . .

IN CELEBRATING its tenth birthday, NBC as the world's biggest broadcasting organization is really celebrating the history of radio. On Nov. 15, 1926, when NBC presented its inaugural program, radio was still classed by many as a novelty — perhaps a passing novelty. Today there is no longer any doubt about radio's importance as a social force in the fields of education, religion, science, news, politics, entertainment, industry, agriculture, the arts and international affairs. Broadcasting has become one of the country's most powerful instruments of public service.

Each of the 10 years since Nov. 15, 1926, has marked giant strides. Scientists, technicians and laboratory workers of NBC and its parent company, RCA, have perfected equipment, facilities and methods which have benefited the whole industry. NBC program officials and executives have built radio presentations which have spurred all of radio to a high pitch of competition.

Ten years—from an infant to a towering giant, and here is a chronological table of some of the highlights in NBC's career, each year marking a step forward:

1926

BEGINNING in January, the men who made NBC already had organization plans in motion. Experiments were going forward. New studios were being built. Broadcast lines were installed at the Yankee Stadium and the Polo Grounds, getting ready for the annual NBC broadcasts of the World Series baseball games in New York and elsewhere. WEAF and five other stations were hooked together on an experimental basis for a broadcast from Madison Square Garden.

Then, on Nov. 15, came the gala inaugural program. A Waldorf-Astoria ballroom was fitted up as a studio. Loudspeaker cones were installed, to reinforce the voices of the performers (shouting was often necessary before the microphone in those days). The musical portion of the program was headed by Dr. Walter Damrosch. Assisting him were Harold Bauer, pianist; Cesare Sodero, conducting a light opera company; Albert Stoessel, famous conductor; Mary Garden, soprano star of the Chicago Opera Company; and Titta Ruffo, baritone soloist of the Metropolitan Opera Company. The late Will Rogers contributed some of his inimitable cracker-barrel humor. Rogers' voice was relayed via wire from Independence, Kan., called "a startling innovation" in those days. Dr. Edwin Franko Goldman was there to conduct band numbers. Weber & Fields contributed comic skits, and there was music from dance bands led by Ben Bernie, George Olsen, Vincent Lopez and B. A. Rolfe.

In that same month, WJZ was made the key station of the NBC-Blue Network.

In December, programs were received from WRC in Washington for the first time on a network.

1927

ON NEW YEAR'S Day, NBC made the first pickup of the annual Rose Bowl football classic from Pasadena, Cal.

In June, NBC made radio's first multiple pickup when Lindbergh's arrival in Washington, after his nonstop flight to Paris, was broadcast from five widely separated points in Washington, D. C., on the same program.

In September, NBC covered its first prizefight "battle of the century" over an extended radio network—the Dempsey-Tunney fight. The network of 68 stations was the largest ever assembled up to that time.

1928

IN JANUARY, NBC presented the first program from the West Indies as President Coolidge opened the Pan-American Conference in Havana.

In June, NBC covered its first political conventions, radio listeners being able to hear the proceedings at which the Republicans chose Herbert Hoover and the Democrats Alfred E. Smith. An estimated 50,000,000 listeners heard the programs. The popular vote of 1928 rose 8,000,000 over that of 1924, and political leaders of the day attributed much of this increase to the broadcasts.

In October, NBC covered the maiden flight across the Atlantic of the *Graf Zeppelin.* As the Zeppelin reached this country her progress was reported over NBC networks from Washington, Philadelphia, Camden, Bound Brook, New York and Lakehurst, with a description of the landing and interviews with passengers and officials. The radio feat was described as the most unusual in broadcasting up to that time, a packback short wave transmitter having been used for mobile pickups.

1929

THE NEW condenser microphones, representing a vast improvement over older types, were turned over to NBC studios and put into use in January.

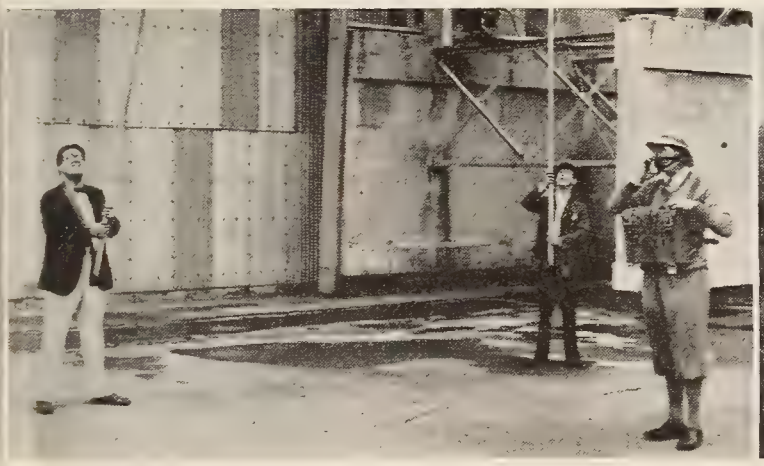
In February, NBC brought its first program from England. The reception was not comparable to foreign broadcasts of today, but the program aroused wide interest in the possibilities of radio. In this same month NBC inaugurated its first west-to-east programs with the premiere of the *Pacific Vagabonds*, from then on a regular feature. February also marked the broadcast of radio's first "special event" as the program type is known today. The program was called *Over and Under New York*, with pickups from the Fulton Street tunnel and an airplane. It was NBC's first pickup from the air. This month also marked the last general address of President Coolidge, delivered over NBC networks from Mountain Lake, Fla., at the dedication of the bird sanctuary built by the late Edward Bok.

In May, NBC broadcast the first Kentucky Derby, the program being handled through the Chicago office. Chicago a short time before had begun originating programs for NBC-Blue.

In August, NBC broadcast the sensations of a parachute jumper as he floated down to earth from a plane. A pack transmitter was used, having been successfully demonstrated on a big scale in describing the arrival of the Graf Zeppelin in 1928.

In October, NBC brought the first broadcast from Holland, and on Christmas Day radio heard its first international exchange program.

(*Continued on page 12*)





OLD AND NEW — In 1929 NBC covered arrival of the Graf Zeppelin with a crude portable outfit. G. W. Johnstone (at left in first photo) and William Burke Miller struggle with portable aerial as Floyd Gibbons talks into pack transmitter. In center photo are Miller (with hat) and Harold P. See, engineer, speaking for NBC from the Pan American Philippine Clipper in December, 1935, on its epochal flight to Manila. At right is the way NBC covered arrival of the dirigible Hindenburg at Lakehurst May 9, 1936, following its Transatlantic flight.

Chronology of NBC Achievements in Decade (Cont'd) . . .

Broadcasts were received from and transmitted to England, Holland and Germany.

1930

IN JANUARY, NBC set international broadcasting history by placing microphones in the British House of Lords at the opening of the important 1930 Five Power Naval Conference.

In March, NBC broadcast the first long-distance two-way conversation of its type when Admiral Byrd, in Dunedin, N. Z., talked to NBC officials over WGY, Schenectady.

In March, NBC established another "first" in a shortwave program from the *S. S. Europa* after that ship had broken the transatlantic speed record.

In April, the parabolic type of microphone was perfected and placed in service, allowing NBC to pick up crowd noises or focus on sounds from a distance.

In September, on the RCA Victor program, NBC made pickups from Boston, Portland, Me., New York, Washington, Jacksonville, Dallas, San Francisco, Portland, Ore., and Chicago—probably the first time this many pickups had been used on one program.

In October, NBC carried the first broadcast from Japan in a program which picked up the voice of President Hoover from Washington, Prime Minister MacDonald from London, and the Premier of Japan from Tokyo.

In December, NBC broadcast the first program from a submarine under the water, and the Christmas program that year was sent to and received from Tokyo, New York, Manila and Honolulu.

1931

NBC carried in January the address by Mussolini at the opening of Rome's new shortwave station.

In February, the voice of Pope Pius XI was heard in America over NBC as the Papal radio station, HVJ, was opened in the Vatican.

In August, the greatest number of performers up to that time took part in a broadcast from Soldiers Field, Chicago, with NBC carrying the Chicago-Landsic Festival, featuring 1,200 musicians and choruses of thousands of voices.

In October, NBC announcers were aboard on the first radio test flights off the American Clipper planes, forerunners of the *China Clipper*.

In December, as a tribute to Marconi, NBC broadcast a program which originated in 19 widely separated parts of the globe, marking the first time world broadcasting centers were connected in a single hookup. This month also featured an NBC broadcast of the eruption of Kilaua, in Hawaii, in which an NBC microphone was suspended from the lip of the crater. Music lovers were given a treat when NBC presented its first broadcast direct from the stage of the Metropolitan Opera, on Christmas Day.

1932

IN JANUARY, NBC presented another "first" when singers in New York and Los Angeles were accompanied by Paul Whiteman's orchestra from Chicago. A short time later NBC featured a rapid three-way conversation between New York, Chicago and Los Angeles, the first time it had been attempted. In the same month, Floyd Gibbons made what was probably the first broadcast from an actual war zone when he spoke over NBC networks from Manchuria.

In February, NBC covered the Olympic Winter Games at Lake Placid.

In June, NBC broadcast both the Republican and Democratic National Conventions.

In August, NBC made its first shortwave broadcast from a glider in air, and the following month made the first broadcast from Dr. Beebe's bathysphere, hundreds of feet underneath the sea.

In December the new ribbon, or velocity microphones, of a type still in use, were placed in operation in NBC studios.

1933

IN MARCH, the most intricate broadcast setup in radio history was used in describing the Inaugural Parade. Besides nearly a score of land lines, five shortwave transmitters were used in the seven-hour broadcast. German and English commentators described the parade for rebroadcast in their own countries. A short time later NBC inaugurated the policy of flashing news bulletins, interrupting regular programs when the bulletins were of sufficient importance.

In April, the crash of the dirigible *Akron* was covered from the NBC mobile unit, with the programs relayed by shortwave to NBC headquarters.

In July, NBC covered the Balbo flights from Italy, a flight by Wiley Post, and the flight by Mollison from England.

In November, NBC moved to new headquarters in Radio City, New York, the most modern broadcasting plant ever built. Looking to the future, ample studio and laboratory space was reserved for television, on which NBC scientists had been experimenting since 1926. From the opening day, NBC's Radio City studios became one of the outstanding points of interest in New York City, attracting thousands of visitors every year. Jolly Bill and Jane put on the first sustaining program from the new headquarters, and there were greetings from major countries throughout the world.

In November, NBC broadcast America's first important stratosphere balloon flight when a microphone was placed in the gondola of the craft used by Lieut. Comdr. T. A. W. Settle and Maj. Chester Fardney. On the flight there were pickups from the balloon, the field at Akron, O., New York, Chicago, Pittsburgh and Washington.

In December, the Christmas exchange program from abroad included Christmas bells from Bethlehem and programs from New York, London, Ireland, Bermuda, Canada, New Zealand, Australia, India and South Africa.

1934

IN FEBRUARY, NBC broadcast the funeral services for King Albert of Belgium, and the subsequent coronation of Leopold III.

In March, NBC presented an on-the-spot description of the Grand National at Aintree, brought to America via RCA facilities. In the same month, a singer in New York was accompanied by an orchestra in Buenos Aires through the use of two-way shortwave broadcasts.

In April, NBC microphones were aboard for broadcasts as the first streamlined trains were making their trial speed runs.

In May, NBC broadcast the *Passion Play* from Oberammergau. A short time later NBC presented a radio review of the opening of the Chicago Century of Progress.

In July, one of radio's most thrilling experiences occurred during the stratosphere flight of Captains Albert W. Stevens and Orvil A. Anderson in the U. S. Army Air Corps-National Geographic balloon. NBC was on the air from dawn until dusk, with the two airmen conversing with ground observers and describing the scene from the air. After rising more than 11 miles, the balloon ripped and the gondola plunged to earth, the balloonists saving themselves by leaping leaping in parachutes. NBC broadcast the flight exclusively, from the

In August, NBC broadcast funeral services for President Von Hindenburg in Berlin.

In September, NBC broadcast the launching of the *S. S. Queen Mary*, on-the-spot description of the *Morro Castle* tragedy, and complete reports of the America's Cup yacht races.

1935

IN JANUARY, NBC broadcast an on-the-spot description of the *S. S. Mohawk* disaster, including interviews with the survivors. This was take-off until the two airmen landed. followed in February with news broadcasts of the dirigible *Macon* crash in California.

In April, NBC broadcast the take-off of the *American Clipper* and the arrival at Honolulu on the epoch-making flight.

In May, there were complete programs from England on the Golden Jubilee of King George. Beginning late in May, NBC presented a series of programs from aboard the *S. S. Normandie*, making her record maiden run from France. The programs continued until the crossing was completed, being climaxed with a gigantic radio welcome in New York harbor.

In June, NBC broadcast the Baer-Braddock fight championship, carrying on an NBC tradition of exclusive coverage of the big fights.

In August, NBC staged the most extensive field broadcast hookup in radio history with its coverage of the army maneuvers at Pine Camp, N. Y. Personnel and equipment included 13 engineers, six announcers, four mobile units, and seven shortwave transmitters, one of which was in an Army airplane.

In September, NBC broadcast the Louis-Baer fight at Yankee Stadium.

In November, the world's altitude record for balloons was set when Captains Anderson and Stevens once more rose into the stratosphere, with an NBC microphone in the gondola of their balloon. During the 10-hour flight, NBC was in constant two-way communication with the balloon. Among the outstanding programs of the flight were two-way conversations from the balloon with the *China Clipper*, flying over the Pacific Coast; a shortwave conversation between London and the balloon; and a four-way conversation between the balloon, Chicago, New York, and Washington.

In December, NBC broadcast regular programs from aboard the *Philippine Clipper* on its two-way flight to Manilla and return. William Burke Miller, NBC program executive, and a winner of the Pulitzer prize in journalism, reported the progress of the flight over NBC shortwave equipment.

1936

IN JANUARY, NBC broadcast news from London of the death of King George, including the proclamation that the Prince of Wales was the new ruler. This was followed by a broadcast of funeral services for the sovereign.

In March, upstate New York and Pennsylvania were ravaged by floods. NBC used planes and boats, with shortwave transmitters aboard, in telling listeners just what was happening.

In April, NBC Announcer George Hicks described the annual Easter parade on Fifth Avenue over a tiny micro-wave radio transmitter so small that it was hidden in his silk hat. The transmitter was developed by NBC engineers after years of experimentation, and it was used for interviews and on the floor of the 1936 Socialist and Democratic National Convention. At the Republican Convention it was used in convention hotels and in interviews of delegates.

In May, NBC presented exclusive broadcasts of the flight to America of

(*Continued on page 78*)

European Officials On Inspection Tour

NBC Arranging for Study of American Radio Methods

ARRIVING in time to participate in NBC's tenth anniversary celebration, a large and distinguished group of European radio officials, headed by Robert Jardillier, French Minister of Communications, and Maurice Rambert, president of the International Broadcasting Union, will come to the United States to study American broadcasting methods and facilities.

NBC is making the arrangements for the visit, and is bringing its European representatives, Dr. Max Jordan and Fred Bate, over to this country to help guide the visitors. When the various sections of the party arrive in New York they will be greeted by Lenox R. Lohr, NBC president, and Dr. Jordan and Mr. Bate.

The group is coming under the auspices of the International Broadcasting Union at Geneva, to which Mr. Lohr issued the invitation. The first delegation arrived from Sweden on the *S. S. Gripsholm* Oct. 25; M. Jardillier and M. Rambeau will arrive on the *S. S. Champlain* Nov. 4, and the remainder of the group will arrive on the *S. S. Europa* Nov. 5.

To Visit Several Cities

THE VISIT of the foreign officials will last for two weeks, during which time they are expected to inspect radio facilities in New York, Washington, Chicago, Buffalo and possibly other cities. Following is a listing of the delegates who have already accepted, some of whom will be accompanied by their wives:

Robert Jardillier, French Minister of Communications; Maurice Rambert, president, International Broadcasting Union; Arthur R. Burrows, secretary-general, International Broadcasting Union; Raymond Braillard, head of European Radio Control Center, Brussels; Mr. and Mrs. Gladstone Murray, general manager, Canadian Broadcasting Commission (now in Ottawa); Erich Von Kunsti, program director, Austrian Broadcasting Co.; Dr. and Mrs. Ladislav Sourek, president, Czechoslovakian Broadcasting Co.; Chamberlain C. Lerche, president, Danish Broadcasting Co.; Kay Christiansen, chief engineer, Danish Postoffice Department; M. Pellenc, inspector-general, French Broadcasting Co.; Mr. and Mrs. Emile Bremond, secretary-general, French State Broadcasting; Dr. Kurt von Boeckman, head of foreign department, Reichs-Rundfunk Gesellschaft; Dr. Werner Nestel, engineer in charge of foreign relations, Reichs-Rundfunk Gesellschaft; L. W. Hayes, engineer in charge of foreign relations, British Broadcasting Corp.; Dr. B. Vanderpol, chief engineer, Philips Co., representing Dutch broadcasting industry; Dr. and Mrs. Chiodelli, general manager, Italian Broadcasting Co.; Roman Starzynski, general manager, Polish Broadcasting Co.; S. Karaffa-Kraeuterkraft, secretary-general, Polish Broadcasting Co.; Dr. Carl Anders Dymling, general manager, Swedish Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Ivo Stern, director, Zagreb Station, representing Yugoslavia; Mr. and Mrs. Arthur Gvozdanovic, vice president of Yugoslavian Broadcasting Co.

RCA Celebrates: So Does NBC, Its Proudest Offshoot

Candid portraits of RCA and NBC executives during dinner celebrating the 30th anniversary in radio of David Sarnoff, president of RCA and chairman of the board of NBC.

1. David Sarnoff, RCA president, and Maj. Gen. James G. Harboard, RCA board chairman; 2. C. H. Taylor, engineering vice president, RCAC, and James R. Sheffield, member of RCA board; 3. E. J. Nally, member of RCA board, J. deJara Almonte, NBC evening general manager, and C. H. Taylor; 4. E. T. Cunningham, president, RCA Mfg. Co.; 5. W. A. Winterbottom, vice president and general manager, RCAC; 6. George DeSousa, RCA treasurer; 7. Courtland Smith, Pathe Film Exchange, and Lenox R. Lohr, NBC president; 8. M. H. Aylesworth, chairman of board, RKO, and former NBC president; 9. David Rosenblum, NBC vice president and treasurer; 10. George K. Throckmorton, executive vice president, RCA Mfg. Co., and William G. Van Schmus, manager, Radio City Music Hall; 11. Niles Trammell, NBC Chicago vice president; 12. Walter Damrosch, NBC music counsel and Vladimir K. Zworykin, RCA television scientist; 13. H. A. Sullivan, RCA comptroller; 14. Alfred H. Morton, NBC program department manager; 15. J. T. Clement, RCA Washington vice president; 16. John Royal, NBC vice president and L. M. Clement, engineering vice president, RCA Mfg. Co.; 17. Mark Woods, NBC assistant executive vice president; 18. L. B. Morris, general counsel, RCA Mfg. Co.; 19. O. B. Hanson, NBC chief engineer, and Dr. C. B. Jolliffe, engineer in charge, RCA Frequency Bureau; 20. Judson Sayre, assistant to president, RCA Mfg. Co.; 21. Frank Black, NBC musical director; 22. E. P. H. James, NBC promotion director; 23. C. J. Pannill, pres., Radiomarine Corp.; 24. W. S. Fitzpatrick, RCA Institutes.

Census Bureau Completes Radio Study

Analyzes Nationwide Broadcast Data on Basis of Returns Obtained From 561 Commerical Stations

COMPLETE results of the U. S. Census Bureau's Census of Broadcasting, conducted under direction of C. H. Sandage, chief of the Bureau's division of communications, have been released, in addition to the first final returns as announced in the Aug. 1 issue of BROADCASTING. The tabulation was part of the government's census of business, conducted biennially.

Data in the census returns cover the year 1935 and were collected last winter and spring. First results were published during the spring in BROADCASTING, the data covering separate regions. The Census Bureau explains in announcing its final report that "the data presented here represent the first complete measure of the extent and character of the radio broadcasting business in the United States."

Of the 564 commercial stations, figures were received from all but three, and they were small stations in separate regions. Complete data on a breakdown of total revenue from the sale of nonnetwork time between national and regional spot and local were obtained from 93.3% of all stations. A further breakdown by type of rendition was obtained from about half of the stations.

Total Radio Receipts

TOTAL net revenue of stations for 1935 was $86,492,653, as announced in BROADCASTING Aug. 1. The major source of revenue was from sale of time, which accounted for $79,617,543, or 92.1% of the total, the remainder coming from sale of talent and other sources. Network time sales mounted to $39,737,867 and individual station sales were $39,879,676.

The Census Bureau has analyzed time sales and employment data in relation to size of community, power, network affiliation and other factors.

"It is natural," says the Bureau, "that low-power stations should constitute the bulk of broadcast stations in the United States. If this were not so under the present technical limitation of broadcasting, either the number of stations would of necessity be reduced or time on the air would be shared by a number of stations. Consequently the 238 stations operating with a minimum power of 100 watts or less constituted 42.8% of all commercial broadcast stations. These did only 11.4% of the total business.

"There were 37 stations in the 200 and 250 watt group (only two operated with 200 watts power). The number in this group represented 6.6% of the total and did 2.7% of all station business. In the next group, for the most part 500 watters, were 94 stations, or 16.9% of the total number and they did 13.5% of the total business. Thus the stations operating with a minimum power of less than 1,000 watts represented two-thirds (66.3%) of all stations, but did only slightly more than one-fourth (27.6%) of the total business." [See table on time rates by power groups].

"It is interesting to note," the report continues, "that as power increases the relative importance of local advertising decreases. Stations with power of less than 1,000 watts accounted for only 27.6% of total station time sales, but for 42.1% of time sales to local advertisers. Stations with 50,000 watts or more accounted for only 16.1% of the local business although they did 32.4% of all business.

Smaller Stations

"MORE than one-half (55.5%) of all radio stations did less than $50,000 of business each in 1935. These stations accounted for only 11.8% of all 1935 stations business. Thirty of these stations, however, operated less than 12 months in 1935. Considering only those stations that operated during the entire year, 53% received less than $50,000 annual revenue.

"Stations with low revenue received most of their business from local advertisers. Those in the less than $50,000 group accounted for 20.3% of all local advertising revenue. Of the total business of these stations, 85.1% was from local advertisers.

"Stations with low revenue were, in general, stations with low power. Thus, of the 309 stations with less than $50.000 revenue, 208 operated with 100 watts, 72 with 101 to 999 watts, 25 with 1,000 to 4,999 watts, and four with 5,000 watts or more. Only 25 of these stations were affiliated with a network.

"'Revenue per station increased with the size of the community, the 111 stations (19.7% of total) located in the 17 cities of 400,000 population and over doing 51.9% of all station business, the Bureau found. More than a fourth (27.6%) of all commercial stations were located in communities of less than 25,000 but they received just 5.6% of the total station revenue. Two-thirds of these locals operated with 100 watts or less and only 13.6% had power of 1,000 watts or more.

"It should be noted that the lower power stations obtain the bulk of their revenue from local advertisers regardless of the size of the community in which they operate," said the Bureau. "The relatively higher amount of local advertising of stations under 5,000 watts power operating in cities with a population of 400,000 or over is probably due to the fact that most of such stations were not affiliated with a network.

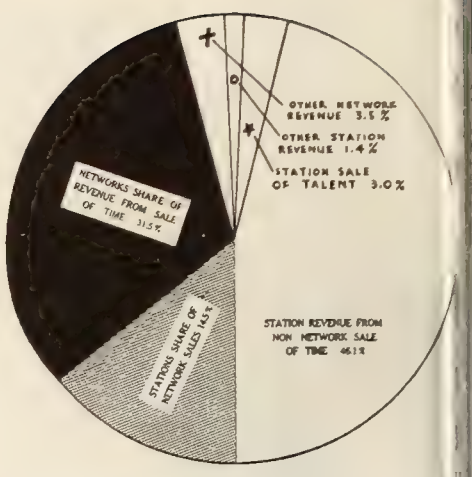
"The figures for 101 - 999 watt stations in cities with population of 100,000 to 399,999, represented 22 affiliated and 21 non - affiliated stations. The 22 affiliated stations did 73.6% of the business of the 43 stations. Local advertising of the 22 affiliated stations represented 51.7% of their total business and 72.7% of their non-network business. The 21 non - affiliated stations received 90.5% of their total time sales revenues from local advertisers.

Rendition Figures

"THERE were 289 broadcast stations, or 51.8% of the total, that provided a breakdown of local advertising revenue by type of renditions. These stations did $13,393,000 of local business in 1935, or 51.5% of all local business.

"Mechanical rendition was not particularly popular with those local advertisers included in the above sample. Transcriptions accounted for only 11% and records only 9.9% of the total sample. Announcements, with 42.3%, was first and programs, with 36.8%, second.

"The relative importance of different types of rendition varied with different power groups and with network affiliation. As power increased both programs and transcriptions tended to increase. Announcements were most popular on the lower powered stations, representing from 40 to 49 per cent of all local business done by the respondents. For those stations with the highest power rating, announcements constituted only 26.6% of local business. The relative position of transcriptions increased and records decreased with power increase."



REVENUE—Net income of broadcast stations is shown by percentages on this pie chart, drawn up by the U. S. Census Bureau. Main source is non-network sale of time, which is 46.1% of the total.

Number and Average Weekly Wage of Full-Time Employes by Power Groups

Power in Watts	Executives & Supervisors No.	Executives & Supervisors Wkly. Wage	Office & Clerical No	Office & Clerical Wkly. Wage	Technicians No.	Technicians Wkly. Wage	Artists No.	Artists Wkly Wage	Announcers No	Announcers Wkly Wage	Other No.	Other Wkly. Wage
UNITED STATES.	1,127	$75	2,035	$24	2,360	$35	1,999	$41	1,556	$29	1,210	$36
100 or less.....	318	52	335	19	497	25	211	21	452	22	314	24
101—999.....	263	63	368	23	463	32	312	29	357	27	261	32
1,000—4,999.....	328	89	621	23	683	34	799	36	462	30	361	40
5 000—9,999.....	38	86	64	30	95	41	56	40	51	33	58	35
10,000—49.999.....	41	70	76	21	91	40	53	34	45	35	40	50
50,000 and over.....	139	117	576	29	531	48	568	63	189	44	176	50

Broadcast Station Time Sales by Network Affiliation and Power

(All dollar figures expressed in thousands)

Affiliation and Power in Watts	No. Sta.	Total Amount	Total % of Total	National and Regional Network	National and Regional Non-Network	Local Amount	Local % of Total
UNITED STATES.....	557	$52,325	100.00	$12,522	$13,799	$26,004	100.00
100 or less.....	238	5,986	11.44	218	540	5,228	20.10
101—999.....	131	8,466	16.18	1,371	1,366	5,729	22.03
1,000—4,999.....	126	16,702	31.92	4,242	3,546	8,914	34.28
5,000 and over.....	62	21,171	40.46	6,691	8,347	6,133	23.59
Network Affiliation.....	194	38,999	74.53	12,522	11,893	14,584	56.08
100 or less.....	17	885	1.69	218	110	557	2.14
101—999.....	42	4,770	9.12	1,371	911	2,488	9.57
1,000—4,999.....	77	12,942	24.73	4,242	2,964	5,736	22.06
5,000 and over.....	58	20,402	38.99	6,691	7,908	5,803	22.31
No Network Affiliation...	363	13,326	25.47		1,906	11,420	43.92
100 or less.....	221	25,101	9.75		430	4,671	17.96
101—999.....	89	3,696	7.06		455	3,241	12.47
1,000—4,999.....	49	3,760	7.19		582	3,178	12.22
5,000 and over.....	4	769	1.47		439	330	1.27

Time Sales by Size of Community and Power

(All dollar figures expressed in thousands)

Size of Community and Power	No. Stations	Total Amount	Total %Total	National and Regional Amount	National and Regional %Total	Local Amount	Local %Total
UNITED STATES.....	557	$52,325	100.00	$26,321	100.00	$26,004	100.00
100 watts or less.....	238	5,986	11.44	758	2.87	5,228	20.10
101—999 watts.....	131	8,466	16.18	2,737	10.40	5,729	22.03
1,000—4,999 watts.....	126	16,702	31.92	7,788	29.59	8,914	34.28
5,000—9,999 watts.....	16	1,902	3.63	837	3.18	1,065	4.10
10,000—49,999 watts.....	13	2,298	4.39	1,415	5.38	883	3.40
50,000 and over.....	33	16,971	32.44	12,786	48.58	4,185	16.09
Under 25,000 Population..	154	2,909	5.56	729	2.77	2,180	8.38
100 watts or less.....	102	1,285	2.46	125	.47	1,160	4.46
101—999 watts.....	31	683	1.31	115	.44	568	2.18
1,000 and over.....	21	941	1.79	489	1.86	452	1.74
25,000—49,999 (Pop).....	76	2,510	4.80	731	2.78	1,779	6.84
100 watts or less.....	44	1,034	1.98	175	.66	859	3.30
101—999 watts.....	15	360	.69	90	.34	270	1.04
1,000 and over.....	17	1,116	2.13	466	1.78	650	2.50
50,000—99,999 (Pop).....	75	4,495	8.59	1,747	6.64	2,748	10.57
100 watts or less.....	34	1,187	2.27	222	.84	965	3.71
101—999 watts.....	17	732	1.40	212	.81	520	2.00
1,000—4,999 watts.....	17	1,291	2.47	613	2.33	678	2.61
5,000 and over.....	7	1,285	2.45	700	2.66	585	2.25
100,000—399,999 (Pop.)...	141	15,248	29.14	7,848	29.81	7,400	28.46
100 watts or less.....	34	1,203	2.30	187	.71	1,016	3.91
101—999 watts.....	43	3,530	6.74	1,343	5.10	2,187	8.41
1,000—4,999 watts.....	42	5,754	11.00	2,994	11.37	2,760	10.61
5,000—9,999 watts.....	7	638	1.22	310	1.18	328	1.26
10,000—49,999 watts.....	4	890	1.70	505	1.92	385	1.48
50,000 and over.....	11	3,233	6.18	2,509	9.53	724	2.79
400,000 and over (Pop.)...	111	27,163	51.91	15,266	58.00	11,897	45.75
100 watts or less.....	24	1,277	2.44	49	.18	1,228	4.72
101—999 watts.....	25	3,161	6.04	977	3.74	2,184	8.47
1,000—4,999 watts.....	34	7,848	15.00	3,358	12.75	4,490	17.20
5,000—9,999 watts.....	3	663	1.27	240	.91	423	1.63
10,000—49,999 watts.....	5	1,186	2.26	749	2.84	437	1.68
50,000 and over.....	20	13,028	24.90	9,893	37.58	3,135	12.05

POWER where you REALLY need it!



★ To make radio advertising pay, the experienced user of time selects facilities with a careful eye to the nature of each market.

To reach listeners in limited metropolitan areas, you CAN get along with low-power outlets. But to reach listeners in Iowa, super-power is essential.

Geographically, Iowa is a broad market, over 200 miles north to south, over 300 east to west. No single city dominates it. Des Moines, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state, flows through a score of trading centers. The map shows these trading centers of 10,000 or over, in the listening area of station WHO, each center being important to the radio advertiser.

Instead of attempting to cover all these markets with smaller stations, it is far more effective and economical to cover them with the ONE station that can do the job single-handed—the ONE station to which all Iowa listens—Station WHO.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

NOTE: WHO's power of 50,000 watts is at least 50 times the evening power of any other Iowa commercial station.

Knox Applications Again Before FCC

Reopening of Schenectady and Binghamton Cases Sought

REOPENING of the Knox Broadcasting Co. case, surrounding competitive applications for facilities in Schenectady and Binghamton, N. Y., and into which was drawn the so-called "Willard Hotel" incident involving charges of "bribery", is sought in a pleading now before the FCC Broadcast Division. A third application for the same facilities by new interests also has been filed.

Knox, on Oct. 14 filed with the FCC a petition to reconsider and grant its application for a new 1,000 watt station on the 1240 kc. channel with 1,000 watts power and unlimited time. It also asked the FCC to waive its rule governing the filing of petitions for reconsideration, since the time had expired several weeks ago.

The same facilities had been sought by WNBF, Binghamton, N. Y. local, which had asked for a change in assignment. Both applications had been denied by the FCC following the sensational developments of early this year, in which was involved a Department of Justice investigation of an alleged conversation in the Willard Hotel, Washington, wherein claims were purportedly made of "passing money" to get radio facilities. The whole incident was later branded officially by the Department as based on irresponsible "drunken conversation".

On Oct. 20 an application was filed by the Citizens Broadcasting Corp., of Schenectady, a new corporation, for the identical facilities requested both by Knox and by WNBF. The application disclosed that principals are DeWitt C. Mower, Schenectady realtor; Emanuel J. Rosenberg, of New York, vice president and general manager of Transamerican Broadcasting & Television Corp., and John L. Clark, New York, president of Transamerican. Each would hold one-third interest. On behalf of the latter two, it was stated Oct. 28, their interest was purely that of financial backers of the venture.

It was expected that counsel for WNBF would file a pleading in connection with the Knox petition for reconsideration, but no such petition had been received up to Oct. 30. The Broadcast Division has deferred consideration of the Knox petition until WNBF files its own pleading within the specified time limitations.

The Knox petition brought out that last June, after a hearing and after a favorable report recommending granting of its application, the FCC denied it, citing that objectionable interference would be caused to existing stations and that the applicant did not propose to make such use of a regional frequency as would warrant a grant. WNAC, Boston, it added, was the station referred to as likely to be interfered with. Since the denial, said the petition, Shepard Broadcasting Service Inc., operating WNAC, has given its written consent to the grant.

Athough WXYZ, Detroit, would seriously limit the normal service area of the proposed new station, continued the petition, "the fact remains that the proposed station would render satisfactory and interference-free service to many thousands of listeners in Schenectady, and Albany, N. Y., and immediate vicinity, without in turn in any way interfering with the service rendered by station WXYZ."

The Knox Co., the petition added, is controlled by James E. Knox, president of the Knox Geletine Co., Johnstown, N. Y., who was said to have assets exceeding $1,000,000. The petition was signed by Leonard L. Asch, as president of Knox Broadcasting Co. Inc.

Combined Time Sales of Major Networks Rise 12.3% for New September Record

NETWORK billings of NBC, CBS and MBS for the first nine months of 1936 totaled $39,433,120, an increase of 12.3% over the same period last year. With receipts running about $5,000,000 a month, an aggregate of more than $50,000,000 for network time is assured for 1936, surpassing 1935's total by several millions.

Nine-month totals released by the networks show that CBS revenue was $15,550,070, an increase of 28.5% over the same period in 1935; the combined NBC networks billed $23,800,143 or a 4.3% increase; MBS booked $1,294,904, a gain of 47.8%.

During September NBC-Red billed $1,993,371, a record for this year. NBC-Blue reported September receipts of $893,266. The combined NBC-Red & Blue figure was $2,886,637, a 33.4% increase over the same month last year. CBS recorded a 69.2% gain over September, 1935, with receipts of $1,838,932. MBS sales for the month were $168,919, a 103.8% gain over September, 1935, directly traceable to the Father Coughlin Saturday afternoon half-hour series which is billed through the MBS sales department.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1,60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,46.
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
			MBS			
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....
August		122,065	69.	72,076	.....	.....
September		168,919	103.8	82,907	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Studebaker Amends

STUDEBAKER Corp., South Bend, Ind. (autos) and subsidiaries have agreed with the Federal Trade Commission to revise advertising claims about deferred payments, which allegedly created a false impression by inferring that a simple interest rate of 6% was charged on deferred and unpaid balances.

WMCA Augments Staff

SEVERAL additions to the staff of WMCA, New York, key of the Intercity System, were announced Oct. 28 by Donald Flamm, president. Hines Hatchette formerly radio director of Moss Associates, New York, has joined the sales staff. Hal Janis, sports editor, has renewed his contract for another year and will supervise the new daily news program which made its debut Oct. 30. Emanuel Denby has been added to the staff to handle the news for the program and will be in direct charge of the 48 high school correspondents in greater New York. In addition WMCA is inaugurating a roving reporter assignment for Miss Franke Basch and Martin Starr, new staff additions, who will cover news events and give eyewitness accounts.

CHAMPION COAL Co., Pittsburgh, through Walker & Downing, Pittsburgh, is planning to place a series of WBS announcements.

KDKA's 16th Birthday

WITH a new 710-foot vertical radiator now under construction for KDKA, Pittsburgh, Westinghouse E. & M. Co. on Nov. 2 will celebrate the 16th anniversary of the founding of that station, which it claims is the pioneer of American broadcasting. KDKA went on the air Nov. 2, 1920, to broadcast the Harding-Cox election returns and has been on the air continuously since that time under the same call letters issued Oct. 27, 1920. Its new radiator, its engineers claim, will be the most efficient of its type in the world.

50 Kw. Dallas Station Opposes Kansas Grant

AN APPEAL from the decision of the FCC Broadcast Division on Oct. 6 granting the application of the Pittsburg Broadcasting Co. for a new daytime station in Pittsburg, Kan. to operate on the 790 kc. channel, was filed in the U. S. Court of Appeals for the District of Columbia Oct. 27 by WFAA Dallas 50,000-watt station operating on the adjacent clear channel of 800 kc. Simultaneously, WFAA asked the court to grant a stay order which would restrain the FCC from allowing the building of the new 1,000 watt station until the appeal was adjudicated.

In support of its appeal, WFAA through its attorneys, Philip G. Loucks and Arthur W. Scharfeld, contended that objectionable interference would result to WFAA by the adjacent channel operation; that a large rural audience would be deprived of WFAA service and that there is no need for additional facilities in the Pittsburg, Kan. area of the type proposed where establishment of the service would impair that rendered by WFAA.

In asking for the stay order, WFAA said that if the new station is permitted, a substantial investment in WFAA will be seriously impaired; the good service area of WFAA will be severely restricted; that a large rural area will be deprived of satisfactory service not available from any other source; that objectionable interference will be cause, and that WFAA will be precluded from taking advantage of developments in the broadcasting art with respect to the use of 500 kw.

Plymouth Plans Spots

PLYMOUTH MOTOR Co., Detroit, a Chrysler division, will launch a series of transcriptions on a large number of stations to promote the 1937 models to be announced in November. J. Sterling Getchell Inc., New York, has the account.

STANLEY G. BOYNTON, former sales promotion director of WJR, Detroit, who recently went into the agency field in that city, has consolidated his accounts with those of the Charles A. Mason agency, Detroit, with offices in the David Stott Bldg., Detroit.

NBC will broadcast its *Tenth Anniversary Salute* to all its 101 associated stations on Saturday, Nov. 7, 12 midnight to 1. a. m.

Summer Slump Thing of Past As Time Sales Resist Trend

Usual Warm Weather Letdown of Former Years Is Avoided; Sales a Fourth Above 1935 Period

A DEFINITE end has been put to the summer slump of broadcast advertising, it was revealed in statistics for August advertising volume released by the National Association of Broadcasters. Radio advertising in August declined but 3.1% from the July level, or 11% less than during the corresponding period of 1935.

The August trend was in keeping with that exhibited during the preceding month, when a decline of 9.1% was experienced from the June level as compared to one of 11.1% during the corresponding period of 1935. Total broadcast advertising (gross time sales) during the months of July and August, and the eight-month cumulative volume are found in the following table:

	July	*August*	*Cumulative Jan.-Aug.*
		(in dollars)	
National net	3,832,320	3,776,885	35,791,181
Regional net	113,705	114,990	873,168
Natl. non-net	1,661,200	1,518,200	14,707,260
Local	1,625,000	1,584,600	13,657,470
Total	7,232,225	6,994,675	65,029,079

Broadcast advertising during the two months remained considerably above that of the corresponding period of the preceding year. Gross time sales in July were 23.4% above those of the corresponding month of 1935 while those of August were 24.1% above last year.

Summer Increases

GAINS during July were as follows: National networks, 20.9%; regional networks, 23.4%; national non-network advertising, 28% and local broadcast advertising 26.6%. August gains in the national network field were 28.5% over the preceding year. Regional network volume increased 38.6%, and local broadcast advertising 25.0%. National non-network business experienced the smallest increase in August, rising but 12.7%.

Broadcasting still compares favorably in rate of gain with other media. August national magazine volume rose but 15.2% and newspaper lineage increased 9.8% as against the 24.1% gain on the part of radio. National farm paper volume, however, made a better showing, increasing 38.5%.

Local and regional stations continued to show the greatest strength in non-network broadcast advertising during the summer, declines occurring in the clear channel and high powered regional field. The latter tendency was due principally to maintained network volume.

Southern non-network advertising was particularly strong during the summer, August volume being nearly twice that of the preceding year.

In the national non-network field, transcription volume tended to be strong in July, rising 27% above the previous year's level, but tapered off to a 7.1% gain in August over the corresponding period of 1935. The principal increase of interest in the national field during the latter month was a marked rise in announcement volume.

Local broadcast advertiser use of transcribed programs continued upwards, increasing 63.3% as compared to the previous August. The only increase of significance in the rendition field was a 9.6% decrease in national live talent volume. This was the first time in many months in which national live talent business has been less than that of the corresponding period of the preceding year.

Considerable strength was shown during the summer months on the part of many of the advertiser groups sponsoring radio broadcasting. Automotive advertising continued strong during July, though falling below the 1935 level in August in all fields with the exception of local advertising which registered a gain of 53.1%. Food advertising continued strong over all portions of the medium.

Local clothing advertising remained at a high level throughout both July and August.

National network beverage, confectionery, household equipment, and radio set advertising also experienced marked gains over the level of the previous summer.

Department store advertising in August was 9.7% greater than in July and 18.3% above that of August, 1935.

NBC Station Sales Up

WITH September revenues of $305,208 reaching a new high record of 81% over those of September, 1935, the 15 NBC-owned and managed stations reported on Oct. 20 that total spot and local time sales for the first nine months of this year have exceeded those for the entire year 1935. The figures, however, were released only for the first six months of this year, with comparisons with the preceding year. Total national spot and local revenues of the 15 NBC stations during the first six months of 1936 amounted to $1,792,317 as compared with $1,121,320 during the same period of last year, an increase of 60%.

More Than Half of 1936 Network Time Is Bought by Drug and Food Industries

FOR THE first nine months of 1936 the drug and food industries accounted for more than half the total time bought on NBC and CBS networks, their total being $21,506,890. The tobacco industry was the next largest customer with $3,465,644. Other industries spending more than a million dollars during the January-September period were: Automotive $3,437,491; petroleum $3,090,362; laundry soaps $2,221,188; miscellaneous items including political broadcasts $1,269,626; confectionery $1,153,672.

Both NBC and CBS reported slight losses in the drug industry billings, showing the effect of the policies inaugurated last year barring laxatives and other similar products. CBS drug revenues declined 10.3%, NBC, 3.7%. Accounts that signed off CBS during 1935 and 1936 were Jad Salts, Ex-Lax, Feen-A-Mint, California Syrup of Figs, Fletcher's Castoria, Eno Salts. With the exception of the last two items the products are being broadcast via transcriptions, with Mutual carrying the Feen-A-Mint program.

A number of automobile sponsors new to radio inaugurating programs this autumn. Already billings are ahead of 1935 by a wide margin and for the first time in radio history the "big three" General Motors, Ford, and Chrysler, are all using one or more network programs. In the petroleum field Atlantic Refining Co. is the newcomer responsible for the jump in CBS figures.

While Colgate-Palmolive-Peet programs from the NBC to CBS last January, the increased radio expenditure of Procter & Gamble for addition programs on NBC-Blue network more than offset this loss. In the tobacco field CBS has leads with Chesterfield, Lucky Strike and Camel cigarettes and Dills Best and Model smoking tobacco.

Expenditures on NBC & CBS network facilities by industries:

	NBC		*CBS*	
Industry	*Nine Months 1936*	*Nine Months 1935*	*Nine Months 1936*	*Nine Months 1935*
Drug	$7,741,733	$8,045,367	$3,489,808	$3,893,259
Food	6,841,437	7,527,501	3,433,912	2,106,875
Automotive	1,940,603	1,127,528	1,496,888	1,633,439
Petroleum	1,896,851	1,801,182	1,193,511	740,653
Laundry Soaps	1,453,705	1,445,504	767,483	304,530
Tobacco	1,185,717	968,960	2,279,927	1,405,982
Miscellaneous	637,552	132,643	632,074	29,594
Radio	420,940	292,515	542,150	419,850
Financial	237,398	326,486	------	------
Paint	212,618	3,328	80,150	149,482
Stationery	193,224	15,744	------	300,543
Building	181,839	173,525	------	12,546
Confectionery	140,786	292,444	1,012,886	582,473
Clothing	137,521	239,250	------	10,111
Office Equipment	132,096	------	261,800	105,004
House Furnishings	127,317	101,186	177,816	335,258
Jewelry	110,300	37,537	500	------
Machinery	59,862	------	36,990	8,494
Schools	58,752	31,044	------	------
Shoe	54,002	------	32,705	53,210
Travel	26,640	44,680	------	1,470
Brewing	9,250	209,939	111,570	------
Garden	------	15,048	------	6,152
Sporting Goods	------	------	------	------
Totals	$23,800,143	$22,830,411	$15,550,070	$12,098,925

Radio Series Used By Republic Steel To Obtain Dealers

Sixty-Station Campaign For Its Fences Begun in Midwest

TO ANNOUNCE its entry into the farm field, with a line of farm fence, barbed wire, studded "Y" posts, metal roofing and similar products, Republic Steel Co., Cleveland, is broadcasting two daytime programs weekly over 60 Midwest stations, covering the farm country from Minnesota to Arkansas and from Indiana to Nebraska, and is using space in a dozen farm magazines. The program is a 15-minute WBS transcription, titled the *Musical Almanac* and features Sally Foster, songstress, the Maple City Four, and Vic Smith, radio philosopher and commentator.

The *Republic Musical Almanac* has a dual purpose, according to R. G. Simmons, radio director of Meldrum & Fewsmith Inc., Cleveland agency in charge of Republic advertising. "We were up against the immediate necessity of securing dealers for this account," Mr. Simmons said, "and it was decided that radio could be a big help to Republic in securing actual dealers.

Drawing Dealers

"IN OTHER WORDS, in addition to using radio and farm papers to reach the consumer, we figured that the addition of local stations to this campaign would prove interesting enough to dealers to have them want to tie in with Republic. While the program has been running only two weeks, I think our idea in this respect is working out and the local radio stations will play an important part in advising the trade of Republic's entry into this field.

"We are offering as a prize to 400 listeners each week a saucepan made of Republic's Endura stainless steel for the best thought of the day, verse or joke. We are offering a photograph of the complete cast of the program to anyone writing in."

The program is being merchandised to the trade with broadsides describing the campaign in detail. Mats and photos of artists are available for use on radio pages of local newspapers. The stations are KELD, KUOA, KFPW, KTHS, KBTM, KLRA, KOTN, KCMC, WJBC, WCAZ, WLS, WJBL, WMBD, WTAD, WROK, WCBS, WDZ, WHBU, WTRC, WOWO, WIRE, WFBM, WLBC, WSBT, WBOW, WMT, KRNT, WHO, KSCJ, WOC, WKBB, KFJB, KFNF, KMA, KGDE, WCCO, KSTP, KROC, KMOX, KMMJ, KGFW, KFAB, WJAG, WOW, KFYR, WDAY, KFJM, KLPM, KABR, KGDY, KSOO, KWTN, WNAX, KFIZ, WTAQ, WCLO, WKBH, WIBA, WOMT, WTMJ, WHBL.

Max Factor Foreign Discs

MAX D. FACTOR Co., Hollywood (cosmetics) has transcribed 52 musical programs with film stars for Latin American countries. Studios of Recordings Inc., were used. The distribution to stations in more than a score of Spanish speaking countries will be handled by the sponsor's sales department.

KFRU
Operating on
630 Kilocycles
1000 Watts
500 Watts Nighttime



KFRU
COLUMBIA, MO.
is owned and operated by The ST. LOUIS STAR-TIMES PUB. CO.

REACHING A POTENTIAL RETAIL SALES MARKET OF OVER $75,000,000

. . . . a Copy of "K F R U Reaches a $75,000,000 Market," Is Yours for the Asking . . . Address K F R U, Columbia, Mo.

or

National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo.	Chicago	New York
1329 Baltimore Ave.	1530 Mather Tower	250 Park Ave.

A Sales Message Over K F R U Covers the Center of Missouri

NAB Public Domain Library To Begin Soon, Says Baldwin

Announces 100 Hours Will Be Recorded Eventually; Claims Clearance of 1,600 Musical Selections

ANNOUNCEMENT of plans to begin recording a library of 100 hours of public domain music was made Oct. 23 by James W. Baldwin, NAB managing director, in a letter to his membership.

Being the long-awaited first step in Mr. Baldwin's three-phase plan for a Bureau of Copyrights within the NAB, Mr. Baldwin informed his membership of 400 stations that 16,000 public domain compositions already have been catalogued and will be available for conversion into the 100-hour transcription library. He said that a sample one-hour series will be sent to member stations. This probably will not go out for six weeks or two months.

The public domain library is the product of Edward J. Fitzgerald, who last June was appointed director of the Bureau of Copyrights within the NAB. He has been searching the Library of Congress files and has procured clearance of the 1,600 numbers which, Mr. Baldwin estimates, will make up the 100-hour complement. Special arrangements of these numbers are being made under Mr. Fitzgerald's supervision.

Offered on Cost Basis

In his letter, Mr. Baldwin asked stations to notify him whether they use lateral or vertical transcription reproducing units, so as to gauge the number of pressings to be made of the initial one-hour group. Work has not proceeded, it is understood, beyond the actual tabulation of the public domain compositions along with a few arrangements.

The plan is to offer the transcriptions to stations on a cost basis and the initial one-hour production will permit the NAB to estimate costs for arrangement, transcribing, talent, etc.

After Mr. Baldwin receives the returns from stations as to the type of transcriptions they use, it is his plan to enter negotiations for the actual recording of the music. This all will be done under the immediate supervision of Mr. Fitzgerald, it is understood.

The Bureau of Copyrights and the plan under which it is functioning, was evolved by Mr. Baldwin for the purpose of eventually ridding the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners.

The 100-hour library, it is understood, would be only a part of the transcribed library planned by Mr. Baldwin. In addition to the 1,600 numbers which would be recorded by various types of talent, including leading bands and vocalists, much other public domain music is said to be available. Mr. Fitzgerald and his staff of two assistants are engaged almost daily, it was said, in searching Congressional Library files for clearance of public domain numbers. As rapidly as possible the work of making separate arrangements is going forward and the plan is after the initial installment of 100 hours to augment it gradually just as the commercial transcription companies do with their general library services.

All public domain music is non-copyrightable in that the copyrights have expired. As a consequence, it is unnecessary to pay tribute to ASCAP or any other copyright groups on such music. However, there are many numbers in the public domain licensed through copyright groups because of their peculiar arrangements, which are copyrightable. In devising the transcription library plan, the NAB Bureau procures the original scores of the public domain music and makes its own arrangements to conform with modern tempos and requirements.

The plan of the NAB envisions supplementing the public domain numbers, many of which are standard compositions played frequently over the air under various arrangements, with popular numbers procured direct from the authors or from their publishing houses. In such cases, the requirement for a royalty from stations necessarily would be waived.

Building a Reservoir

THE WHOLE theory behind the NAB copyright plan is that of building up a sufficiently substantial reservoir of non-copyrighted music to avoid future complications in the event of emergency such as developed when Warner Bros. publishing houses withdrew from ASCAP last January. Also, with a sufficient supply to tide them over, Mr. Baldwin contends it would be possible for the individual stations to bargain on a more effective basis with such organizations as ASCAP, against which there has been bitter complaint for a number of years because of the amount of royalties paid for music performing rights.

The plan outlined by Mr. Baldwin for his Copyright Bureau and subsequently approved by the NAB board, provided first that there be made available to broadcasters a complete index of active music compositions which are understood to total some 25,000. This work has not proceeded effectively because of purported lack of cooperation by ASCAP and also because the necessity of the data for the catalog has been somewhat obviated by the return of the Warner Bros. publishing houses to the ASCAP fold.

Instead, work has been concentrated on the second phase of the three-point plan, or that having to do with public domain music and with the creation of the standard transcription library.

The third phase, which looks to the future, covers the creation of a system of making available to the industry copyrighted music on a "measured service" basis. This, however, is designed to follow completion of the initial phase. The broad plan for the creation of the Copyright Bureau within the NAB looks also to the possible setting up of a separate corporation to handle copyrighted works for radio.

At the NAB convention held in Chicago in July, the membership adopted a resolution approving action taken by the board of directors in favor of the Baldwin Bureau of Copyright plan and at the same time urged the NAB membership to support wholeheartedly the three-point program.

Mr. Baldwin declared he could not comment upon the time required to record the 100 hours. That, he said, depended largely upon the speed with which he was able to negotiate recording contracts and talent arrangements.

The one-hour sample, however, is expected to go into production as soon as replies are available from the stations as to the type of recordings they use. The NAB thus will be in position to gauge the number of pressings they will need for each type of recording.

The NAB Letter

THE NAB letter to its members on the proposed transcription library follows:

The Bureau of Copyrights of the NAB is prepared to start production on an electrically transcribed library of 100 hours of public domain music. After three months of preliminary work, 1,600 musical selections (approximately 100 hours of service) have been actually judged public domain. The work of making modern arrangements of this material is steadily progressing.

Public domain music includes much of the best music in the world with the exception of the so-called popular music. The Bureau of Copyrights has carefully selected the 1,600 compositions with the practical view of recording all the various standard musical program ideas, performing only music that has a constant usage on broadcasting stations. However, there has been added, in limited amounts, world famous music hitherto not generally available for radio.

In addition, a few new popular selections are included as they are found worthy.

It is the intention of the Managing Director to send a sample of one complete hour of transcribed music to each station, which will clearly demonstrate the high quality of the transcriptions, from the viewpoint of talent, practical usage and mechanical perfection; and furnish a yardstick for calculating costs per subscribing member.

Will you, therefore, please advise us concerning the type of reproducing (lateral or vertical) unit in use at your station.

Automatic Bouncer

HARRY S. STONE, general manager of WSM, Nashville, has devised a "Drive-it-yourself Announcer Audition System" (with apologies to the Col. and Budd) that works like a charm. After a would-be announcer files an application blank, he is placed in front of a microphone and given the standard test. No one listens to the audition. It is recorded and then played back for the applicant. If he still thinks he ought to be an announcer, then further tests will be given. However, to date no one has asked for more—in each instance the would-be McNamee-Vonzell-Husing has made for the nearest exit and back to the ribbon counter, shoe shine boy.

Advertising at 60 Cents on the Dollar Can Be Bought Under New Federal Tax

CONCERNS which appropriate advertising funds from net income can purchase their advertising at a 40% reduction, according to an analysis titled *The New Federal Tax Law, How It Affects Your Net Profits and Advertising Costs*, prepared by Sterling Advertising Agency, 70 W. 40th St., New York.

Since "drastic penalties" under the corporate tax law automatically reduce the amount of surplus which many corporations would normally leave in their business as a protection or "cushion" to their future welfare, says the agency, "it is essential that all such corporations consider what measures they can take to serve as a substitute protection. The answer is advertising promotion, which, intelligently handled, will not only hold or increase the prestige of the corporation advertising, but will increase sales and profits."

It is explained that excess profits taxes are not included in calculations, these taxes being added to the total of normal and surtaxes, where profits are greater than anticipated.

Here is a table prepared by the agency, showing how the 40% saving operates under the new tax law:

Net After Deducting N. Y. State Franchise Tax	Total Tax Before Adv. Expend.	Adv. Expend.	Net Tax After Adv. Deduc.	Adv. Actually Costs
$ 20,000	$ 6,508.00	$ 5,000	$ 4,561.26	$ 3,053.26
30,000	10,401.50	7,500	7,481.49	4,579.99
50,000	18,343.50	12,500	13,321.63	7,478.13
70,000	26,227.30	17,500	19,439.93	10,712.63
80,000	30,105.80	20,000	22,348.80	12,243.00
100,000	37,862.80	25,000	28,166.55	15,303.75
200,000	76,619.20	50,000	57,255.30	30,636.10
300,000	115,432.80	75,000	86,344.05	45,911.25

Don Lee-MBS Sessions

FOUR executives of the Don Lee Broadcasting System, headed by Thomas S. Lee, president, were in New York during the week of Oct. 19 to discuss with Mutual Broadcasting System executives arrangements in connection with its alliance with MBS beginning Dec. 29. The Don Lee network now serves as the CBS Pacific Coast adjunct but will conclude that arrangement at which time CBS will divert to KNX, Los Angeles, and KSFO, San Francisco. In addition to Mr. Lee, others in the group were William J. Gleason, secretary-treasurer of Don Lee; Willett J. Brown, assistant manager of KHJ, Los Angeles, and Harold Peary, chief engineer.

Callahan Joins NAB

LEONARD DAVID CALLAHAN, Department of Justice attorney, on Oct. 26 joined the NAB as assistant to James W. Baldwin, managing director. A native of Terre Haute, Ind., Mr. Callahan joined the Department in 1930 when Mr. Baldwin was its chief clerk. Upon graduating from National Law School in Washington in 1933, he was transferred to the Attorney General's office as an attorney. He was graduated from the University of Indiana in 1930 and is 30 years old.

Tips on Shoes From the Fitting Stool

Store on Side Street, Featuring High-Priced Line, Builds Up Fast Turnover Using Only Radio

By MISS CARRO TRACE
Advertising Manager,
"Store Without a Name"
Fargo, N. D.

FEW would have the nerve that Jack Johnson had when he started a shoe department in a store located off the main thoroughfare in Fargo. There were handicaps galore confronting him. To overcome these barriers, he turned to radio. It was a bit slow at first, but when the campaign really got under way things began to happen and shoes — expensive ones — started to walk out on buyers' feet as fast as crates of new stock could be put on the shelves. And here is the way it was done.

WHEN Jack Johnson leased space for a shoe department in a new women's store that was about to open in Fargo, N. D., he knew he had more than the usual handicaps. His capital was limited; the location was on an out-of-the-way side street in a spot that had proven fatal to two former enterprises; there were already 16 other shoe stores in the town.

But a five-minute program over WDAY five days a week made his shoe department the second largest in the city in just one year's time. And best of all, the results have been achieved by promoting quality, not price.

Dickerson orthopedic shoes, retailing from $8.50 to $10.50, have been the foundation of the broadcasts since the beginning. They are not nationally advertised, and had not been promoted to any extent before in this particular territory. Practically all that women know about Dickerson shoes they have learned from the publicity given them since the store opened, and that publicity has been done by radio.

Always Breaking Records

IT TOOK several weeks of constant pounding to bring results at first, but within four months' time the sales of Dickerson shoes alone had jumped from 10 to 100 pairs per week, and now 150 pairs per week is the average at the height of the season. (These figures pertain only to Dickerson shoes, and do not portray the substantial increase in sales of other lines of shoes carried in the same department.)

Now, month after month passes by without an inch of newspaper advertising on Dickerson shoes. Yet the department consistently continues to break its own sales records. In December, when a lull in the shoe business is the general rule, Johnson's sales equalled those of last October and November, due to the fact that the broadcasts suggested these shoes for gifts. During the so-called "slump" months of July and August, the shoe department was going at a healthy pace, and far exceeded last summer's figures. Somehow, the radio program keeps the customers coming.

The daily talks, called *Tips From the Fitting Stool*, are written by the advertising department in cooperation with I. Locken, one of the shoe fitters, who also does the announcing. All are written just a few hours before the time of the broadcast, and thus are kept timely.

Much of the success of these talks can be attributed to the fact that they are given by an honest-to-goodness fitter, who is not only enthusiastic about the shoes himself (and sounds like it as he broadcasts) but who daily comes in contact with women customers who unknowingly drop many a hint for the subject matter to be used on the day following.

In the *Tips From the Fitting Stool* Dickerson shoes are tied up



Miss Trace

in one way or another with foot health, as it pertains to the everyday life of the different classes of listeners. It is difficult for them to comprehend fashion over the air, but from their own experiences they can appreciate the misery of corns, callouses, and bunions. Whether they are in the business world or keeping house, many of them have one thing in common—ailing feet. Their lives may consist of caring for children, canning, feeding threshers, gardening, shopping, waiting on table, finger-waving, or selling merchandise; but it's plain that they are anxious to learn how to get relief from their foot troubles.

Authority on Feet

IT IS "relief" that is always stressed on the program, not "cure". Never are the merits of the shoes over-estimated. Sincerity in all the talks has kept the confidence of listeners. Frequent suggestion that in extreme cases a foot specialist be consulted has retained the goodwill of the medical profession, and admission that there are other good shoes on the market has broken down opposition from competitors. Women are constantly reminded that there is no need of sacrificing style to get foot comfort, if they wear the proper shoes, properly fitted. Price is never mentioned. In other words, the program is promoting foot health in a wide-open field where it has never before been emphasized.

The store has come to be known as an authority on feet and shoes. Homemakers' clubs ask for material for their meetings, and girls in home economics classes come in for information to be used in their studies. All of it amounts to invaluable mouth-to-mouth advertising for Dickerson shoes.

When business was at its lowest ebb in January, many people were snowbound. That time was chosen for a contest to check the audience. Two pairs of Dickerson shoes were offered as prizes, one for the best letter on "Why I Like My Dickerson Shoes" and one for the best letter on "Why I Think I Would Like Dickerson Shoes." It was open to all women. Every letter had to be sincere and original, but of any length desired. Each contestant was promised a free booklet on foot health, and a free foot exerciser.

The response exceeded all expectations. Letters poured in from a 125-mile radius reaching into four states and representing 500 different towns. All ages of women were included, from 14-year-old girls to a 76-year-old grandmother. The longest letter was 531 words, the shortest 22. In two weeks the department received 1,650 letters—375 from regular customers and 1,275 from new prospects.

Prospects, Then Customers

WHEN the contest closed, contestants were surprised to receive, in addition to the booklet and foot exerciser, a non-negotiable check for one dollar to be applied on the purchase of a pair of Dickerson shoes at any time during February and March. A big percentage of "prospects" who entered the contest made good use of this offer.

For several months the letters from the contest formed the basis of the *Tips From the Fitting Stool* talks. Many were read over the air in full, thus making the advertising itself doubly convincing. And because they were written by housewives, farmers, cashiers, teachers, stenographers, nurses, students, beauty operators, club women, and waitresses, each personal testimony made an impression on somebody—and sold more pairs of Dickerson shoes.

Naturally a radio program such as this would build up a tremendous out-of-town trade. As a result, a unique mail order system has been devised which enables even those listeners who cannot visit the store in person to be satisfactorily fitted in Dickersons.

This fall the shoe department branched out in its promotion of foot health to include the younger generation. The week before school started, it conducted a Free Foot Health Clinic for Children — the first of its kind in the state. Arrangements were made to have Dr. Melvin O. Lofthus, a local chiropodist who is vice-president of the North Dakota State Board of Chiropody Examiners, in the children's shoe department at specified hours each day. Mothers were urged to make appointments for examinations, and to have their children graded by the doctor himself on the following points: Mode of walking, fit of shoes, style of shoes, hose, posture, superficial defects, deformities and mechanical disturbances.

During the week of the clinic, *Tips From the Fitting Stool* was directed to mothers in such a way as to make them more concerned about their children's feet, with the result that in the few hours that Dr. Lofthus was in the store, he examined from 50 to 100 pairs of children's feet each day. Practically all of them bought, because their mothers had suddenly become vitally interested. All this was accomplished by broadcasts.

Thanks to radio, a poor location is not proving a handicap to the Johnson-Poole shoe company. With its daily *Tips From the Fitting Stool* it is educating people along the lines of foot health, and they are coming down a side street to get it.

KOOLS AND SPUDS TO GO ON NETWORK

LESS than a week apart the two leading makers of mentholated cigarettes, Brown & Williams Tobacco Corp., Louisville (Kool) and Axton-Fisher Tobacco Co., Louisville (Spud) will start half-hour programs on NBC-Blue network. The accounts were signed within a few days of each other by the NBC sales staff.

For Kools, starting Nov. 9, Jack Pearl, Cliff Hall, his stooge, and Tommy Dorsey orchestra will present the product's first network series, aside from sponsorship of two Kentucky Derby broadcasts. The program will be heard on 40 stations, Mondays, 9:30-10 p. m. Batten, Barton, Durstine & Osborn Inc., New York, services the account.

For Spuds, Ed Wynn and Graham McNamee will be back together starting Nov. 14 with a program on 35 stations, Saturdays, 8-8:30 p. m., with a repeat to the West Coast at 12 midnight. No orchestra has been announced. Last year Spuds used a two-station hookup (WOR, WGN). Young & Rubicam Inc., New York, is agency.

In its original plans Spud intended to use the NBC southcentral and southeastern groups as part of its NBC-Blue network, but Sealtest (National Dairy), which is on the NBC-Red network the same night 8-9 p. m. has these groups as part of its network. Hence RCA-Victor will record the *Ed Wynn* program off the air for Spud and place the discs on the 16 stations a week or so later. Of these 16 stations 11 have actually received signed contracts. They are: WJAX, WJDX, WAVE, WPTF, WSMB, WSM, WTAR, WMC, WAPI, WIS, WSB, WRVA, WSUN, WIOD, WWNC, WSOC.

MILLER PACKING Co., Oakland, Cal. (meat), thru Long Adv. Service, San Francisco, on Oct. 19 started a 13-week test campaign on KLX, Oakland, using spot announcements five days weekly.

★

FUNDAMENTALLY, the function of any broadcasting station is to give progressively better service to the radio audience.

Millions of the nation's radio listeners recognize WLW's strict adherence to this prime fundamental.

And WLW advertisers, by the results of their WLW campaigns, confirm WLW's service to its tremendous audience.

Free Urges Reps to Combine In Spot Promotion Campaign

Suggests Advertising Campaign to Educate the National Advertising Field on Use of Spot



Mr. Free

CREATION of a cooperative campaign by broadcast station representatives for promotion of spot broadcasting as a medium among agencies and national advertisers, was proposed Oct. 26 by James L. Free, president of Free & Peters Inc., and of Free, Johns & Field Inc., in a letter to 14 firms in the representation field.

Proposing that a cooperative advertising campaign, using leading trade papers and direct mail, be employed for the sole purpose of promoting spot broadcasting, Mr. Free suggested that each station representative contribute in proportion to the number and size of the stations represented—possibly on the basis of published national rates for each list of stations.

The 14 firms, each having eight or more stations, represent a total of 225 stations, Mr. Free brought out. If each representative would contribute a monthly amount equal to 10% of the quarter-hour rates, the fund would total $1,363.09 per month, or $16,357.08 per year. "With such a fund, or even half that much, we could make a nice start on a promotion campaign that would benefit the stations, ourselves, and the industry," he said.

Will Call Meeting

MR. FREE asserted that if six or more of the representatives agree to his plan, he will call a meeting in New York, each firm to be represented by one man will full authority to act. At this meeting an advertising agency would be chosen and cooperating firms asked to contribute ideas for a year's advertising campaign. Then about a month later a second meeting would be held to consider the advertisements proposed for the entire campaign. No further meetings would be planned unless some contingency developed.

Mr. Free's letter went to the following firms: John Blair & Co., Craig & Hollingbery Inc., Free & Peters Inc., Free, Johns & Field Inc., Furgason & Aston Inc., Hearst Radio Inc., Joseph Hershey McGillvra, Edward Petry & Co. Inc, William G. Rambeau Co., Paul H. Raymer Co., George Roesler, Westen, Frykman & Allen, Weed & Co., and Wilson-Dalton-Robertson.

Mr. Free brought out that from time to time efforts have been made to form an association of station representatives for various purposes, most of which have seemed rather vague and intangible. He declared that to him it seemed obvious that any plan of that order is doomed to failure since all previous efforts have failed. He added, however, that he felt the cooperative promotion plan was the one important way in which representatives could cooperate to the benefit of all, and with good hope of success.

"We are essentially competitors and we should be," Mr. Free's letter stated. "Many of us represent competing stations in certain markets. It would not be normal or proper for us to get together for frequent love feasts, nor to exchange leads and other information in connection with our sales work, much of which really belongs not to us but to the stations by which we are employed."

Declaring that individually representatives have done and are doing important constructive work which is resulting in a constantly increasing volume of spot, Mr. Free said that in addition some representatives are using a major part of their own trade paper advertising space to promote spot broadcasting. Much direct mail work along this line also is being done, he said. His own companies, he added, are vitally interested in contributing their share to the proposed cooperative effort to publicize spot broadcasting and to educate the national advertising field on its value as a medium and its proper place in every important advertising appropriation.

"It would seem equitable and fair to invite the representatives listed above to participate in a cooperative advertising campaign, using leading trade papers and direct mail, for the sole purpose of promoting spot broadcasting, with each representative contributing in proportion to the number and size of the stations represented," the letter continued. "What simpler and fairer method could be devised than determining each contribution by the published national rates of each list of stations?"

* * *

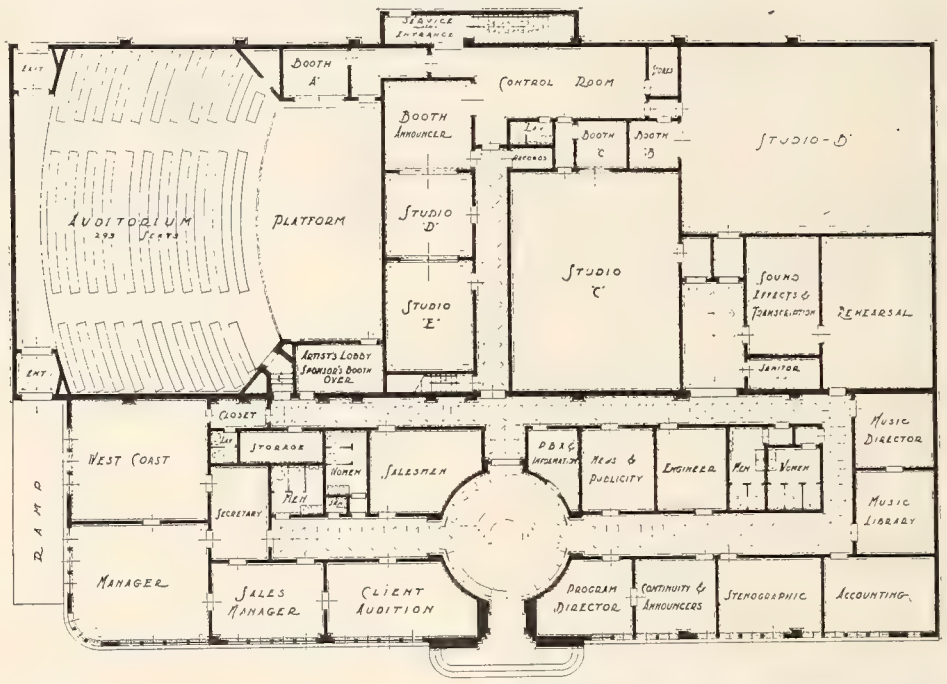
THE STATION representation business on the West Coast is still in the pioneering stage and far behind the development it has reached in the East and Midwest, according to James L. Free, president of the associated representative organizations, Free & Peters Inc., and Free, Johns & Field Inc., who has just returned to his Chicago headquarters from a six-week, 7,600-mile motor tour of the West.

"West Coast advertisers are for the most part network-minded," Mr. Free stated. "The networks established offices out there early in the game and have done a good selling job. But while there are a good number of prospects for spot broadcasting on Eastern stations, the representative must educate them before he can sell them.

"There is no over-the-transom spot radio business out there, no 'me too' selling, no competing for business to be placed in Cleveland or Buffalo, because there is no spot business originating in advertisers' or agency offices. Any spot business coming out of the West has been preceded by a lot of hard work on the part of some station rep who first sold the idea of spot radio, then helped the agency plan the campaign, and only finally got in his licks for his particular stations."

HEARST STATIONS EXPANDING

KEHE Starting on New Studios; KTSA Places New 5 kw. Transmitter in Operation



TWO important steps in further development of the Hearst Radio group of 10 stations were taken in October, with the dedication of the new 5,000-watt Western Electric transmitter of KTSA, San Antonio, and acquisition of a site for the new studios of KEHE, Los Angeles.

Already ground has been broken for the new KEHE transmitter building and 475-foot antenna near Washington & Adams streets, Los Angeles. Studios will be at 141 N. Vermont Ave., with frontage of 156 feet and depth of 135 feet.

A one-story front is planned for the KEHE studio, with a two-story rear to accommodate auditorium and studios (see architects drawing). Air conditioning, acoustical treatment by Acoustical Engineering Co. and elaborate furnishings are planned.

Each studio will have its associated control room, which will have direct contact with the master control. Special "green rooms" will be associated with the auditorium studio, which will include a client booth commanding back-stage, front-stage and audience view. The new studio building will be midway between Los Angeles and Hollywood, easily accessible to advertisers, agencies, artists and public.



Manager of KEHE is Clarence B. Juneau, with Arthur E. McDonald, sales manager; Ral Appleby, program director; Mayfield Kaylor, production head. Ford Billings is in charge of Hearst radio activities on the Pacific Coast.

CBS saluted the new KTSA transmitter (see photo) Oct. 4 with a special program and dedicated the program to the Hearst stations in the Southwest, which in addition to KTSA are KOMA, Oklahoma City; KNOW, Austin, and WACO, Waco, Tex.

Kleppner Forms Agency

OTTO KLEPPNER, for the last six years president of Small, Kleppner & Seiffer Inc., New York, has resigned to form his own firm, Kleppner Co. Inc., New York, effective Nov. 1, with offices at 551 Fifth Ave. Harvey A. Mayer, formerly in the publishing business, will become vice president and treasurer. On the same date, the name Small, Kleppner & Seiffer Inc., will be changed to Small & Seiffer Inc., with Albert Seiffer becoming president and Marvin Small secretary and treasurer.

Morrell Adds Another

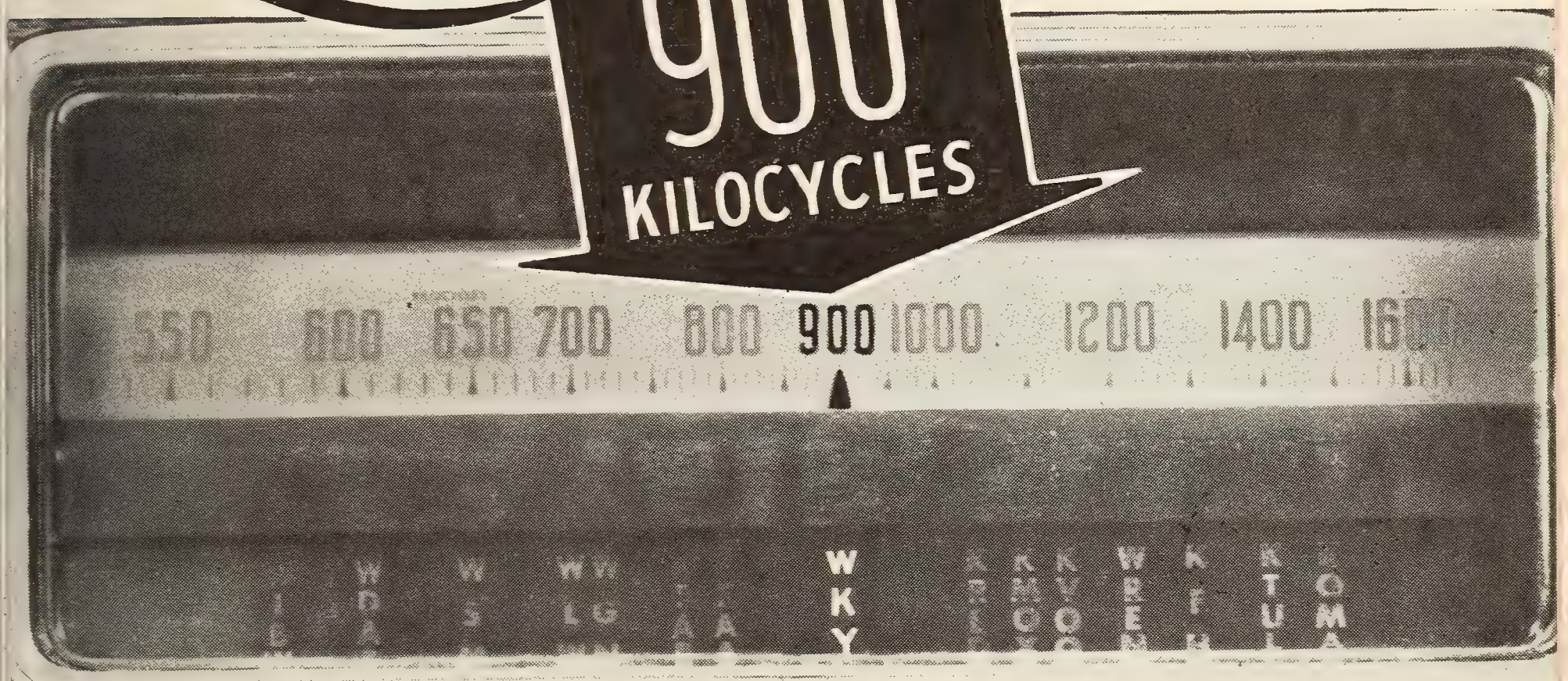
JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), will sponsor Bob Becker, *Chicago Tribune* writer, in a series of quarter-hour talks on dogs, broadcast weekly in the evening over WGN, Chicago, beginning Nov. 10. This is in addition to this company's *Tea Time at the Morrells*, on the NBC-Red network, Fridays, 4-4:30 p. m. Agency is Henri, Hurst & McDonald Inc., Chicago.

KDAL Into Duluth

SOLD last winter to a group headed by Dalton LeMasurier, manager of KFJM, Grand Forks, N. D., the old KFGK, Moorhead, Minn., with 100 watts on 1500 kc., is scheduled to go into operation under the new call letters of KDAL at Duluth about Nov. 5. Mr. LeMasurier will be its operating head, with A. H. Flaten as sales manager, Dorothy PeKarna as program director and Robert A. Dettman as chief engineer, assisted by Rubert Nasland. Mr. Dettman, like Mr. Flaten, was formerly with KFJM. Mr. LeMasurier will remain with KFJM, University of North Dakota local which operates as a commercial, but will also be manager of the new Duluth outlet.

Another Vital Reason Why

WKY is FIRST in Oklahoma!



One of the Sweetest Spots on the Dial!

● On its ideal frequency of 900 kilocycles, WKY smacks out a clear, strong signal over more of Oklahoma day and night than any other station.

More people in Oklahoma CAN listen to WKY . . . and more people WANT TO and DO.

Its superior programming and showmanship over a long period of years have made WKY-listening a statewide habit.

In the very near future, WKY is switching to its new transmitter with vertical radiator and boosting daytime power to 5000 watts. The walls of WKY's gigantic air-auditorium will be moved outward . . . listeners in the "back rows" will be moved closer to the stage . . . and clarity and fidelity of reception will be increased for all.

Put WKY on your schedule to put your product across in Oklahoma.

ffiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

WKY • OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

National Representative
E. KATZ SPECIAL
ADVERTISING AGENC

NAB Sales Group Arranges Sessions

Perfects Organization, Plans National, Regional Meetings

WITH a national meeting of the Sales Managers Division of the NAB set for Jan. 18 in Chicago, and with several regional meetings scheduled in advance of that date, definite steps toward solidifying sales activities of stations and of perfecting methods of presenting and selling time are being made.

J. Buryl Lottridge, sales manager of KOIL, Omaha, and KFAB, Lincoln, chairman of the Division, announced Oct. 19 that tentative plans have been perfected for the first national meeting Jan. 18 at the Sherman Hotel, Chicago. It will be a one-day session. Among speakers tentatively scheduled are Bob Barrett, radio director of Blackett - Sample - Hummert Inc., Chicago, who will discuss general practices between stations and agencies, and Paul West, president of the Association of National Advertisers, who has been asked to discuss standard practices being successfully used by other media which might be applied to radio. A third speaker, yet to be selected, will be the advertising executive of a retail store in a medium-sized market.

Mr. Lottridge declared he expected a minimum of 100 sales managers and other station executives to attend the session, the first since the Division was formed last July in Chicago during the NAB convention. It is expected that NAB President C. W. Myers, of KOIN-KALE, Portland, Ore.; NAB Managing Director James W. Baldwin, and H. K. Carpenter, WHK, Cleveland, commercial committee chairman, will attend.

Sectional Meetings

FOUR of the sectional branches of the Sales Managers Division already have designated dates for meetings. The Northeastern Section, comprising executives of stations in 17 states and the District of Columbia, has scheduled a meeting at the Lincoln Hotel, New York City, for Nov. 10. Chairman of this section is E. Y. Flannigan, commercial manager of WSPD, Toledo. In a communication to stations in his area, he pointed out that although the meeting will take up only problems concerning the activities of sales managers or commercial managers, it is open to operators or executives of small stations who also look after sales.

The North Central Division, headed by Craig Lawrence, KSO commercial manager, has scheduled its meeting for Nov. 10 in Chicago at the Sherman Hotel. States in this group are Nebraska, Iowa, Illinois, Wisconsin, Minnesota, North Dakota and South Dakota.

The South Central Division, of which Jock O. Gross, KWKH commercial manager, is chairman, has scheduled its meeting for Nov. 9 at Oklahoma City. Neither the Southeastern Division, of which Mallory Chamberlin, WMC-WNBR, commercial manager, is chairman, nor the Mountain Division, headed by D. H. Vincent, KSL, commercial manager, has decided upon the date or place of meeting.

The Pacific Coast branch will hold a session Nov. 20 in San Francisco. The Pacific Coast chairman is Hugh M. Feltis, commercial manager of KOMO - KJR, Seattle. States in this group are Washington, Oregon, Nevada and California.

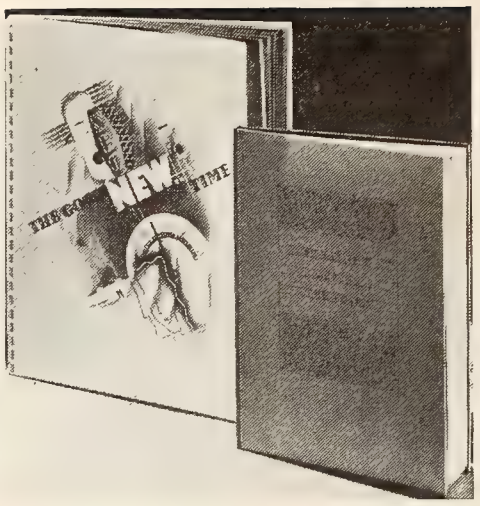
Topics suggested by Mr. Lottridge for discussion at the sectional and national meetings were dual rates; local selling methods and service; national selling problems; maintenance of rates; bulk time sales and per-inquiry and contingent business.

Those who attended the executive committee meeting in Chicago Oct. 15 at which the national meeting plans were devised were Messrs. Lottridge, Chamberlin, Flanigan, Bondurant, J. Leslie Fox, KMBC; Lew Bondurant, WHO, and Bill Kline, WLS, the latter having been designated to handle the advance arrangements for the Chicago session.

Lava Soap Tests

PROCTER & GAMBLE Co., Cincinnati (Lava soap), is testing a juvenile serial, *Davey Adams*, on WBBM, Chicago. Program was started Oct. 12 and is aired 5:45-6 p. m., Monday through Friday. Agency is Blackett-Sample-Hummert Inc., Chicago.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), is using daily spot announcements on WBZ, Boston, in a test campaign placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago. This does not affect any of the other advertising of the Williamson Co., which is handled by John H. Dunham Co., Chicago.



TWO promotion pieces of NBC have been honored by American Institute of Graphic Arts and are on exhibit in New York at the Galleries of the Architectural League. The books are *Straight Across the Board* and *The Good New Summer Time*.

Bond Bread Drive

GENERAL BAKING Co., New York (Bond bread), during the week of Nov. 2 will launch a series of 60 daytime one-minute WBS transcription announcements, three a day, five days a week, in a special spot campaign throughout the New England states. Stations are WNAC, WBZ - WBZA, WTAG, WNBH, WTIC, WDRC, W1XBS, WICC, WELI. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Zerone Selects List

E. I. DUPONT de Nemours & Co., New York (Zerone antifreeze), on Oct. 26 started a series of station breaks on 10 stations. A total of from 26 to 36 announcements will be made on each station on the list, which includes WNBF, WNAC, WGR, WKRC, WHK, WTIC, KOIL, WJAS, WWVA, KFH. This schedule supplements the program now heard on a special hookup of WABC, New York, and WCAU, Philadelphia. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Laco Products on CBS

LACO PRODUCTS Inc., New York (cosmetics), subsidiary of Pompeian Olive Oil Corp., on Oct. 20 started Mabelle Jennings, commentator, in a new series on 12 CBS stations along the eastern seaboard, Tuesdays & Thursdays, 1:15-1:30 p. m. Miss Jennings does a roving reported assignment from the streets of Washington. Joseph Katz Co., Baltimore, has the account.

Activity of Performing Artists Withers In Collection of Royalties From Radio

EFFORTS OF the two recently-created performing artists organizations, which evidently aspire to emulate ASCAP in collecting royalties for performance of recorded renditions over the air, have shriveled amazingly in recent weeks.

With much ado, the National Association of Performing Artists and its sister organization, the American Society of Recording Artists, last summer began a series of suits aimed at performance of records over the air. The latter organization proposes to license stations for performance at fees ranging from 5 to 15 cents per side, depending upon the size of the station. NAPA, however, does not, so far as known, seek license fees but simply proposes to establish its claim of the right of recording artists to their particular types of rendition.

Thus far, the only decision procured in any case brought by the recording groups was that of the Court of Common Pleas of Philadelphia, an inferior court, which held that WDAS, Philadelphia, should be permanently enjoined from the performance of records made by Fred Waring, orchestra leader and president of NAPA. The three-judge court sustained the findings of the single judge who sat on the original case, but the case has not yet been heard by an appellate court. The NAB participated in this case and is planning an appeal.

Six Postponements

A RECAPITULATION of current litigation reveals that last July NAPA filed a suit against WHN in the New York Supreme Court alleging that the station be enjoined from broadcasting any of the records of Frank Crumit. Simultaneously, NAPA secured an order from the court to compel the station to show cause why an injunction should not be granted immediately and this motion was returnable on July 15. The station, due to the short notice, asked for additional time and this was procured through arrangement with Maurice J. Speiser, NAPA counsel. On Aug. 5, when WHN was prepared to proceed with the argument on the motion in opposition to a temporary injunction, Mr. Speiser asked for a postponement and continuously since then has sought postponements, the last having been from Oct. 21 to Nov. 18. All told, he has sought and procured six such postponements.

According to competent observers, it appears that NAPA is unwilling to go ahead with its WHN suit. Moreover, it is pointed out that the delay of over three months by NAPA is proof that a temporary injunction is not necessary. The thought is that NAPA wishes to rely upon the favorable decision it procured in Philadelphia, even though an inferior court, rather than risk an unfavorable action in a court of the standing of the New York Supreme Court.

While NAPA and ARSA are separate organizations, their memberships are overlapping and it is generally felt that they are working in collaboration. One theory advanced is that NAPA is attempting to break the ground to prevent performances of phonograph records while ARSA is set up as the collection agency for such performances.

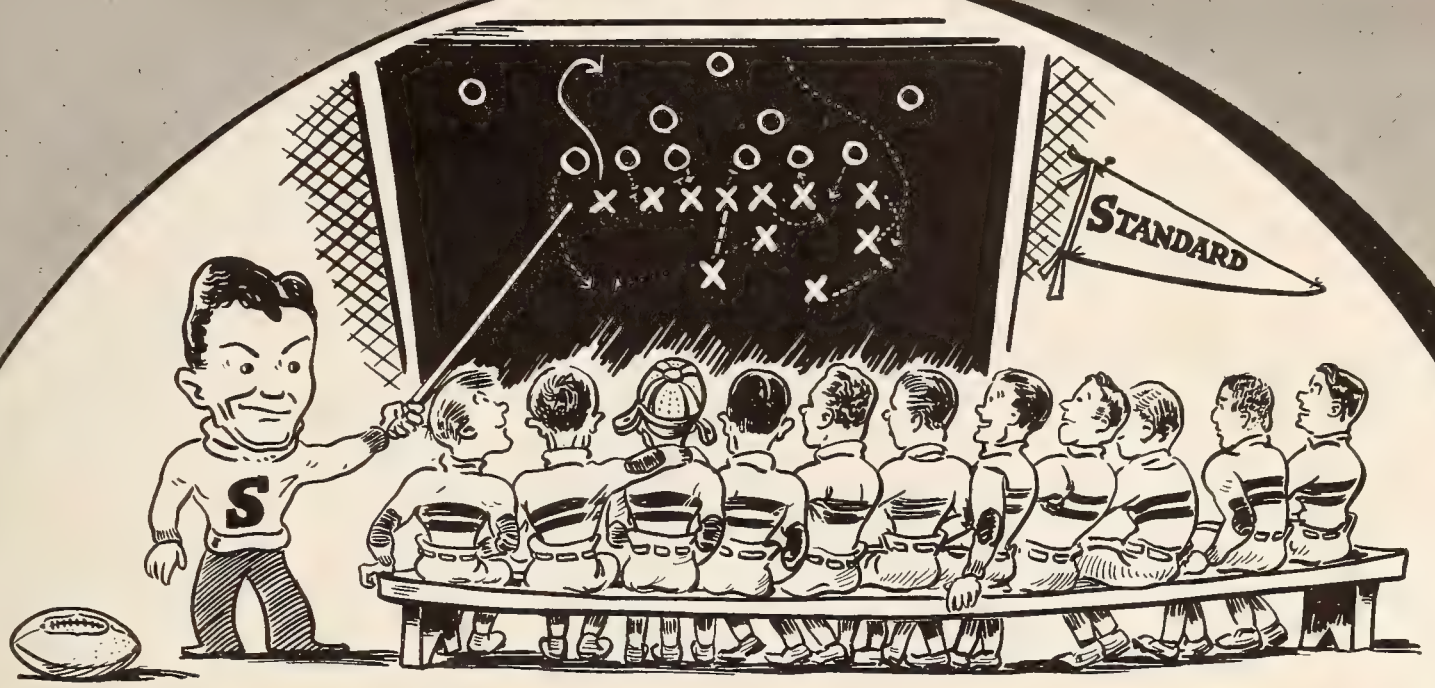
As for other litigation brought by these organizations, in the suit of Paul Whiteman brought in the United States District Court for the Southern District of New York against WNEW, New York, nothing has happened since early September.

In August, NAPA filed a suit in the Circuit Court in Chicago against WGES, claiming that it had performed an Abe Lyman number and requesting an injunction and an accounting of profits together with $5,000 damages and costs. An immediate injunction was asked but denied by the court when the station offered to give Lyman's counsel a letter that it would not play any more of Lyman's records. The present status of the case, it is reported, is that it will probably be referred to a Master of the Court for trial since NAPA indicates that it is not satisfied with the letter agreeing not to perform Lyman records. The attitude of the court in refusing a temporary injunction evidently surprised NAPA counsel. Another suit was commenced, this time in the United States District Court for Northern Illinois, in the name of Connie Boswell, asking for an injunction and costs and attorneys' fees. This suit was filed Sept. 15 and is being defended by WGES.

ARSA filed a suit in its own name in the California Superior Court, Los Angeles County, against KFWB last August, seeking an injunction and an accounting for the broadcasting of Jan Garber records. This case is being defended by KFWB which filed an answer Oct. 5. Another suit filed by ARSA in the same court on Sept. 23 against KFAC, Los Angeles, asked for an injunction and an accounting. This suit, also being defended by the station, involves records by Victor Young and Don Bestor.

Thus, it is concluded that if the procrastination of NAPA in the Crumit case is at all indicative, then it can be assumed that both NAPA and ARSA in the other cases will endeavor to delay as long as possible bringing the suits to the point where they may be decided by the courts.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



THIS PLAY SCORED 63 TIMES*
IN THE LAST THREE MONTHS!

STANDARD-to-Station-to-Sponsor—that's how this great play goes! It starts as a *lateral pass* from Standard Radio to the station manager who is looking for a Library Service and special features that have *real scoring ability;* then a *forward pass* to the *goal*—the sponsor's approval! How about *getting into a huddle* with us to learn how you can put yourself on the *receiving end* of this sensational play—*pass* us the word!

*63 new Standard Library Service subscribers within the last ninety days!

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

Gradual Increases in Station Power Seen

By SOL TAISHOFF

Protection of Clear Channels, Some Superpower, and Regional and Local Increases Expected to Result

MORE watts for stations of every class as part of an evolutionary plan to improve uniformly the technical service of existing stations—each situation to be considered on its own merits—appears a likely outcome of the "allocation hearings" held Oct. 5-21 before the FCC Broadcast Division.

Hard and fast rules which limit station assignments on various types of channels seen headed for abolition and new rules specifying minimum instead of maximum requirements are indicated. There is definitely the disposition to protect clear channel service for rural listeners, and at the outside, it is thought not more than five of the remaining 30 clear channels will be duplicated—most likely by request of the licensees themselves.

As the hearings concluded, it became increasingly evident that the sole basic problem encompasses superpower rather than clear channel duplication. On other technical points such as regional and local power increases where feasible, and changes in mileage and frequency separation rules, there was substantial accord.

Evolutionary Change

BETTER service to listeners through improved signal strength was agreed upon as desirable, and there was general sympathy toward raising the status of existing stations rather than the licensing of any appreciable number of new stations.

That the plan looks toward an "evolutionary" rather than radical change in the structure also is apparent. Considerable impression was made upon the Broadcast Division as witness after witness suggested that each situation be dealt with upon its own merits. Similarly, the argument that flexibility be observed wherever possible, also seemed to be well received.

A maze of policy decisions must be made by the three Broadcast Division members, largely dealing with the conflict over superpower. Because of implications of economic effect upon all classes of stations and crys of monopoly and destruction, the Division will give deep thought to the subject before it rewrites the rule which limits power on clear channels to 50,000 watts.

It is generally conceded, and openly admitted by the Clear Channel Group itself, that there is no thought of having the remaining 30 clear channel stations populated by 500,000 watt stations. But the Group, representing 13 of the most important stations in the nation under independent ownership, seeks to have the way open for such power increases, to be assigned as the FCC may see fit upon individual showings.

Looked upon most favorably are the licensing of several additional 500,000 watt stations at interior points where they can serve substantial rural areas. WLW is regarded as an example of what such power can do, having proved the efficacy of superpower, without interference, during the last two years. Thus, along that line of reasoning, it is considered highly probable that interior clear channel stations will be accorded first consideration, should the FCC decide to remove the barrier.

Much less likely, it appears, is the allocation of 500,000 watt assignments to clear channel stations in such cities as New York, Chicago, Los Angeles and San Francisco. That is because in the former two cities there are four clear channel stations each, while in the others there are two each, listed as clear in the official records. For competitive reasons it is logical to expect that if one station in New York or Chicago procured the power benefits, the others naturally would seek it.

The onslaught by groups and interests against chain ownership of clear channel stations and purported "domination" or "monopoly" if they procure superpower, also has presented to the Broadcast Division a difficult problem, and one upon which it is expected to dwell at length.

A Half-Million Words

DURING the actual 13 days of hearings, the Division heard some 45 witnesses, among them leading figures in the broadcasting, engineering and other fields. Altogether, the transcript covered some 1,750 pages, averaging 300 words to the page. Thus it heard upwards of a half-million words of testimony, aside from voluminous charts and exhibits, as well as several days of slides exhibited on a motion picture screen designed to denote what has happened with radio transmission, and what would happen under various conditions or changes which might be made in the existing order of allocations.

To digest this record will take many weeks, it is stated by FCC spokesmen. More than likely, the three Broadcast Division members, who are charged with consideration of it, will discuss various phases of the problem intermittently before they get to the stage of drafting new rules. They will consult with the engineers, especially Chief Engineer T. A. M. Craven, and Assistant Chief Andrew D. Ring, the former having in effect conducted the FCC examination of witnesses at the hearings, while Mr. Ring has been assigned the allocation work since he joined the old Radio Commission in 1929.

A conservative guess would be that it will be March or April before the Division promulgates its proposed new rules and regulations, which will be designed to set forth the new order of allocation procedure. Hearings on the advisability of any or all of these regulations could be held upon proper request. Individual stations and other applicants then would be in the position of filing applications conforming with the new rules, and in that category, it is presumed, will fall the pending 14 superpower applications, originally set for hearing last September but which have been postponed indefinitely because of the general allocation hearings.

It is a good guess, therefore, that no important changes will be made without prior hearings in which each case will be probed. This would mark the first time such a procedure would be followed by the FCC or its predecessor Radio Commission, since in other proceedings it has held the hearings first and arrived at the policy afterward.

There is still the possibility, though remote, that the Division will decide to hear the pending 500,000 watt applications prior to issuance of the proposed new rules. In such event the decisions would not be announced until the new rules were in operation.

As for the fervent plea for horizontal increases on regional channels, and for improvement of the status of locals through power increases or through reduction of the crowding on such waves, it is expected that the limiting factor will be largely the degree to which those stations seek such changes. Presumably, the new rules will make possible use of higher power on both classes where technically feasible, but on the basis of individual merits.

Regional Increases

ON CERTAIN regional channels it is now possible to increase night power to 5,000 watts or even more, in the opinion of engineers. Two such channels—590 and 940 kc.—appear to be in that category, and it may develop that the Broadcast Division will authorize special 5,000 watt operation on them. One station—WOW, Omaha—already is operating day and night on 590 kc., with no known deleterious effects upon stations on the same or adjacent channels. The stations on 590 kc. at night are WOW, WEEI, Boston, and KHQ, Spokane. Nighttime stations on 940 kc. are WAVE, Louisville; WDAY, Fargo, N. D.; KOIN, Portland, Ore., and WCSH, Portland, Me.

Such other regional channels that might accommodate higher power without shifts in stations also conceivably could be included in such special groups. In other cases, however, where the channels are too heavily populated with stations to make possible the horizontal increases, or where all stations are not agreeable to the increases due to expense, the problem would be far more complex.

The same is substantially true in the case of locals, where 250 watts night power is talked about. Locals, according to their spokesmen, want sufficient power simply to cover their legitimate population areas, and they have asked for consideration in whatever the FCC may work out in the way of assignments, looking most hopefully toward graduation into the regional class, probably through provision of additional channels for them and the thinning out of stations on the existing six local channels.

It is entirely possible in the case of the regionals that a new station classification will be evolved. Because of existing limitations it may be necessary to afford certain regionals a protection of signal up to the two millevolt line only, with the result that power may be held down to 1,000 watts at night. In the case of regionals that are in position to increase power to 5,000 watts, protection may be afforded to the four millevolt line.

Similarly, it is a practical certainty that there will be a new classification of stations for the so-called "broken down" clears on which duplication exists. And it is just as certain that additional stations will be added to that classification because of part-time operation and lack of complete service to listeners.

Duplicated Clears

ON THE records, the 10 clear channels of the original 40 which have been duplicated are still called clear channels. Practically all of the duplicated assignments are on an "experimental" basis on the books. But some of them have been in progress for a half-dozen years and obviously are not experimental in any sense.

Such a subclassification for duplicated clears, it is pointed out, might be along the lines of suggestions advanced by CBS during the hearings in its proposed reclassification plan. This is reported in detail elsewhere in this issue and prescribes new classifications for clears, duplicated clears, regionals and locals.

While speculation over additional clear channels which may be duplicated is premature, it is more than likely that the three channels on which there now are time-sharing stations would fall into that category, primarily because the occupants themselves would seek it. These include 1140 kc., on which are assigned WAPI, Birmingham, and KVOO, Tulsa; 1160 kc., on which are WOWO, Fort Wayne, and WWVA, Wheeling, W. Va., and 1180 kc., on which are KEX, Portland, Ore., and KOB, Albuquerque. There probably would be involved the shifting of stations from one channel to another to procure maximum separations.

If such a change develops, it is evident that directional antennas would be employed on the channels. In each case the stations now are sharing time, and testimony was adduced at the hearings that such operation is uneconomic.

Of the full-time clear channel stations, those most vulnerable for duplication would be stations now

utilizing low power. There is one clear channel station using 5,000 and others are using 10,000 watts.

On other technical points raised, such as the FCC mileage tables which specify, for example, a 1,000 mile separation between regionals on the same channel, and on frequency separation as related to mileage separation, there likely will be changes. The weight of the testimony as to mileage tables was that they should be used simply as a guide and that actual assignments should be based upon such factors as attenuation and conductivity over particular areas. The rule requiring 50-kilocycle separation between stations in the same geographical area probably will give way to a 40-kilocycle separation in the impending new rules, since testimony was all in that direction. Improved receivers, it was argued, make possible such reductions in standards.

That the present standard which labels a signal of 125 millevolts as "blanketing" by a station, will be supplanted by one listing at least one volt as the minimum signal, appears likely also in view of testimony adduced. There may be other gradual changes in the technical rules governing antennas, transmitter locations and the like as a direct result of the hearings.

Each Broadcast Division member asserted, following the hearings, that they had proved the most enlightening within their experience. This was particularly the case with Chairman Sykes of the Broadcast Division, who has been identified with radio regulation since the original Radio Commission in 1927.

Although the function of revising regulations is purely the task of the Broadcast Division, comprising Judge Sykes, Commissioner Norman S. Case, and FCC Chairman Anning S. Prall, at one time or another every member of the FCC sat in. Telephone Commissioner Thad H. Brown, a former Broadcast Division member, and Telegraph Commissioner Irvin Stewart were present at practically all sessions.

COURT TO REVIEW KVOS NEWS CASE

ARGUMENT on the appeal of KVOS, Bellingham, Wash., from decision of the Circuit Court of Appeals of San Francisco holding the station had "pilfered" Associated Press news dispatches was scheduled before the U. S. Supreme Court the week of Nov. 9. The court last May granted the petition of KVOS for a review. At issue is the right of stations to broadcast press association dispatches once they are published in newspapers sold in the normal way.

Last Dec. 16, the Circuit Court of Appeals reversed on all scores the ruling of a year earlier by Federal District Judge Bowen of Seattle in the KVOS case. The review court held that "pirating" of press association news by stations was "unfair competition." Pirating, the court added, may well affect both subscriber and advertising income of member newspapers.

Listed as counsel for KVOS are former Senator C. C. Dill, of Washington, Kenneth C. Davis, Seattle attorney, and William H. Pemberton, of Olympia. A. P. counsel are John W. Davis, William C. Cannon and Harold W. Bissell, of New York, and Clinton W. Howard of Bellingham.

Engineering Standards Suggested By CBS FOR RECLASSIFYING BROADCAST STATIONS

DESIGNATION Proposed	DESIGNATION Present	Suggested Name	Maximum Number Night Stations	Night Mileage Separation	POWER (KW) Night	POWER (KW) Day	GROUNDWAVE PROTECTION (MV/M) Night	GROUNDWAVE PROTECTION (MV/M) Day
A	Clear	Clear	1	Unduplicated	50	50	5[c]	.1
B	Clear	Dominant Zone	1[b]	B-C 1500	5-50	5-50	5[f]	.1
C	Clear and H. P. Regional	Restricted Zone[a]	2	B-C 1500 C-C 600	5-50	5-50	3[g]	1
D	Regional	Regional	5[c]	900	5	5	3[h]	1
E	Regional	Sectional	10	d	1	1-5	8[i]	1
F	Local	Local	60	d	25	25	4[d]	2

NOTES:
a—In some cases, when a power less than 50 kw is used, directional antennas may be unnecessary to provide the specified protection to another Class C Station.
b—This does not preclude addition of a Class C Station.
c—This does not preclude addition of Class E Stations if required protection is provided all stations.
d—Night separation to be determined by daytime groundwave interference.
e—Except for an adjacent-channel Class A Station, for which suitable mileage separations must be developed.
f—Protection to a Class B Station from a Class C Station.
g—Protection to a Class C Station from either a Class B or a Class C Station.
h—For 5 kw operation.
i—Based on F.C.C. skywave curves (second hour after sunset) of allocation survey and these assumed antenna efficiencies: A, B, C 200 mv/m per kw; D 175 mv/m per kw; E, F 150 mv/m per kw.

Grouping of Stations Into Six Classes Is Proposed by CBS at FCC Hearings

THE engineering surprise of the FCC allocation hearing came Oct. 16, when William B. Lodge, research and allocation engineer of Columbia, outlined to the Broadcast Division an entire plan for reclassification of broadcasting stations. He suggested new engineering standards all down the line under a plan that encompassed the setting up of six separate classes of stations. While it provided for clear channel stations, it nevertheless recommended against use of power in excess of 50 kw. at this time. Duplication on certain clear channels also was recommended, notably along the Eastern Seaboard, on the ground that such assignments were unfair to the West Coast. There would be two basically different types of duplication—one which would retain a dominant station and another which would mean less protection and use of directional antennas.

Mr. Lodge brought out that the plan recommended the granting of 5 kw. regional stations under certain conditions where the technical situation warranted. Local stations would be authorized to use 250 watts nighttime where they had daytime 250-watt assignments. The entire plan, he said, was based on the assumption that power cannot be increased without adhering to rigid engineering limitations. He said he believed the plan would work no hardship on any class of stations. Under cross-examination, Mr. Lodge said the plan was devised by the entire engineering department of CBS and had its approval. The detailed plan follows:

CBS Reclassification Plan

1. The purpose of a Class A (Clear) Station is to serve a widespread area of low population density in addition to a large metropolitan area. The association of a Class A Station with a large city should not obscure the fact that its assignment is established primarily for the listener within a radius of a thousand miles, and for whom it would otherwise be economically impossible to provide satisfactory service.

2. The purpose of a Class B (Dominant Zone) Station is to serve a considerable area of low population density and a large metropolitan area. Its skywave signal is intended to provide a satisfactory nighttime rural service within a radius of 300 - 400 miles and in all directions from the transmitting station. A non-directional antenna is permitted.

3. The purpose of a Class C (Restricted Zone) Station is to serve a considerable area of low population density and a large metropolitan area. Its skywave signal is intended to provide fairly reliable nighttime rural service within a radius of 300-400 miles but not in all directions from the transmitting station. A directional antenna is required. *NOTE: Combinations of either one Class B and one Class C or two Class C stations may be authorized to operate on a particular frequency. Two Class B stations will not be authorized to operate on the same frequency.*

4. The purpose of a Class D (Regional) Station is to serve a city or important detached center of population, in addition to the suburban and rural areas in its immediate vicinity. In general, the night service will not extend beyond the daytime range of the station.

5. The purpose of a Class E (Sectional) Station is to serve a smaller city or large town. During the daylight hours its range may include rather large areas, but after nightfall its service will include only that section in immediate proximity to the city or town.

6. The purpose of a Class F (Local) Station is to serve a small town or community. *NOTES: A station of lower classification will be authorized to operate on a channel used by stations of higher classification, provided: (1) The primary use of the channel on a national scale is not impaired thereby; (2) all stations involved (existing on potential) shall receive the protection specified by considerations of good engineering practice. A Class E or Class F station will be authorized to operate in a large area which can be completely served only by a station of higher classification.*

Before introduction of the reclassification plan, Mr. Lodge introduced a number of charts dealing with station coverage and radio propagation. In connection with the presentation of a map showing the soil conductivity of various areas, he pointed out that a 1,000-watt station operating in North Dakota can cover an area 40% larger than a 500,000-watt station in New England because of the difference in ground conductivity. On this score, he suggested that actual measurements supplant the FCC mileage separation tables.

The technical case for CBS was opened by E. K. Cohan, technical director, who appeared Oct. 16 to introduce Mr. Lodge. Mr. Cohan took issue with some of the contentions of the Clear Channel Group with respect to the statement presented when the hearings opened by William S. Paley, CBS president. These dealt primarily with superpower and clear channel coverage. He said that statements made in the presentation of Joseph O. Maland, vice president of WHO, Des Moines, for the Clear Channel Group, apparently were misunderstood because they had been separated from the context of Mr. Paley's presentation.

500 Kw. Promises BETTER RECEPTION

FOLLOWING delivery of his direct testimony [BROADCASTING, Oct. 15], President Lenox R. Lohr of NBC was subjected to cross-examination by Chief Engineer T. A. M. Craven and by Telegraph Commissioner Irvin Stewart. Responding to Comdr. Craven, Major Lohr said he doubted whether there will be 30 stations of 500 kw. at any time in the near future. Declaring that there undoubtedly would be a number of 500 kw. stations, he said that in his opinion they would improve rather than deteriorate service to listeners. He said he did not believe that 14 such stations would be excessive.

"If there are 30 stations of 500 kw. do you believe that the burden of additional cost of operation would affect new developments economically?" asked Craven.

"No," responded Maj. Lohr. He added that he felt that even with the burden of the costs of installing 500 kw. stations, NBC would be prepared to carry on any other new developments simultaneously.

Asked by Comdr. Craven to describe the function of a network, Major Lohr said that a chain renders a national service and is not therefore interested in local activities. The purpose of chain operation, he said, is to cover as many people over as wide a geographical area as possible.

To the inquiry as to whether 30 500 kw. stations would mean that they would become the principal means of distributing national network programs, Maj. Lohr responded that he did not believe, in the first instance, that there would be 30 such stations but that he felt that NBC will maintain substantially its present network whether or not such stations are licensed.

As to the effect of superpower upon smaller stations, Maj. Lohr declared he felt that a few stations might be affected adversely but

(*Continued on page 54*)

M'Kee Coordinator Of Music Industry

Former Gotham Mayor to Act As Czar for Publishers

JOSEPH V. McKEE, former mayor of New York City, on Oct. 22 accepted the position of coordinator of the music publishing industry and counsel for the Music Publishers' Protective Association, representing some 80% of the popular music publishers. The industry has been in the throes of a bitter competitive strife, in which radio performances have played no small part.

John G. Paine, MPPA chairman of the board, told BROADCASTING that for some time the industry has been considering hiring of a "czar", to function much in the same fashion as Judge Landis in the baseball field. In Mr. McKee they feel they have acquired such an individual.

Will Have Last Word

MR. McKEE was formerly a magistrate in City Court of New York, and at present is president of the Title Guaranty & Trust Co. In his new position he will be the final arbiter in all matters pertaining to the fair conduct of the industry. Such matters as song-plugging, paying of gratuities and of other favors to orchestra leaders and artists long have been deprecated in the music publishing field. MPPA also is the licensing body for transcription recording rights.

FOOTBALL FARE
WCCO Has 14 Weekly Series Devoted to Gridiron

FOURTEEN broadcasts devoted to football are heard each week over WCCO, Minneapolis, in the heaviest schedule of grid programs in the history of the station. Five sponsors support the programs.

Bernie Bierman, coach of the Minnesota Gophers, is heard Sundays at 9:45 p. m. for General Mills when he outlines the "outstanding play of the week". A dramatization of the chosen bit of football strategy is heard with Babe LeVoir, former Minnesota all-American and all-star halfback, as narrator. Gluek Brewing Co. sponsors six evening programs and two daytime shows, Rollie Johnson, sports commentator, giving a sports review nightly and two programs Mondays and Fridays at 4 p. m., known as *Football for Women.*

For Huskies, General Foods presents *Huskies' Score Time* at 6 p. m. Saturdays with Byrum Saam, WCCO sports announcer, reading football scores. Royal Ziemer is heard Fridays at 10:35 p. m., sponsored by Nor'Way Anti-Freeze, with predictions of scores. Northwest Zone Chevrolet Dealers present a preview and review before and after the broadcasts of the Minnesota football games over WCCO and sponsor the out-of-town games. The 14th broadcast is that of the Minnesota game itself, although a U of M ruling prevents commercial announcements during that period.

WMCA, New York, on Oct. 26 increased its daily broadcast schedule an hour, now signing off at 2 a. m.

Murray to Run Radio on Business Basis He Says on Eve of Taking Canadian Post

By JAMES MONTAGNES

CLOSER cooperation between public service and commercial stations, no hard and fast rule on advertising content percentage, and security for the private stations—these are among the recommendations Gladstone Murray, general manager of the Canadian Broadcasting Corp., will make Nov. 2 when Canada's new radio setup goes into effect with a meeting of the board of nine governors, he stated in an exclusive interview with BROADCASTING in his temporary office in the Parliament Buildings at Ottawa.

Maj. Murray, who has just come to Canada from the British Broadcasting Corp., believes there are more worthwhile United States programs on the air than at present find an outlet over Canadian stations. If authorized by his board he will endeavor to bring more such programs to Canada, to be aired over Canadian stations, as he believes in building up the audience of Canadian stations.

Speaking over a coast-to-coast Canadian network from Ottawa the night of Nov. 2, L. W. Brockington, chairman of the board of governors of the new Canadian Broadcasting Corp., which officially comes into existence on that date, will outline its aims and intentions to the Canadian public. He will be on the air from 9 to 9:15 p. m. (EST).

Advertising Content

"WHILE no definite advertising policy has as yet been set by the board of governors," stated the new general manager, "we hope that it will not be necessary to have a strict rule on the amount of advertising on a program. When the advertiser, the commercial radio station, the advertising agency, all come to realize the Canadian Broadcasting Corporation's ideas on what type of advertising it will allow, it may not be necessary to bind the programs to 5% advertising content per hour as at present. There should be enough flexibility to suit individual cases.

"There will be closer cooperation between the public service and the commercial stations, and more security for these private stations. The Canadian Broadcasting Corp. stations will continue to compete with the commercial stations for advertising and sponsored programs. Competition is necessary to Canadian broadcasting.

"We shall also cooperate more closely with United States networks. I have had a very fine reception by United States officials, and we aim to bring more United States programs to Canadian stations, private as well as public service, while at the same time enlarging on the number of Canadian programs to be fed to United States nets. There is enough talent to put more fine Canadian programs on the air for international exchange."

Under the authority of the new act which brings the CBC into operation on Nov. 2, Maj. Murray explained, a modest program of new stations is allowed. There will be more money available to the CBC than the Canadian Radio Commission which it is taking over, since all finances from the sale of the annual $2 license will go direct to the CBC, less the cost of collection, about 10%. Last year 862,109 Canadian listeners paid their license fee. The former Commission had an annual income from the government of about $1,000,000.

High-power Stations

NEW STATIONS will not be built until a signal strength and program survey have been made of the entire Dominion. With these figures the reception of American and Canadian stations in the Dominion will be definitely known, and based on these facts new high-power stations will be placed where needed. Maj. Murray would not say what power these stations will be, but there will be no 100 or 500 kw. stations in the program. "We cannot afford that," he added. It has not yet been decided who will undertake the survey, but if there are no adequate services in Canada, outside help will be called in, he explained.

The touchy question of how much French will be put on the air, is to be examined afresh with a view to emphasizing French where the population is overwhelmingly French-Canadian, and English elsewhere. French-Canadian programs however will not be confined solely to Quebec, it being Murray's belief that regional isolation can best be conquered in Canada by the use of music from one section of Canada to another.

For three months at least there will be no staff changes, while the new general manager looks around and becomes acquainted with the men and women who look after the publicly-owned system. There will be a shifting around where necessary, but no wholesale dismissals are expected. Murray believes most of the staff will be found satisfactory. However, there will be additions, as even in his short stay in Canada he has found the staff undermanned.

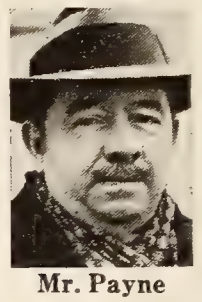
"Broadcasting is a business, and must be run as a business. The British Broadcasting Corp. is run entirely apart from the government. Here the auditor-general will have a check on our expenditures, but we will have a free hand in spending the money where we see fit, as in any business, and it will be up to us to see that our financial administration is as efficient as in any well-run business," Murray stated in conclusion.

Five Defendants Freed

FIVE defendants in the $100,000 defamation suit filed by Governor Hoffman, of New Jersey, as a result of Boake Carter broadcasts for Philco on CBS during the Lindbergh kidnaping trial have been removed from the case by dismissal of papers in a decision handed down Oct. 23 in Trenton by Supreme Court Justice Bodine. The five are four Philco companies and CBS, which were found not to be doing business in New Jersey. Still defendants are Boake Carter, WCAU, Atlantic Broadcasting Co., and a New Jersey Philco subsidiary. Neither Carter nor CBS had been served with papers, Carter commuting to New York via undivulged means.

George H. Payne Investigates WLW

FCC Telegraph Member Takes Own Initiative in Matter



Mr. Payne

NOT content with his obvious effort to acquire headlines through an attempt to grill Powel Crosley Jr. during the allocation hearings before the FCC Broadcast Division, George H. Payne, Telegraph Division commissioner, has taken upon himself the task of investigating WLW program activities personally.

This become known Oct. 20 when it was learned at the FCC that Duke M. Patrick, counsel for WLW, had submitted to members of the FCC Broadcast Division correspondence relating to this situation. On Oct. 14, Abraham Miller, secretary to the Telegraph Commissioner, addressed a letter to Mr. Crosley in which he said he was "desired by Commissioner Payne to request that you send him the broadcasts of Alfred Gus Karger for the entire week beginning Oct. 5, 1936, as he finds in your testimony on rereading it statements that are not in accordance with complaints received at this office."

No Inquiry Authorized

THIS PROCEDURE evoked surprise in FCC circles since no investigation has been authorized by the Broadcast Division, of which Mr. Payne is not a member. Moreover, the regular procedure is for all requests for information of any character from station licensees to emanate from the secretary's office.

Lewis M. Crosley, vice president and general manager of WLW, on Oct. 16 informed Mr. Miller that Mr. Karger had made only one talk during the week in question, and that a copy of it would be delivered by Mr. Patrick. The talk proved to be an interview by Mr. Karger with Rep. Louis Ludlow (D.-Ind.) on the subject "A Constitutional Amendment for a War Referendum". Mr. Ludlow did most of the talking, with Mr. Karger simply in the role of interrogator. A reading of the transcript failed to yield any clue as to what the crusading commissioner was seeking.

In submitting copies of the correspondence to the Broadcast Division members, Mr. Patrick informed them:

"Due to the fact that the inquiry concerns a matter relating to the business of the Broadcast Division and was not transmitted in the usual manner, I am taking the liberty of forwarding to each member of that division copies of the correspondence between Mr. Miller and Mr. Lewis M. Crosley, acting upon behalf of the Crosley Radio Corp., together with a copy of the document which I am today submitting to Commissioner Payne pursuant to Mr. Crosley's direction."

LLOYD E. YODER, NBC western division press relations manager in San Francisco, is spending his weekends during the football season officiating as head linesman at various grid games.

900 NEW DEALERS IN ONE WEEK



Here's how WBZ-WBZA helped a mayonnaise and sandwich spread maker: A free sample offer on a fifteen minute daytime program brought several thousand replies from housewives telling whether or not their dealers carried the sponsor's product. With this information the advertiser's salesmen opened 900 new outlets in a week—typical results of a well-planned campaign over these stations!

WBZ
50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA
1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

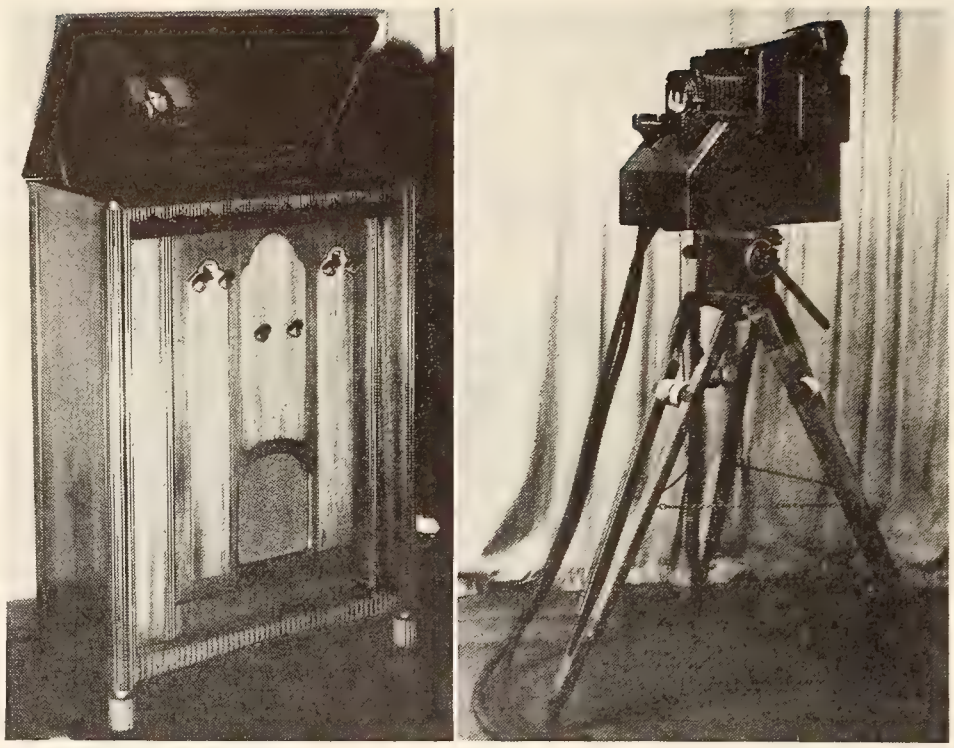
Completely programmed by NBC

RCA'S TELEVISION PUT ON EXHIBITION

LIFTING the veil of secrecy that has shrouded its experimental television broadcasts from the Empire State Bldg. to some 70 test model receiving sets in the hands of its officials and engineers in and around New York City, the RCA invited a party of FCC officials to view its transmission and receiving units Oct. 26 and has scheduled other demonstrations during the next few weeks. The FCC party went to the Empire State Bldg., to a receiving studio in the RCA Bldg. and to a hotel receiving studio about five miles from the Empire State Bldg.

In the FCC party were Commissioners Brown and Payne; Chief Engineer T. A. M. Craven; Andrew D. Ring, assistant chief engineer in charge of broadcasting; Fanney Neyman, attorney; David Deibler, attorney; Carl Arnold, assistant general counsel; C. G. Hill, chief engineer for the telephone investigation; Carl I. Wheat, associate counsel for the telephone investigation. They were welcomed by RCA President David Sarnoff and NBC President Lenox Lohr.

The demonstration will be repeated for the press, Nov. 6; for foreign broadcast officials, Nov. 6; for broadcast and advertising executives in New York for NBC's anniversary celebration, Nov. 8; for broadcasters, engineers, attorneys and others in the broadcasting field, Nov. 12. For the latter visit I. R. Baker, chief of transmitter sales of the RCA Mfg. Co., is issuing special invitations.



TELEVISION CAMERA AND PROJECTOR—These are the first official views of the basic apparatus used in RCA's television experiments and field tests now in progress from the transmitter in the Empire State Bldg. At left is the model sight-and-sound console-type receiving set, about 70 of which are in the hands of RCA officials and technicians in the New York area to check receptivity. At right is the Zworykin "Iconoscope" studio pickup camera, now used in the closed experiments being conducted in the special television studio set aside by NBC in Radio City. Additional technical details of RCA's television tests, still not open to the public or the trade, are carried in the July *RCA Review* published by RCA Institutes Inc., New York. A description of RCA's laboratory television was published in the Dec. 15, 1935, BROADCASTING.

British Dual Television Goes on Daily Schedule

LONDON'S dual television transmission service on Nov. 2 goes on a daily schedule under program auspices of the British Broadcasting Corp. A toss of the coin decided that Baird Television Ltd., one of the two systems employed, should start the service, which thereafter will be on the air from 3 to 4 p. m. and from 9 to 10 p. m. each day except Sunday. After the first day, the Baird and Electrical & Music Industries Ltd. systems will alternate, with receiving sets (televisors) now on the London market equipped to pick up either set of images.

The BBC first introduced television publicly when EMI and Baird displayed their receiving equipment, along with other manufacturers, at the recent Olympia radio show. Both types of transmission are from towers atop the Alexandra Palace, one of London's highest radiating points. The technical details are handled by the two companies in collaboration with BBC engineers, but the program work is all done by a special BBC television staff.

Exhibition of British Television Sets Shows a Trend Toward Direct Viewing

IN ENGLAND, where television receivers were exhibited at the recent Radiolympia, it was a case of every manufacturer for himself, with every receiver being different. Noted in most sets was direct viewing, according to *Wireless World* of London, with spectators looking straight into the cathode tubes instead of seeing the images reflected 90 degrees by a mirror.

At the left (top) is the Pye television chassis, available in two models having the same vision chassis, one however having all-wave tuning. The picture is 9x11 inches in black and white and is viewed directly since the cathode tube is mounted horizontally.

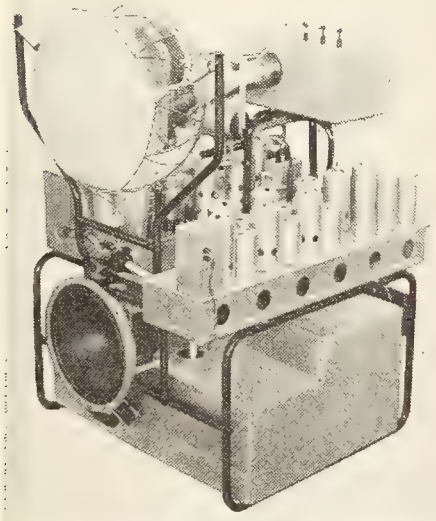
Underneath at left is the GEC receiver, also with direct viewing and including 22 tubes beside the 12-inch cathode, which is encased in metal. Viewing of the 7x9 inch black and white image is through a glass plate. Another employing direct viewing is the Philips receiver, second from left, with a 7x8½ black and white image.

Third from left is a rear view of the Halcyon receiver. Vision and sound receivers are in the top compartment, with time-bases below and mains at the base. Seventeen tubes are used and the image is 6x8 inches, viewed horizontally.

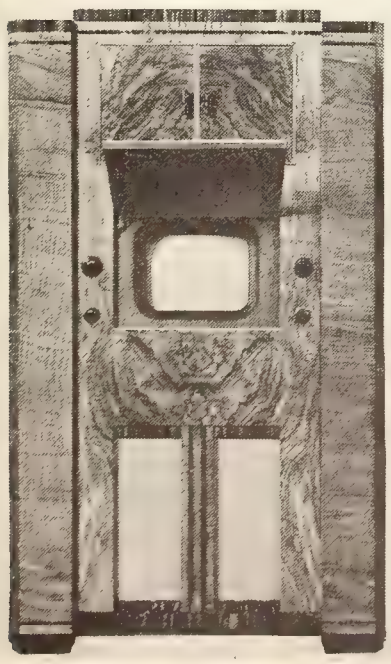
The Ferranti receiver, at lower right, is viewed directly and the image is "electric light" white, 7x9 inches. Two models are built, depending on the sensitivity.

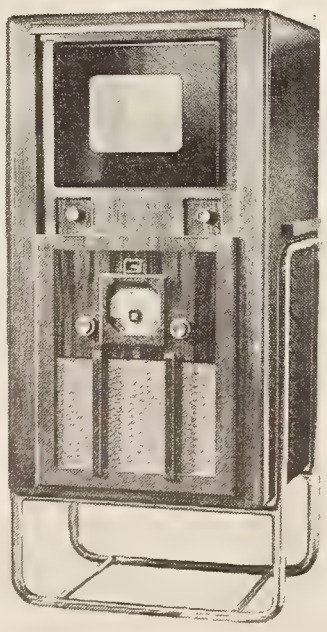
Above the Ferranti is an HMV receiver in which indirect viewing is employed. Two models are provided, varying in sound equipment. Twenty-three tubes are used. The cathode-ray tube is 12 inches in diameter.

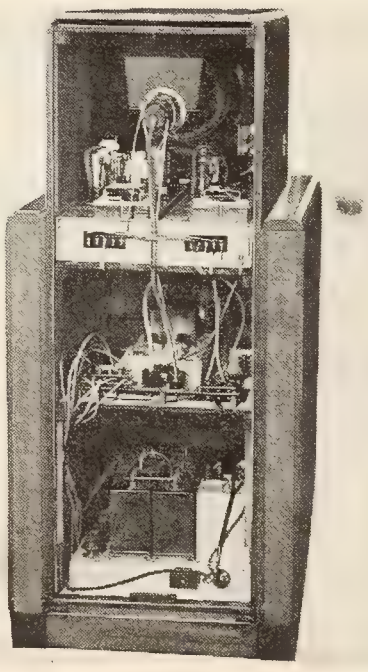
THE trade name "televisor" has been adopted in England to designate television receivers. Italy has adopted the name "televisode".

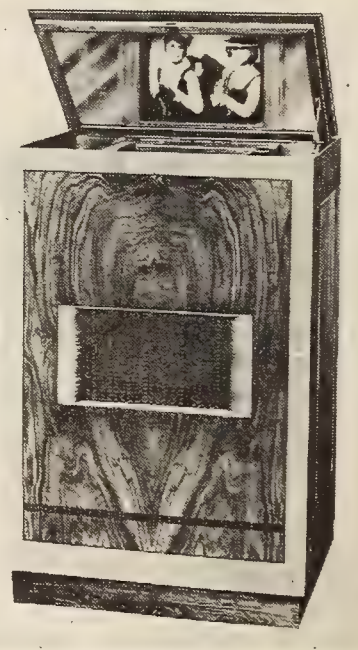












Photos Courtesy of Wireless World, London



TRANSAMERICAN will soon make an announcement of vital interest to those advertisers who realize that the program is the most important ingredient of successful radio advertising.

TRANSAMERICAN will have the exclusive right to offer program material of so revolutionary a nature that its significance as a means of producing sales will be instantly recognized. Like all fine things, this material will of necessity be limited to a very few. But those few may confidently expect sales results comparable to the best that radio has so far been able to deliver for any advertiser.

In announcing this new development, some of the "mystery" which has been attributed to this organization will be dispelled, and dramatic indication will be made of the important place which **TRANSAMERICAN** is destined to take in the broadcasting industry.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

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STAte 0366

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5833 Fernwood Avenue
HOllywood 5315

WLWL Seeks WOV Facilities In New Move to Get Full Time

Paulist Station Would Withdraw Original Plan To Give CBS Second Outlet in New York

A NEW TWIST in the dizzy chain of events surrounding efforts of WLWL, New York Paulist Fathers' station, to procure full-time operation, developed Oct. 22 when the station filed with the FCC an application which would take away from WOV, New York Italian language station, its present facilities.

Simultaneously, the Paulists group filed a petition for leave to withdraw, without prejudice, its pending petition filed last January, seeking to have the FCC terminate the experimental full-time operation of WWL, New Orleans, and KWKH, Shreveport, La. It filed another petition seeking to withdraw its pending application for full-time assignment on the 810 kc. channel, on a sharing basis with WWL, this petition having proposed a "junior reallocation" in which the assignments of eight stations on five clear channels would have been affected, with the breaking down of two of the clear channels.

The newest turn of events would throw into the discard the original plans of WLWL to procure a full-time station in New York which in turn would have been leased or sold to CBS as a second New York outlet. It is still presumed, however, that should its new application bear fruit, and should it procure thereby a full-time assignment on the 1100 kc. channel with 5,000 watts, the station still would be leased or sold to CBS.

Original Plan Blocked

THE original plan, after several modifications, turned on the acquisition of WOV, part-time Italian language station operating on 1130 kc., by WLWL, for an agreed price of some $300,000, this money to have been advanced by CBS. However, Arde Bulova, New York watch manufacturer and owner of several stations, two months ago purchased WOV from John Iraci, its owner, for $300,000, and blocked the original Paulist plan in its entirety. He offered to take over the CBS end of the transaction whereby WLWL would become a full-time station in New York with 5,000 watts, but the Paulists refused, claiming Bulova was an unwanted interloper, and that they desired to do business with CBS.

Because efforts to dissuade Bulova failed, WLWL decided to take its new course. In its application, it requests a full-time assignment with 5,000 watts day and night on 1100 kc., which it now uses about one day a week. The dominant station on this channel is WPG, Atlantic City, which uses 5,000 watts power. The application requests that the FCC deny WOV a renewal of its license, after hearing, and assign the 1130 kc. channel on a full-time basis with 1,000 watts to WPG. This would open the way for WLWL to procure the full-time assignment on 1100 kc., and proceed with its plan of leasing or selling to CBS, with a guarantee of a certain amount of time for its religious programs.

There is some question about the status of the new application since it may be in conflict with FCC rules. These rules specify, in one instance, that an applicant may not withdraw an application for facilities and then refile for other facilities within a six-month or possibly a one-year period. However, this rule is said to apply specifically to cases of denials, and in the current situation, while a hearing was held last year on the WLWL "junior reallocation" petition, no decision has been rendered. Thus, this matter is held to be within the discretion of the Broadcast Division as to whether it will allow a withdrawal without prejudice.

In any event, it is likely that the right of the FCC to consider the application at this time will be challenged both on behalf of Mr. Bulova and Mr. Iraci. The FCC on Oct. 9 set the application for assignment of the WOV license from Iraci to Bulova for hearing on Nov. 16. That was because of the application of Rev. Edward Warner Chromey, of Brooklyn, Pastor of the St. Michaels Protestant Episcopal Church for the facilities of WOV. On Oct. 20, however, the FCC announced the voluntary withdrawal of this application.

In view of the Paulist application for the WOV facilities, it is still likely that a hearing will be held. But first the FCC must decide whether that application is in order under its rules. Should the FCC grant the petitions of the Paulists to withdraw without prejudice, it will then be in a position to make regular rather than experimental grants for full-time operation both to WWL and to KWKH—the former on the 850 kc., clear channel, and the Shreveport station on 1100 kc.

KSL Withdraws Consent

WWL, operated by Loyola University, a Jesuit school, has opposed vigorously the WLWL effort to "break down" its clear channel, through duplicated operation which would have resulted under the Paulist "junior reallocation" petition. While the petition originally called for such an arrangement, a compromise had been worked out whereby WLWL would have become a full-time station on 1100 kc., instead of doubling up with WWL, but this was never filed formally with the FCC. The purported "intrusion" of Bulova prevented the consummation of that arrangement and of the plan to sell or lease to CBS.

Adding to the fury of the whole situation was a Paulist complaint filed with the FCC several months ago alleging that WOV has been broadcasting obscene programs in Italian. This had its repercussions in Congress last session, but Mr. Iraci contended that the English translations of the plays broadcast in Italian were "colored" to make them appear improper. Presumably, the Paulists intend to rely upon these purported improper programs in their efforts to have the FCC delete WOV.

It was learned simultaneously that KSL, Salt Lake City, dominant station on the 1130 kc. clear channel, has withdrawn the consent it had given whereby WPG would have been permitted to operate full-time on that frequency under the original Paulist petition plan. It is understood, however, that this consent will be renewed in the event the new Paulist program receives approval.

In a nutshell, the new Paulist move proposes to short-cut its goal of acquiring full-time by having WOV deleted rather than purchased, and, if that is accomplished, to pursue its original plan of selling or leasing to CBS. The lease plan was for CBS to pay the Paulists about $30,000 a year for five years, renewable at five-year intervals, with a provision for the lease to run as high as $60,000 after the fourth year, depending upon WLWL earnings. The amount which would be paid for an outright sale, but with the provision for daily programs of some 15-minutes, with more time on Sundays for the Paulists, has not been divulged.

Plan for Full Time

TOGETHER with the new application, the Paulists, through their counsel, George O. Sutton, and James Kiernan, commercial manager of WLWL, filed a supplemental statement in which it outlined the manner in which it would be given full-time operation. The statement is as follows:

The applicant, Missionary Society of St. Paul the Apostle, requests unlimited hours of operation of 1100 kilocycles. It is requested that this be accomplished in the following manner:

1. The denial of renewal of license to Station WOV, International Broadcasting Corp. licensee.

It is requested that the renewal of license of WOV, International Broadcasting Corp. licensee, be called for and designated for hearing upon the issues of this application, and in accordance with the rules and regulations of the Commission.

2. The modification of the existing license of Station WPG, City of Atlantic City licensee, in the following respects:

Change the frequency from 1100 kc., part time, to 1130 kc., full time; the power of the station to be 5 kw. until sunset occurs at Chicago, and 1 kw. thereafter at night; and the use of a directional antenna to protect the normal service area of existing stations which may be involved as a result of the operation of Station WPG on 1130 kc., unlimited time with the power herein requested. Full details of the design of this antenna to be submitted by WPG.

3. It is requested that the application for renewal of license of Station WPG, City of Atlantic City licensee, be called for by the Commission and designated for hearing upon the issues presented by this application in accordance with the rules and regulations of the Commission.

Painless Moving

WJSV moved its "10,000 watts and 1460 kilocycles" from Alexandria, Va., just across the Potomac, into the Earle Building, Washington, on Oct. 22, its fourth anniversary as the CBS Washington outlet. Outside of the watts and kilocycles the moving job was simple, the station announced. The transfer was authorized by the FCC and followed lifting of the former zone quotas. During the anniversary program a birthday cake was placed on the sidewalk along with a portable microphone. Station breaks, which formerly mentioned Alexandria or "across the Potomac from Washington" have been changed to identify WJSV as a Washington station.

CBS SALES POSTS IN WEST FILLED

TWO IMPORTANT CBS appointments for San Francisco were announced Oct. 20 by Donald W. Thornburgh, vice president in charge of the network's Pacific's Coast operations. Oscar Reichenbach, formerly associated with *Western Furniture Retailing* magazine in San Francisco, has been made the network's sales promotion manager, headquartered in that city. Reichenbach, who took over his new duties on October 26, was for a time on the staff of *Western Advertising*, Pacific Coast publication.

Henry M. Jackson, for the last six months sales manager of KFRC, that city, and on the station's sales staff for more than a year, has been appointed CBS San Francisco sales manager. His appointment is the third sales department post that has been filled by Mr. Thornburgh on the Pacific Coast during the past month. Other appointments were John Dolph, Pacific Coast sales manager for CBS headquartered in the Russ Bldg., San Francisco, and Harry Witt, veteran Southern California radio sales executive, named Los Angeles sales manager for the network. The new executives are well known in Pacific Coast radio and advertising circles.

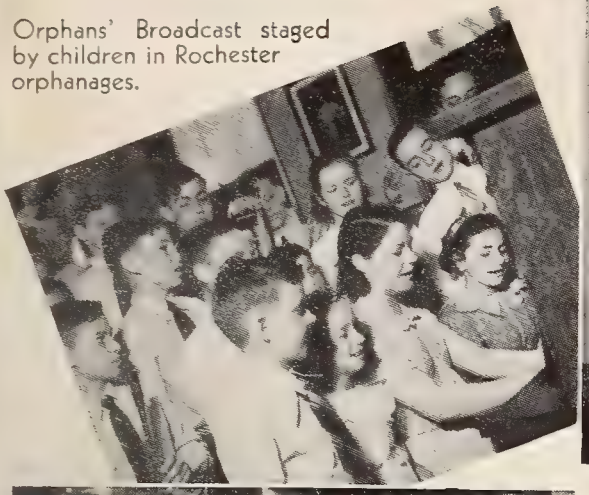
Sale of KVOR, WOCL Sanctioned by the FCC

TRANSFERS of the ownership of two stations were approved by the FCC Broadcast Division Oct. 20 when it authorized the Out West Broadcasting Co. to purchase KVOR, Colorado Springs, and the James Broadcasting Co. Inc. to purchase WOCL, Jamestown, N. Y. The purchase price of the Colorado Springs station, it is understood, was around $80,000. The station, a 1,000-watt outlet on 1270 kc., was purchased from the Rev. S. H. Patterson, who has applications pending for a new 1,000-watt station on 1570 kc. in Denver and a new 100-watter in Cheyenne, Wyo. The Jamestown station, a 50-watter on 1210 kc., was purchased from A. E. Newton.

Stockholders in the Out West Broadcasting Co. are E. K. Gaylord, Herbert N. Peck, Edgar T. Bell and J. I. Meyerson, all officers, directors or stockholders in the *Oklahoma City Oklahoman* and *Times*, and all interested in WKY, Oklahoma City, and KLZ, Denver. Chief stockholder in the James Broadcasting Co. is Col. Harry Wilder, operator of WSYR, Syracuse.

Zenith on 60 Stations

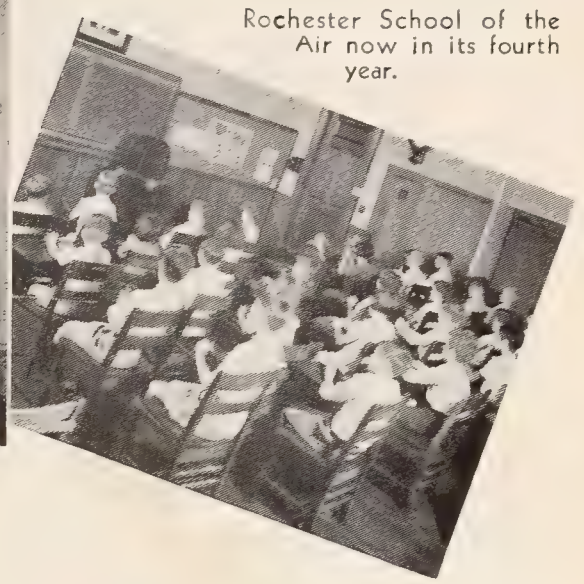
ZENITH RADIO Corp., Chicago (receiving sets), the last week in October began a seven-week campaign, using WBS transcribed announcements on about 60 stations. H. W. Kastor & Sons Adv. Agency Inc., Chicago, is agency.



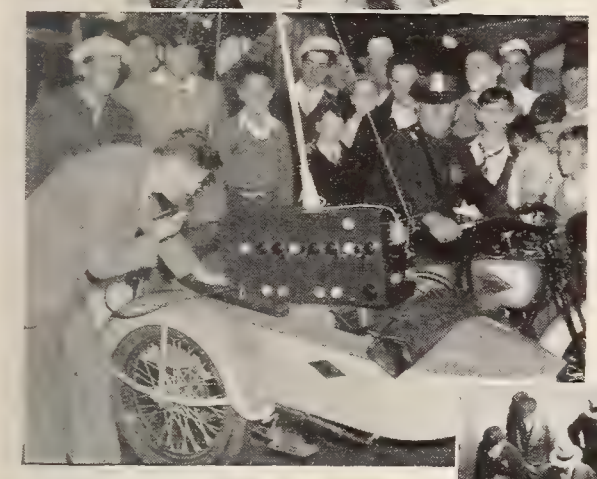
Orphans' Broadcast staged by children in Rochester orphanages.



Rochester Civic Orchestra, supported by music-minded Rochester. Carried by NBC Networks.



Rochester School of the Air now in its fourth year.



Election night scenes carried to WHAM's audience via short wave.





Curbstone Forum. The public airs its own opinions on local and world events.

WHAM's portable short wave transmitter visits the sideshows at Rochester Exposition.



Sports experts carry a word picture of events to listeners.

Star Class International Championship Regatta on the air.

FIRST IN *SHOWMANSHIP*

with 631,200* Radio Families

Rochester's **first** station is also **first** throughout the vast area it is able to serve by virtue of its clear channel and 50,000 watts.

Wherever attention is focused, there you will find a WHAM microphone!

FIRST in Rochester!

FIRST in the Rochester TRADING AREA!

FIRST and **ONLY** in its own "AIREA" of 631,200* Radio Homes!

*** Shown by NBC System of Audience Measurement by "Aireas."**

Owned and Operated by the

Stromberg-Carlson Telephone Manufacturing Co.

ASSOCIATED NBC

New York
Craig and Hollingbery, Inc.,
250 Park Avenue

Chicago
Transamerican Broadcasting and Television Corporation, 333 North Michigan Avenue.

50,000 WATTS

1150 KILOCYCLES

WHAM

"The Stromberg-Carlson Station"

CLEAR CHANNEL

FULL TIME

IT'S WHAT YOU CO

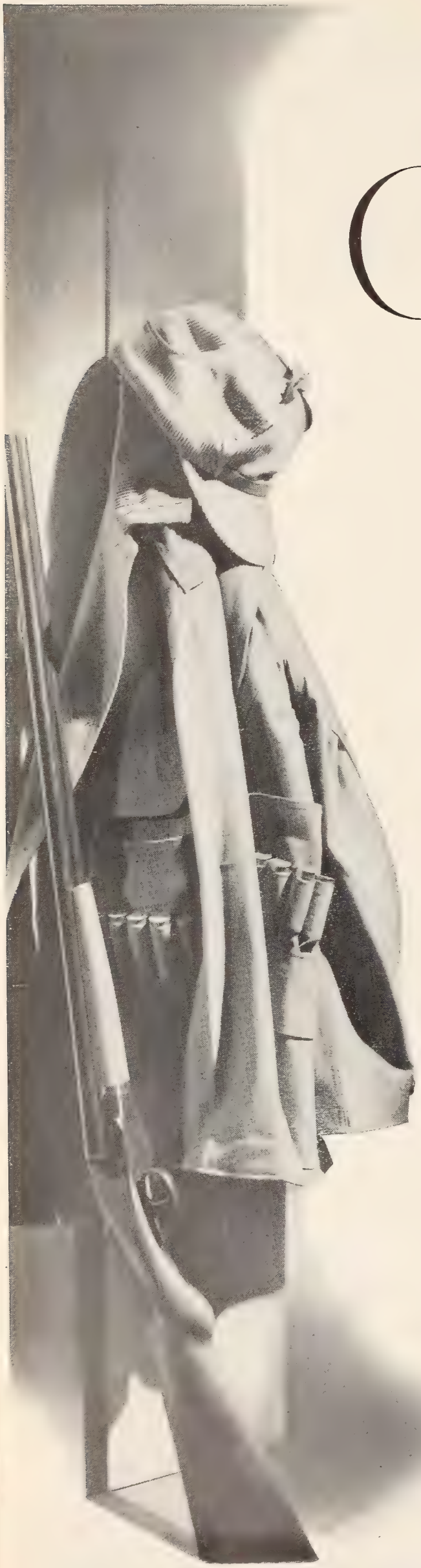
The Los Angeles area is California's first market... the nation's fourth. KHJ covers Los Angeles, and we mean COVERS. San Francisco area is California's second market. KFRC covers San Francisco, and we mean COVERS. San Diego area is California's third market. KGB covers San Diego, and we mean COVERS. What Santa Barbara lacks in size it makes up in wealth. KDB can deliver nearly 40,000 families who spend nearly $40,000,000 a year. You can't laugh that off. It's what you cover that counts. We offer you the MOST of the BEST for the LEAST in California.



VER THAT COUNTS



THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHRYSLER BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO



So you're GOING HUNTING?

It's open season for radio listeners.

But, before you load up with radio advertising in northern Ohio, take a tip from those who have hunted these parts in past seasons.

Game is thickest and most plentiful in seven counties, they'll tell you . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake. Here, two million of Ohio's six million reside. Here, nearly 25,000 retail outlets bag more than one-third of the state's total retail sales.

Pass up the musket that bangs away at the entire open countryside, say expert marksmen of the advertising world. Fire at close range with radio stations that don't waste ammunition (of course they mean your advertising money).

WGAR is that kind of station . . . your most effective weapon in the northern Ohio hunting ground. It delivers one-half millivolt or better in those seven counties. It reaches Ohio's richest market, covers it completely, and at rates that . . . . . well, you'll get two or three pot shots at your game for the cost of one scattered load of buckshot!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Natural Programs Give Banks a Good Radio Opportunity

Quickest Way to Dispel Fears And Sell Bank Services

By CHARLES B. ROTH*
Professor of Advertising
University of Denver

IN ALL THE history of advertising there has never been anything quite like radio in rapid development and the possibilities for earning a profit for advertisers. When you consider that its phenomenal growth—from practically nothing in 1926 to a gross volume for time alone of over $89,000,000 in 1935—has taken place within ten years, it means only one thing: That radio advertising, properly conducted, pays the advertiser.

I don't know of any one who has the opportunity to make it pay better than the banker. He seems to be occupying a strategic position with respect to radio advertising. If he uses radio in the right way, selecting the right program, specifying the right time, carrying out the right follow-up, I cannot see anything but profit in his use of this new medium.

It is possible now to reach practically three-fourths of the families in the United States by means of radio broadcasting, for of the 31,030,300 families, 22,869,000 are radio families. New sets are being sold at the rate of over 4,000,000 a year, exclusive of the 1,000,000 new automobile radio sets that go on America's cars.

In the Public Ear

WHEN the banker decides to go on the air with a program, all that he is doing is astutely linking up with a form of advertising which is very much in public consciousness and attention. With the right program, any money he invests should be profitable for him in the form of increased prestige and in actually increased business.

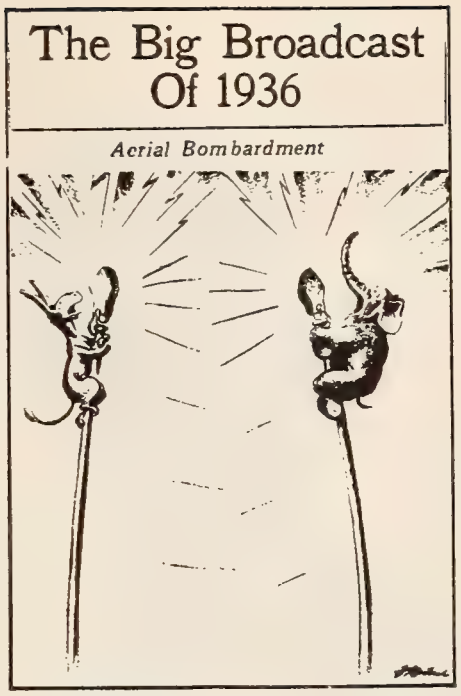
Many years ago those keen scientific-minded advertisers who test every step in advertising before they take it, determined that radio was like any other medium in this, that the copy is the thing.

Now, copy in radio means program. Advertisers who have found the right program have been making radio pay from the very first. To make it pay the banker must likewise search until he finds a program which is both philosophically and commercially correct.

Radio advertising experts group programs in four classes.

Types of Programs

FIRST is the non-entertainment program. This is typified by the various home economics programs of utility companies, flour millers, and others, as well as by personal shoppers' talks of department stores, etc. Next is the straight entertainment program, embracing perhaps 80 per cent of all radio offerings. With a program of this type, the advertiser thinks first of entertaining his audience, and then of injecting his advertising message at the beginning of the program, or in the center, or at the end, or in all three places. Examples: Amos and Andy, all



Fitzpatrick in St. Louis Post-Dispatch

dance orchestras, nearly all dramatic shows.

The third class is known as the forced natural. It is the type of program in which the advertiser strives to build a natural relationship between his product or his service and the entertainment part of his program. You have listened to the dexterous way Jack Benny drags in the name of Jello and its famous flavors. That is an example of the forced natural. Elsie Janis did the same thing for her oil company sponsor. Phil Baker is still doing it for Gulf Oil Corporation.

The fourth class, rarest of all, and, according to the scientists of radio advertising, the most valuable of all if properly handled, is the natural program. The natural program is one which by its very nature fits in so perfectly with the advertiser or his product or service that, when his program is broadcast, it suggests him or what he sells. *Death Valley Days*, a dramatic presentation for the Twenty Mule Team Borax Co., is a classic example of the natural. *The March of Time*, when sponsored by *Time* magazine, is another. Most program builders, if they know their business, are trying all the time to find a program which falls into the natural class. Occasionally some shrewd program man succeeds.

It seems to me that the banker's problem here is comparatively simple, and that if he will do a little straight advertising thinking, it won't be hard for him to find a program of this desirable class—a natural.

Found: A Natural

IT IS COMMONLY accepted that the banker is the man to whom people go for financial advice. Therefore these people will listen readily to the advice from a banker having a bearing upon their financial welfare. Let the banker address himself to them over the air in terms of advice which will influence and improve their financial condition and they will not only listen; they will believe and act.

A perfectly natural program for the banker, and one which would undoubtedly pay its way from the start, would consist of some interesting philosophical type of program having a bearing on the economic welfare of the listener.

A program of this kind with a few words of financial horse sense at the beginning and at the end to constitute the advertising or commercial part of the offering, would be easy and inexpensive to produce and would almost certainly dispose the listeners favorably toward the banker and his institution.

I said in beginning this article that I did not know of anyone who has the opportunity of accomplishing so much with the use of radio as the banker. Quicker than in any other way he can use it to dispel many of the financial doubts that assail his patrons now; surer than in almost any other way he can use it to sell the services of his institution.

But these benefits will only come, as I have indicated, after the program has been carefully selected to carry out the idea of the banker's business and his part in the welfare of his community.

* Reprinted from Financial Advertisers Association Bulletin.

WJAY Post Resigned By Edythe Fern Melrose

EDYTHE FERN MELROSE, for the last two years general manager of WJAY, Cleveland, has relinquished that post coincident with the consolidation on Oct. 24 of the studios of the station with those of WHK, Cleveland. Both stations are controlled by the *Cleveland Plain-Dealer* through a subsidiary corporation. H. K. Carpenter, general manager of WHK, has taken over management of WJAY, a daylight station.

While her plans have not been definitely announced, it is understood that Mrs. Melrose shortly will become general manager of a group of stations in the Midwest, which will align for cooperative sale of time. One of the few woman radio executives, Mrs. Melrose is well known in the industry.

It was indicated there would be other changes on the WJAY staff. Rates also will be revised. C. A. McLaughlin, sales manager of WHK, has taken over similar functions for WJAY.

Harry H. Stair of the WHK sales staff, has resigned to join the New York State Network, keyed from WINS, New York, as Detroit manager. He has been with WHK for the last seven years and prior to that was on the sales staff of the *Plain-Dealer*.

New Swift Spot Drive

SWIFT & Co., Chicago (All Sweet margerine), starts an announcement campaign in the South and Southwest on Nov. 9 on 22 stations. Schedule calls for six announcements weekly from Nov. 9 to Dec. 4; three weekly from Dec. 7 to 18; six weekly from Jan. 11 to Feb. 5, and three weekly from Feb. 8 to March 19. Jingle contests, listeners to complete jingles printed on forms obtainable from dealers, will be conducted in connection with the broadcasts during the six-a-week sessions. Stations are WAPI, WALA, WJAX, WQAM, WDAE, WSB, WGST, WTOC, KWKH, WWL, WJDX, WWMC, WPTF, WIS, WFAA, KTRH, WOAI, KTHS, WIBW, KFH, WSFA, KARK. J. Walter Thompson, Chicago, is agency.

SOCONY-VACUUM OIL Co., New York, on Oct. 26 began a new series of UP five-minute news reports on WOKO, Albany, three times a day, seven days a week, for an indefinite period. J. Sterling Getchell Inc., New York, placed the account.

Committee Shifts Likely in Congress

Complexion of Committees in Charge of Radio Impending

CHANGES in the makeup of the Senate and House Interstate Commerce Committees, which have control over radio legislation, are due to result from the Nov. 3 election. On the Senate committee the death of Senator Couzens of Michigan removed the ranking Republican from that body. This places Senator Metcalf of Rhode Island, if he is reelected, in the position of ranking minority member. Another change will be that of Senator Benson (Farmer-Labor—Minn.) who withdrew from the Senate to run for governor. Senator Benson during the last session of Congress had aligned himself on the Democratic side of the committee.

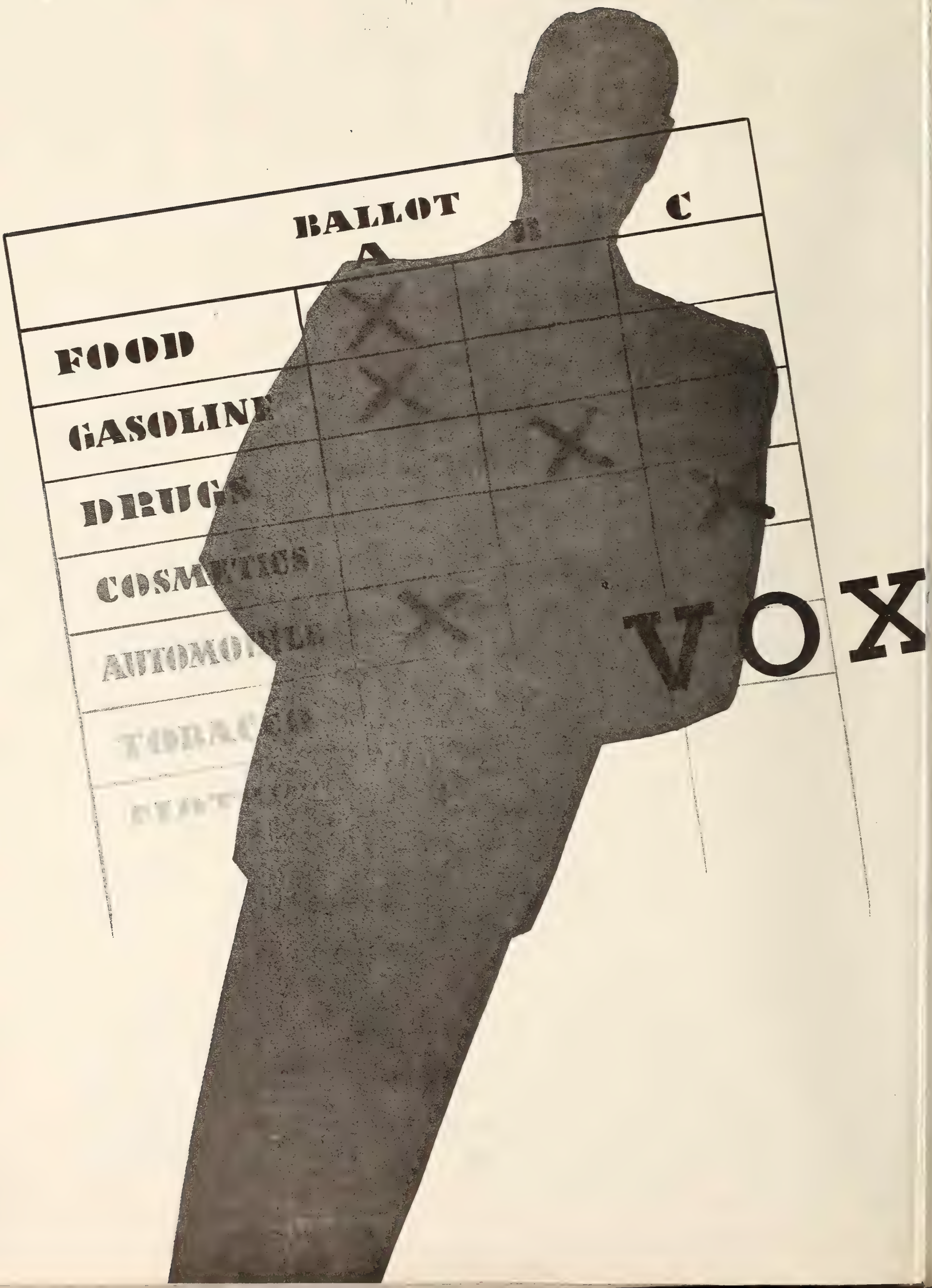
To succeed Senator Couzens, it is believed that Senator Vandenberg (R-Mich.) is a good possibility. The Michigan Republican because of the recent "recorded" campaign broadcast controversy would probably be an interested observer of broadcasting regulation if he should seek this committee post. Senator White of Maine, another Republican, who is ranked as the ablest radio student in Congress, was reelected in September.

On the Democratic side Senator Neely of West Virginia, is the only member to face the voters.

The House Interstate Commerce Committee may have a new chairman if Rep. Sam Rayburn of Texas becomes an aspirant for the House Speakership or majority leader and is successful in such a race. The next in line for chairman is Representative Lea (D-Cal.) up for reelection and the next ranking Democrat is Rep. Crosser of Ohio. Three Democratic members of the House committee already have been eliminated from that body — Rep. Huddleston of Alabama was defeated in the primary; Rep. Corning of New York did not seek reelection and Rep. Monaghan of Montana was an unsuccessful contender for the Senate. Rep. Monaghan has been an advocate of partial government control or ownership of broadcasting in several bills which he sponsored.

WTCN Gets Full Time

COINCIDENT with the granting of the 760 kc. frequency for daytime operation to WLB, of the University of Minnesota, and WCAL, of St. Olaf College, the FCC Broadcast Division on Oct. 20 awarded full time on 1250 kc. to WTCN Minneapolis, which is owned jointly by the *St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune*. WLB at Minneapolis and WCAL at Northfield, Minn., were shifted from the 1250 kc. frequency, the former to operate with 5,000 watts two-thirds daytime and the latter with the same power the remaining one-third daytime. WTCN, with 5,000 watts day and 1,000 watts night, formerly operated six-sevenths time on 1250 kc., the remaining time being divided between the two universities. The 760 kc. channel is the clear channel at night of WJZ, New York.


BALLOT
A
C
FOOD
GASOLINE
DRUGS
COSMETICS
AUTOMOBILE
TOBACCO
VOX

POPULI!

This month America's millions cast their vote in a great national election. • Those same millions are voting every day — expressing their preference for your product — or your competitors. • Their vote on brand preference may affect you more personally and more materially than their decision at the polls. • Alert advertisers elect these stations to court the people's favor — to win the people's vote.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	CBS
WNAC	Boston	CBS
WICC	Bridgeport New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland	NBC
KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK — DETROIT
CHICAGO — SAN FRANCISCO

RadioLuxembourg Bans Script Shows

English Commercial Periods Now Devoted to Music

RADIO Luxembourg, Europe's big commercial broadcaster, has banned all script programs in English, according to Kenneth Hall, London agent of Standard Radio Inc.

The move to ban all but musical programs on the big super-power continental station resulted from listeners' complaints from Belgium, Germany and France, who could not understand what was going on when the station put on script acts in English, according to Hall. Music being a universal language and the station allowing but 90 seconds of commercials in each quarter-hour, it was thought the entire listening audience of the station could be held by eliminating the scripts entirely.

With only two or three continental stations serving the English market successfully the problem for the English advertiser, says Hall, is not to find a program idea which he likes but to be able to buy time at all. Radio Luxembourg allows two hours each night and Sunday mornings for transmission of English advertising programs. Time is sold through English brokers having exclusive rights to these periods and the rate is the highest for any station in the world. This can be understood when it is realized these few stations transmit the only commercial programs to a potential market of 44,000,000 people.

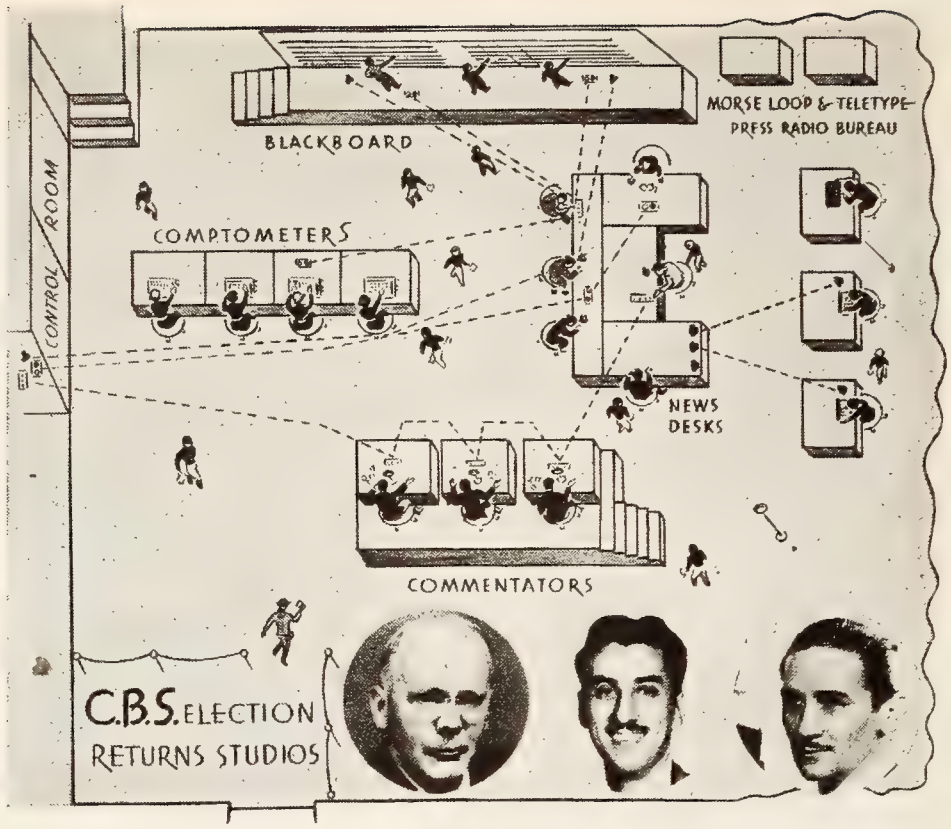
Like American Programs

PROGRAM preferences of the English advertiser lean toward the American type of program, Hall explains. The English listener prefers American bands and the American way of broadcasting although not articulate enough to change the method of operating BBC.

A striking second to this thought was given BROADCASTING'S Hollywood reporter when he casually asked an all-English cast of film players working at a studio which stations and which programs they liked best in England. Their universal preference was for the American-type broadcast of commercial programs over Radio Luxembourg, followed by certain favorites of BBC and the Russian symphonies!

This preference is more striking when it is considered practically all of the features from Radio Luxembourg of a commercial type are of the transcribed kind. Standard Radio Inc. announces it has several of its features running for some of England's largest advertisers, with more waiting for time. There is only one conclusion to reach from such reactions, according to Hall. It is: The program, not the method is the real test of a show. Given a locality where no preconceived notions have been built up in the public's mind and the transcribed show is favored over live talent!

PAT FLANAGAN, veteran sports announcer at WBBM, Chicago, has been going to night school lately — as a teacher. Fifteen-hundred service men of the Socony-Vacuum Oil Co., sponsor of his football broadcasts, have been taking a course in salesmanship under the sports ace.



COVERING THE ELECTIONS—Every detail of the Nov. 3 elections will be covered by the networks and stations, the networks depending largely upon Press-Radio Bureau for the returns and the stations upon their network reports and upon Transradio, UP, INS and their local newspaper tieups. Indicating the elaborate plans being made for handling reports is this layout of the CBS election returns studios. Inserts, left to right, are H. V. Kaltenborn, Bob Trout and Hugh Conrad.

Networks and Stations Complete Plans For Fast Coverage of Presidential Vote

RADIO is ready to cover the 1936 presidential election — the fifth since KDKA announced the Harding-Cox vote in 1920—with an elaborate coverage that will link countless thousands of polling places with highly-organized staffs keyed to provide up-to-the-second results for the listening millions.

Networks and stations have been working for weeks and months to tune their news-gathering facilities for the big night, Tuesday, Nov. 3. Both routine vote counting and novelty programs will be on hundreds of broadcast schedules.

Both NBC and CBS will require a half-hundred or more persons at their New York offices to handle tabulation of the 40 million or more votes which will be cast.

United Press, International News Service, Universal Service and Transradio Press have perfected nationwide setups for their vote counting, and will offer special service far in advance of that provided to broadcasters in past presidential elections.

NBC Well Prepared

NBC will have a general election desk where bulletins will be received, edited and passed on to the announcer. Returns will be supplied to Press Radio Bureau by Associated Press, United Press, International News Service and Universal Service.

A four-room suite in Radio City will be transformed into a workroom and studio and election flashes will be fed from this room as they are received from Press Radio Bureau. NBC microphones will be set up at Hyde Park and Topeka, as well as party headquarters in New York and Chicago. Mobile units will pick up crowd reaction.

Bulletins received by telegraph and teletype will be printed on three shades of paper to distinguish between presidential, secondary and summary material. Data will be tabulated on a board. After editing, bulletins will be passed to the chief announcer's desk, who will telephone orders to the bulletin control board and determine when to cut into network programs. At the board will be Graham McNamee and John B. Kennedy, veteran NBC announcers. A fourth room will be used to check broadcasts as they go on the air.

NBC will have microphones at New Ashford, Mass., traditional first town to complete its count, usually announcing its returns about 8 a. m.

CBS will carry periodic bulletins during the day, cut in bulletins after 6 p. m. with greater frequency, and after 10:30 p. m. will turn over the entire network to continuous election programs until the Presidential choice is known. H. V. Kaltenborn, Bob Trout and Hugh Conrad will announce and analyze returns.

Listeners will get a behind-the-scenes glance into the CBS election setup between 6 and 7:30 p. m., when preliminary contacts with various remote points to be heard later in the evening will be broadcast. A preview of CBS plans will be given Nov. 2 when Paul White, CBS special features director; Bob Trout and James W. Barrett, editor of Press Radio Bureau will explain the coverage.

Mr. White will be seated at a special desk Nov. 3 and will have instant contact with Topeka, Hyde Park and national party headquarters, as well as news sources and the network's 103 affiliates. Page boys will shuttle between his desk and teletype and code machines with reports. The vote will be relayed to a white "blackboard", said to give improved visibility.

Special election service will be provided by local stations, which are preparing to cover local as well as national results.

WGAR, Cleveland, will start its election coverage Nov. 3 at 6 a. m., and will have a mobile transmitter on the job all day, describing scenes at polling places and urging the public to vote.

Under sponsorship of Bisceglia Bros., St. Helena, Cal. (Greystone wine), WIP and WFIL, Philadelphia, will broadcast election returns until the presidential choice is conceded. Microphones will be installed in the *Philadelphia Inquirer* news rooms, local party headquarters, City Hall and Transradio service will be used by WIP. WFIL will use INS reports and the WFIL news bureau will tabulate and analyze balloting under direction of Donald Withycomb, general manager of the station. Five remote crews will provide local coverage.

Townsend Group Books 94-Station CBS Hookup

PURCHASING the complete CBS network from 10:45 to 11 p. m., Sunday, Nov. 1, Dr. Francis E. Townsend was scheduled to make his first network broadcast over a 94-station hookup. The previous Sunday, via transcription, the old-age pension campaigner had addressed the audiences of KVOS, KFBI, KTSM, KGNC, KNOW, KTRH, KTSA, KFDM, KRLD, KOMA, KTHS, KWKH, KDSU, WALA, WSGN, WHBQ, WWVA, WMBG, WWNC, WIS, WMAZ, KFYO and WCHS.

Howard Ray, who has come from the Los Angeles to the Chicago headquarters of Townsend National Recovery Plans Inc., where he succeeded Dwight Bunnell as director of radio for the organization, says that if the CBS broadcast goes off successfully, plans will be made for a 13-week series of broadcasts by Dr. Townsend under the sponsorship of the *National Townsend Weekly*, organ of the Townsend group, with the hope of selling enough subscriptions to defray the cost of the broadcasts. Mr. Ray also said that he expects to continue placing the transcribed talks on local stations throughout the country. These programs are recorded in the D'Arcy Laboratories, Chicago, and have been placed through the Conover-Serviss Co., Chicago station representatives.

Moon Glow to Expand

MOON GLOW COSMETICS Co., Los Angeles, is planning to expand its radio campaign into new territory in December. A quarter-hour afternoon program from KHJ, Los Angeles, to Don Lee network, started last June, was expanded after two months to Don Lee-CBS network, and later included KSL, Salt Lake City. This series was renewed for 26 weeks and expanded to the whole Pacific Coast and Mountain area. Two announcements of a free sample offer brought some 1,500 responses. Emil Brisacher & Associates, Los Angeles, is agency.

JACOB DOLD PACKING Co., Buffalo, on Oct. 10 renewed its five-minute UP news periods on WGR-WKBW, Buffalo, every hour on the hour from 9 a. m. to midnight. Batten, Barton, Durstine & Osborn Inc., Buffalo, placed the account.

IT COSTS MORE TO TRY TO CHANGE ESTABLISHED LISTENER HABITS THAN TO USE THE STATION THEY PREFER

Nation's Most Modern Local Station

Proves This with Running Telephone Surveys

PRESENT STANDING—

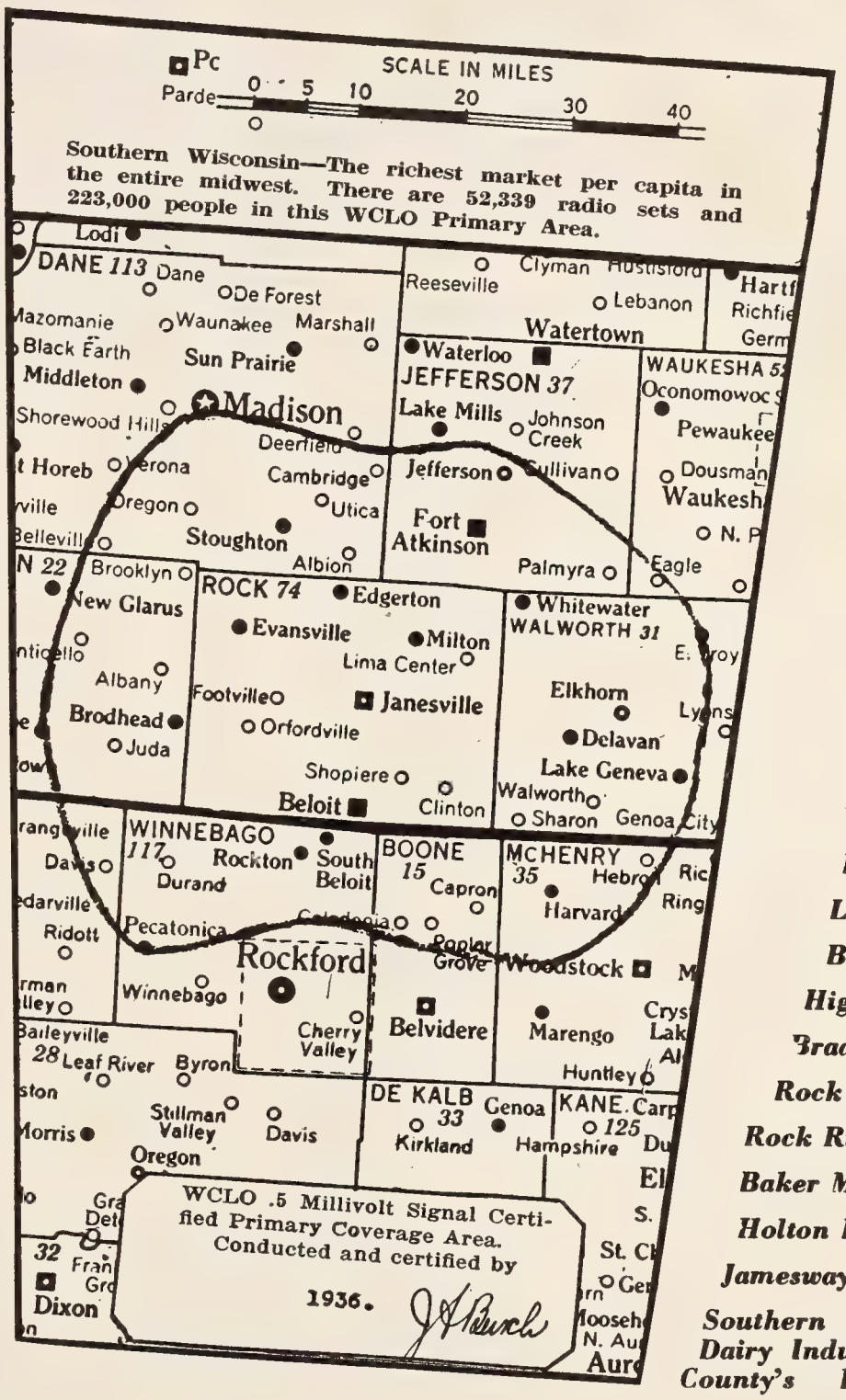
1. Chicago—Clear Channel.
2. *WCLO—Janesville, Wis.*
3. Chicago—Clear Channel.
4. Chicago—Clear Channel.
5. Chicago—Regional.
6. Milwaukee—Regional.

WHY?
Program Acceptance
HOW?

Feeding programs of particular interest to southern Wisconsin, northern Illinois audience—such as—

Most complete news service available via radio—two remote street broadcasts daily from Jansville and Beloit — Service broadcasts for three Colleges, 4-H clubs, PTA, civic, social and church organizations—Police bulletins — Masonic chorus—15 week courses, Gazette-WCLO Cooking Schools from theatre — Sports reviews — Children's programs—Remote pick ups southern Wisconsin football, basketball hockey, fights and baseball as well as network — Complete Sunday Newspaper of the Air—Such national spot programs as Fred Waring—Ford V-8 Review—Chevrolet Musical Moments—Republic Steel —Pure Oil—and such network shows as Princess Pat Players Campana sports, Remington Rand dramatized news, Ovaltine's Little Orphan Annie and others.

If the time buyer should take the time to travel up and down the streets of the towns of southern Wisconsin and northern Illinois he would have a new conception of the popularity of this local station.



THE HOME OF

Diversified Industry, in Full Production

Chevrolet
Fisher Body
Parker Pen Co.
P. B. Yates Co.
Freeman Shoes
Fairbanks-Morse
Vudor Shade Co.
Nunn-Bush Shoes
Lewis Knitting Co.
Beloit Iron Works
Highway Trailer Co.
Bradley Knitting Co.
Rock River Cotton Co.
Rock River Woolen Mills
Baker Manufacturing Co.
Holton Band Instruments
Jamesway Farm Machinery
Southern Wisconsin's Rich Dairy Industry and Green County's Famous Cheese.

Full Leased Wire Transradio Press Service

2400 Words Per Hour—18 Hours Per Day—7 Days Per Week. Augmented With 130 Southern Wisconsin-Northern Illinois Correspondents. Excellent News Spots Available for Sponsorship.

WCLO

OWNED AND OPERATED BY THE JANESVILLE (WISCONSIN) GAZETTE.
Member Affiliated Broadcasting Company—NBC Thesaurus Programs

High Fidelity Throughout—Latest Western Electric 23A-250 Watt Transmitter, Collins Speech Input—Truscon 260 Ft. Vertical Radiator Antenna—RCA-70A Turntables

COVERAGE SERVICE WILL BE EXPANDED

EDGAR H. FELIX, of New Rochelle, N. Y., announces that his *Radio Coverage Reports* service is to be the foundation of a national system of rating radio station coverage effectiveness. The first network station ratings, covering 46 cities of more than 100,000 population, have just been released to subscribing advertising agencies, advertisers and broadcasting companies, to be followed soon with figures for hundreds of smaller communities and larger geographical divisions.

By these ratings, it is claimed, the reliable coverage attained by any list of radio stations may be compared and evaluated according to the needs of the individual advertiser. *Radio Coverage Reports*, as originally announced a few months ago, was planned only to analyze radio service to leading trading centers in which approximately 50% of the population reside, but it was soon found that subscribing agencies desired a more comprehensive view of radio coverage.

Reports are now issued not only for large cities but for smaller communities and rural places as well, so that the effectiveness of stations can be studied throughout their areas and compared.

The service has been issued for some 300 communities from Maine to Florida and as far west as Indiana in counties with a total population of 39,566,689, or 68.4% of the states covered and 32.2% of the total population of the United States. The percentage of radio sets is higher, being 73.5% of those in the area covered and 36.8% of those in the United States, this being due to the larger concentration of sets in cities. Following the issuance of network ratings for various classes of communities will be a state-by-state analysis of urban and rural service by network and independent stations to facilitate compilation of coverage valuations for any combination or grouping of stations for any area covered by the survey.

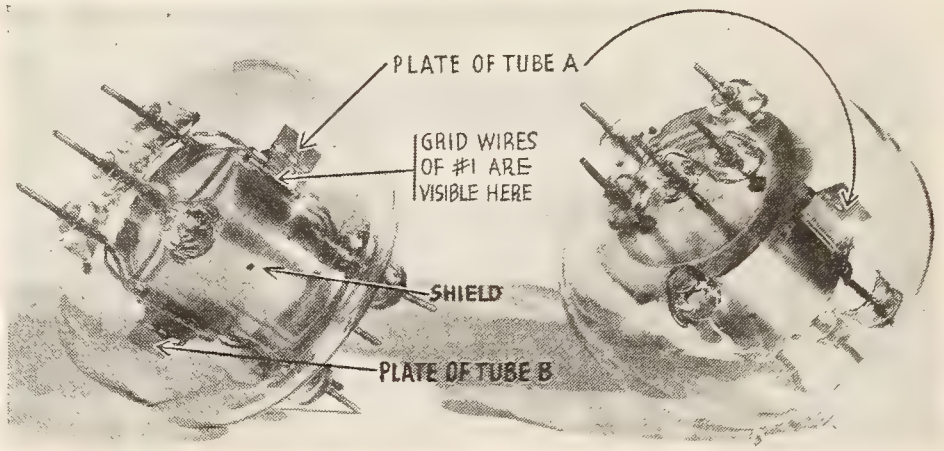
WPA Theatrical Project To Expand Its Activities

EXPANSION of the radio activities of the WPA Federal Theater Project in New York, utilizing sustaining time donated by the stations, is planned by the project's radio division, according to Evan Roberts, its managing director. The New York headquarters are at Broadway and 52d St., where it is proposed to enlarge the staff of players and writers and produce more shows—some to be sent out on the road as touring units like those of Maj. Bowes' amateur hour.

Most of the project's programs are dramatizations, all written and produced by its own staff, comprising artists, playwrights and directors on work relief. At present the project has three programs, *Pioneers of Science*, *4-Arts Forum* and *History in Action*, weekly on WHN, a Sunday Shakespearean series on WMCA and *Safety Musketeers* on CBS each Monday afternoon. Harry Wentworth is casting director, with Frank Curran, A. W. Hoeny and George Asness as directors.

NEW TUBE FOR ULTRA-HIGHS

Bell Laboratories Devises Tube Having Two Sets Of Elements Within Single Envelope



BELL LABORATORIES has designed a new vacuum tube (Western Electric No. 2404) for ultra-high frequencies which is said to bring nearer the use of high radio power on apex frequencies and to offer possibilities for television. The tube has two sets of elements inside a new type of glass envelope about three inches in diameter and two inches long (see photos).

Description of the apparatus was given at a recent meeting of the Institute of Radio Engineers, New York, by A. L. Samuels and N. E. Sowers, of Bell Laboratories. Plans are under way to construct it in larger sizes, with corresponding increase in power output.

Push-Pull Arrangement

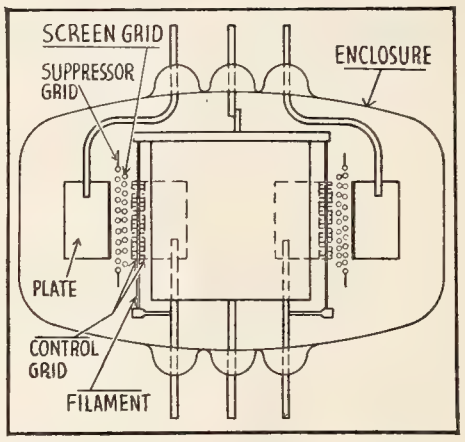
AN OFFICIAL description of the tube's construction and operation follows:

"A simple three-element tube of the type used at low frequencies will go into oscillation at high frequencies because of the internal capacitance of the tube. At moderate frequencies this capacitance can be neutralized as in the familiar "neutrodyne" circuit, but this is ineffective at very high frequencies. Another serious difficulty in this range is the fact that the time required for an electron to travel from the grid to the plate is quite comparable to the duration of one oscillation.

"A large number of electrons will then be drawn up to the grid while it is positive, will pass through it and be repelled toward the plate while the grid is negative. The energy for this action on the electrons must come from the grid circuit, and since the grid circuit is one of high impedance, a serious loss in grid voltage will ensue. In the limiting case, the grid voltage falls so low that the system ceases to operate. This effect is minimized, first, by speeding up the electrons through the use of high voltages, and second, by spacing the tube elements very close together. The capacitance of the tube is neutralized by the addition of a screen grid.

"The 240H tube has two sets of elements mounted inside the same glass envelope. These are connected to the external circuit to form a push-pull arrangement. Elaborate provisions have been made for shielding the two elements and using very short leads from the envelope to the active elements. Very small spacing between elements is provided by careful manufacture and long insulation paths to permit high plate voltage.

"As a result this tube has an input resistance at 150 million cycles of 30,000 ohms as compared to 1,000 ohms for a typical tube of the conventional type. At 300 million cycles the input resistance of the 240H vacuum tube is still above 5,000 ohms, while for conventional tubes it is so low as to make them completely inoperative. When operating as a class 'A' amplifier at 150 megacycles, an output of one watt is obtained with the distortion 40 db below the fundamental. Under these conditions the stage gain is 20 db. Outputs of 10 watts with a plate efficiency of 60 to 70% and a gain of 20 db are secured with class 'B' operation."



APEX TUBE — Above are photographs of the new Western Electric No. 240H tube, with elements indicated. At left is a cross-section of the assembly. The tube is three inches in diameter, two inches long.

KSFO Lease Hearing

APPLICATION for voluntary assignment of KSFO, San Francisco, from Associated Broadcasters Inc. to CBS, under a proposed lease arrangement involving approximately $25,000 per year, was set for hearing Oct. 26 by the FCC Broadcast Division. The station on Dec. 29 will become the San Francisco outlet of CBS in lieu of KFRC of the Don Lee Broadcasting System. On that date, KNX, Los Angeles, CBS owned station, joins the network as the Don Lee Network of four stations becomes affiliated with Mutual Broadcasting System.

Radio-Film Cooperation For Their Mutual Benefit Is Urged by Aylesworth

WORKING arrangements to prevent interference between motion picture production and radio are advocated by M. H. Aylesworth, RKO board chairman, who long has believed that the movies and radio help each other. Mr. Aylesworth is a member of a film industry committee named to study the radio-film problem, other members being Nicholas M. Schenck and Harry M. Warner.

The committee, which also is eyeing television, is expected to report within a week or two. At a meeting held Oct. 14 at Rochester by motion picture engineers, Mr. Aylesworth had the following to say of television:

"The entertainment industry is now faced with the development of television, which will be with us in a short time. I for one believe that the motion picture industry should work with those who are developing television so that when the history is written the motion picture, the theatre and television will work for each other and enhance the public interest in all three mediums of entertainment."

Mr. Aylesworth suggested that broadcasters should "help develop the slogan for the motion picture and the theatre 'take your family to a motion picture theatre twice a week'." He pointed out that people like to get away from home for outside entertainment and a change from family habits.

Dyer WEMP Sales Head

COMMERCIAL management of WEMP, Milwaukee 100-watter which operates daytime on 1310 kc., has been taken over by Gene T. Dyer, operator of WGES and WSBC, Chicago, and WCBD, Zion, Ill. President of WEMP is Herbert L. Mount, attorney; vice president, Thomas M. Duncan, financial secretary to Gov. La Follette; secretary-treasurer, Glenn D. Roberts, Madison attorney and a director of WIBA, Madison. Mr. Roberts is chief stockholder, with 72 shares, and Mr. Dyer owns 25 shares.

Bar Dinner Set

THE RECENTLY formed Federal Communications Bar Association will hold its annual dinner Nov. 18 at the National Press Club, Washington, according to an announcement made by its executive committee Oct. 27. Louis G. Caldwell, Washington attorney, is president, Ralph H. Kimball, of New York, vice president, and George O. Sutton, Washington attorney, secretary-treasurer. Arrangements for the dinner are under the immediate charge of Ben S. Fisher, member of the executive committee. Several speakers will be invited. The Association has a membership of 129, comprising attorneys engaged in practice before the FCC.

Dr. Strasska Returns

DR. STRASSKA LABORATORIES, Los Angeles, manufacturers of tooth paste, on Nov. 2 launched a six-week campaign through the Glassner Advertising Agency, Los Angeles, using the eight stations of the Don Lee-California network for a quarter-hour one night a week with George Fischer's *Studio Whispers*, gossip of the film studios.

WCLO "Goes Modern"

JANESVILLE

WISCONSIN

WITH A TRUSCON VERTICAL RADIATOR

WCLO stands in the top class of modern broadcasting stations... with its modernistic transmitter house, modern technical facilities and its Truscon Vertical Radiator regarding which Mr. S. H. Bliss, WCLO manager, comments in the following letter:

Mr. A. C. Wallen, October 1, 1936
Truscon Steel Company,
Youngstown, Ohio.

Dear Mr. Wallen:

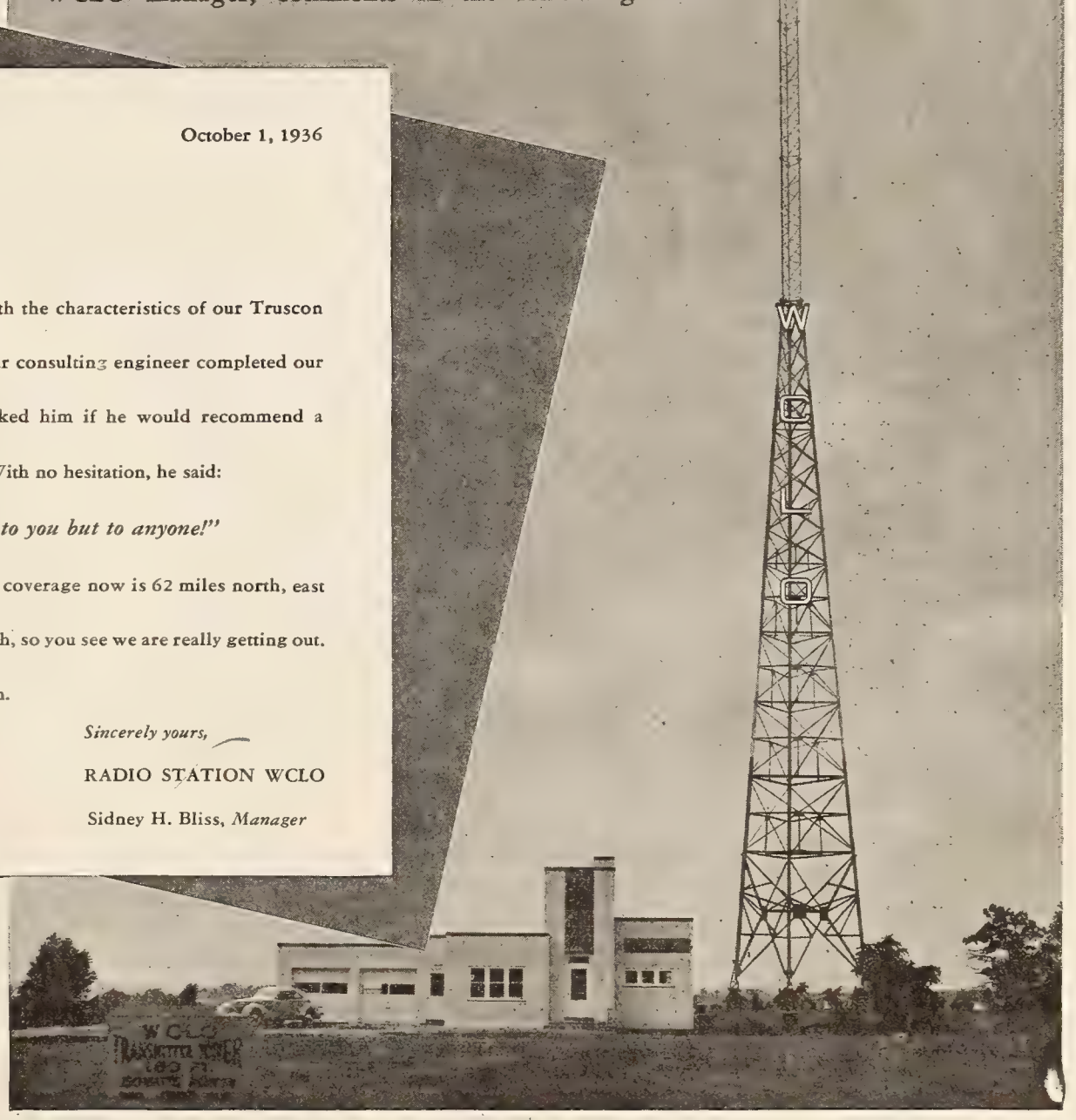
We are well satisfied with the characteristics of our Truscon Vertical Radiator. After our consulting engineer completed our field-intensity survey, I asked him if he would recommend a Truscon Radiator again. With no hesitation, he said:

"Yes, not only to you but to anyone!"

Our guaranteed daytime coverage now is 62 miles north, east and west and 55 miles south, so you see we are really getting out.

Thanks for the cooperation.

Sincerely yours,
RADIO STATION WCLO
Sidney H. Bliss, *Manager*



Write for full description of the commercial, technical and structural advantages of Truscon Vertical Radiators.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO
Truscon sales-engineering offices are located in 54 strategically located cities.

TRUSCON VERTICAL RADIATORS

Grant of Station to St. Louis Star-Times Brings Political Charges, Court Appeals

TWO COURT appeals, an attack by the Republican National Committee upon the New Deal and the FCC and a battle of newspaper headlines in St. Louis, have developed as a result of the FCC decision of last month granting to the *St. Louis Star-Times* a construction permit for a new regional station in that city (to be known as KXOK and to operate full time with 1,000 watts on 1250 kc.) over the competitive application of WIL, St. Louis local, for the same facilities.

Both WIL and the *St. Louis Post-Dispatch*, operating KSD, appealed to the U. S. Court of Appeals for the District of Columbia in opposition to the FCC decision. Both asked stay orders to prevent the FCC from making its authorization for the new station during the pendency of the litigation. The court on Oct. 24 granted both the KSD and WIL's petitions. The FCC did not oppose either.

Examiner Overruled

THE Republican Committee, in a two-page "handout" released in Washington Oct. 21, charged that the FCC made an "outright gift of $500,000 to the only newspaper in St. Louis to support Roosevelt's reelection". It alleged that in the face of recommendations that the application be denied made by an examiner, Democratic members of the Broadcast Division gave the approval. Records show that all three members of the Broadcast Division voted in favor of the *Star-Times* application against that of WIL, which sought to increase its position from a local to a regional on the 1250 kc. channel with 1,000 watts day and night.

The Republican release went into a recital of the examiner's report and charged that the reasons giving by the FCC for the granting of the application were "thought up so that the Commission would have an excuse to grant application to the *Star-Times* so that New Deal propaganda could be aired * * *." This, it declared, "is evident when the examiner's report is analyzed."

The announcement had its immediate repercussions in St. Louis, with the *Post-Dispatch*, *Star-Times* and *Globe-Democrat* (which does not have a station) blasting forth with streamers. The *Star-Times*, of which Elzey Roberts, former chairman of the radio committee of the American Association of Newspaper Publishers, is the publisher, published the Republican handout in full, together with its own editorial comment. Mr. Roberts is the owner of KFRU, Columbia, Mo., which he recently purchased.

In its editorial comment, the *Star-Times* stated that more than two years ago it decided to join the growing number of newspapers owning and operating radio stations. About a year ago, it pointed out, application was made to the FCC for a station on 1250 kc. with 1,000 watts. The newspaper stated:

"Sometime after the *Star-Times* application was filed, another St. Louis radio station entered an application for the identical facility which the *Star-Times* had requested. If these were 'conflicting applications' the conflict was caused by the application which was filed after that of the *Star-Times*."

The statement continued that after considering both applications, the FCC issued the construction permit to the *Star-Times*, effective Oct. 6. Then it pointed out that the FCC was a bipartisan body consisting of members of high standing, representing both political parties.

"There is probably no branch of the government which is further removed from political considerations than the FCC," continued the editorial. "If any evidence of that fact were needed, it can be found in the perusal of radio grants made by the Commission in the past two years, which show a proportion of radio grants to newspapers hostile to the present administration.

"In view of the well-known fact that the Communications Commission has leaned backwards to maintain its impartiality, it seems that the Republican National Committee has reached an all time low in political activity in charging that a single grant was for political considerations because it was to a newspaper that had supported what it believed to be right in Mr. Roosevelt's administration and has with equal vigor criticized what it believed to be wrong."

Appeals of KSD and WIL

KSD, in its appeal filed Oct. 20, brought out that KSD is an applicant for full time before the FCC, and that, among other things, the FCC erred in granting the *Star-Times* application without having previously granted the long-pending application of KSD for full time, claiming that this right is superior to any competing or conflicting claim of the *Star-Times* to establish a new service. This appeal, filed by Paul M. Segal and George S. Smith, Washington attorneys, recited a dozen other allegations of error on the part of the FCC in granting the application.

The second appeal, filed on behalf of WIL on Oct. 23 by Louis G. Caldwell, Donald C. Beelar and Percy H. Russell, Jr., Washington attorneys, contended that the Broadcast Division, among other things, had not conformed with regular procedure in granting the construction permit to the *Star-Times*. It brought out that on Oct. 5, prior to the effective date of the decision, it had filed a petition for rehearing with the FCC, which petition was denied for "want of jurisdiction" on Oct. 21 since KSD, on the preceding day, had filed its notice of appeal in the Court of Appeals.

Up to Oct. 6, the WIL appeal stated, the FCC had not made public its findings of fact or any grounds for the decision granting the *Star-Times* application and this was not made public until Oct. 17. This was branded an improper procedure, and it also was alleged that the FCC dismissed the petition for rehearing, along with a supplemental petition, "without considering the merits thereof".

In reciting reasons for the appeal, WIL contended that the FCC has no power or jurisdiction to make the decision in favor of the *Star-Times* under the circumstances. By failing to follow proper procedure, it was contended the action violated the Communications Act, as well as the due process clause of the Constitution. Moreover, it held that if the Communications Act be construed as not requiring that a decision such as involved be accompanied by findings of fact, then the act itself is unconstitutional. The appeal then went into the merits of the FCC decision and contended that it was in error for a long list of reasons.

In its petition for a stay order, WIL contended that unless the decision is stayed, WIL will suffer serious and irreparable injury in that the *Star-Times* will proceed with construction of the new station, and the operation of the proposed station will mean substantial economic loss to WIL. Already, it was charged, the *Star-Times* has "solicited contracts among advertisers now using and helping to support appellant's station and in at least one instance known to appellant has succeeded in persuading an important advertiser now using appellant's station to agree to use the proposed station if and when established."

SOME DEFINITIONS
Radio Trade Terms Explained
By Col. Stoopnagle

RADIO terms have been defined by Col. Lemuel Q. Stoopnagle, of the Stoopnagle & Budd duo, so listeners may "enjoy their loudspeaker far more than before". His definitions are:

Program—Music or talk designed to fill the space between station announcements and time signals.*

Sponsor—A man without whom you aren't on the air.

Script—Typewritten sheets which Fred Allen is funniest when he departs from.

Announcer—Fellow with a nice voice who talks about stuff he hopes you will buy some of.

Stooge—Man or woman who is given funny things to say and then thinks he or she is a comedian.

Microphone—Thing you talk into and they hear you where you aren't.

Orchestra—Bunch of men who, on a comedy program, play after the applause by the studio audience.

Engineer—Serious-looking man who twiddles gadgets and things and nobody knows what he is doing.

Rehearsal — Four or five hours of stuff when the comedian's manager, press agent and friends almost die laughing at the jokes.

Production Man—Guy with a stop watch to count the minutes between station breaks and see that call letters are broadcast on schedule.

*Example — 5:30 to 6:00 p. m., Sundays, over the NBC-Blue network when someone is on with a fellow named Budd.

FTC Cites Biotone

BIOTONE LABORATORIES Inc., and Rocky Mountain Laboratories, Salt Lake City (Biotone), are charged by the Federal Trade Commission with making exaggerated and untrue claims for their product.

First of WBBM Studios Ready for Operation as Construction Progresses

AFTER six months of construction, new WBBM-CBS Wrigley building studios are shaping up into one of the most modern studio office plants in radio. One dramatic and orchestra studio, No. 9, is already in service; the 285-seat WBBM air theater, Studio No. 10, is scheduled to begin operations Nov. 2, while the new executive, sales, program, news, and publicity offices of WBBM and CBS on the second floor of the Wrigley building will be completed by November 7.

WBBM studios No. 1 and 2, in service since 1930, will immediately be torn up, to be replaced by modern "live end, dead end" studios similar to those now in use by CBS in New York. Final completion and dedication of the nine-studio plant is not expected before next spring, although the new modernistic office layout will be in use beginning with the first week in November.

Cost of building, equipping, furnishing, and air-conditioning the entire WBBM office and studio layout exceeds $300,000. Plans were made by William Lescaze, New York modernistic architect who also designed Columbia's New York studios at 485 Madison avenue, and the new CBS Hollywood plant to be built in 1937.

Completion of the audience studio, No. 10, will give WBBM its first regular theater for programs since the days when H. Leslie and Ralph Atlass charged $1 admission to the old WBBM Kimball hall studios in 1928.

Sues March of Time

DONALD F. JACKSON, a senior at the University of North Carolina, on Sept. 30 filed a $100,000 damage suit in the New York Supreme Court naming CBS, Time Inc., New York, and Remington Rand Inc., Buffalo, as defendants. The plaintiff alleges that the Feb. 4, 1936, broadcast of the *March of Time*, then sponsored by Remington Rand and edited by *Time*, implied that he was involved in an "examination cheating ring" which was described on the program. Mr. Jackson claims he was not suspended from the school because of this disclosure, but because he stayed out with a girl companion after school hours.

New Station Sought

MID-ATLANTIC Corp., of Washington, formed by Eugene Meyer, publisher of the *Washington Post*, and former governor of the Federal Reserve Board, on Oct. 21 filed with the FCC an application for a new station on the high fidelity channel of 1570 kc., with 1,000 watts unlimited time. The newspaper already is an applicant for assignment on the 1310 kc. local channel with 100 watts, seeking the facilities now occupied by WOL, Washington, which has been authorized to remove to the 1230 kc. regional frequency with 1,000 watts.

ROSCOE TURNER, speed flyer, has been signed by NBC as star of the network's *Flying Time* program, dramatic juvenile serial. Colonel Turner will also serve as an aviation reporter for the network, covering air races and similar events.

WCLO

JANESVILLE, WISCONSIN

-first on the air with Western Electric's New 100-250 Watt Transmitter!



Other stations that have ordered 23A's:

KFXD	WMIN	WEXL
KABC	WMBC	WBAX
WFOY	WHDL	KCMC
KFJB	WFBG	KYOS
KGY	KLS	WKOK
KRKO	KDB	WLAP
WMBH	WSGN	WOCL
	WIBX	

LISTENERS SAY: "Programs coming in clear as a bell"..."I listened to your change from old to new, and wish to say it was a great improvement"... "WCLO comes to us the clearest of any station"... "Reception so much better we will be among your fans in future"..."Marvelous improvement. As clear and fine as any high powered station."

WCLO SAYS: "It took but 16 hours to set up the transmitter and tune it. It has far fewer parts than other new transmitters we investigated... is simple to tune and operate. As far as we have been able to discover, it does everything Western Electric claims for it."

WESTERN ELECTRIC SAYS: "The new 23A Transmitter gives high fidelity performance at minimum cost. You'll be interested in these features: high overall efficiency... stabilized feedback... grid bias modulation... complete AC operation... small tubes, all radiation cooled." For full details, write Graybar Electric, Graybar Building, New York.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

Agency Executives In West Confer on NewDevelopments

Radio and Hollywood Included In AAAA Meeting Agenda

ABOUT 100 advertising agency executives and as many guests from all parts of the United States, attended the second annual Pacific Coast convention of the American Association of Advertising Agencies held at the Del Monte Hotel in Del Monte, Cal., Oct. 29-30.

All sessions of the convention were invitational, and behind locked doors, with outsiders barred, the first day business sessions for members and agency guests only were informal and unrecorded. At these "off-the-record" sessions agency men and guest speakers aired their views on the changing factors affecting agencies and their work, stressing the dynamic side of advertising with no thought in mind that the essentials of agency practice are changing. New opportunities in the field and agency activities which reflect changing conditions were studied.

Radio and Hollywood

EVERARD MEADE, from the Hollywood offices of Young & Rubicam Inc., read the paper titled "Radio Goes Hollywood", which was written by Tom F. Harrington, manager of the agency's offices in that city. Harrington, originally scheduled for the talk, was unable to be present. John Benson, president of the AAAA from New York City and Paul Cornell of Geyer, Cornell & Newell Inc., that city, who is chairman of the AAAA board, were among the principal speakers, addressing both the closed and guest sessions. Dana H. Jones, president of the Dana Jones Co., Los Angeles agency, was another executive to bring a message to those at the closed sessions. A dramatic-dialogue analysis of modern advertising, titled "Who Holds the Pencil?" was presented by Walter Doty and Fred Ludekens, both with Lord & Thomas, San Francisco, during the closed session.

Prof. James W. Young, University of Chicago, speaking at the guest session on Friday, had for his subject "A Technique for Producing Ideas". Joseph Sinel, New York industrial designer, and a former San Franciscan, discussed "Visual Impacts". John Benson's thoughtful address was titled "A New Working Principle for Business". The guest session was concluded by Paul Cornell, speaking on "Advertising in a Changing World".

Broadcasters attending the guest sessions included Donald W. Thornburgh, newly-appointed CBS vice president in charge of west coast operations, from Hollywood; John M. Dolph, CBS Pacific Coast sales-manager, San Francisco, and Harry W. Witt, Southern California sales manager for CBS. NBC was represented by Harry F. Anderson, western division sales manager, San Francisco, and Sydney Dixon, assistant sales manager from Hollywood. Ralph R. Brunton, general manager of the Northern California Broadcasting System (KJBS, San Francisco, and KQW, San Jose), attended as western chairman of the National Association of Regional Broadcasting Stations.

On the evening of Oct. 29 agency executives welcomed arriving guests and mingled in informal groups. AAAA members and guests participate in the golf tournament over the famous Del Monte course Oct. 30 and attended the President's Dinner, honoring President Benson and Board Chairman Cornell, which was given in the Del Monte Hotel auditorium that evening.

Sessions was presided over by three chairmen: Dan B. Miner of Dan B. Miner Co., Los Angeles agency, who, besides being chairman of the convention committee on program, is chairman of the Southern California Chapter of the AAAA; Joseph R. Gerber of Gerber & Crossley Inc., Portland agency, and chairman of the Oregon Chapter of the AAAA, and Burt Cochran of McCann-Erickson Inc., Seattle, chairman of the Washington Chapter, AAAA. Douglas G. McPhee, San Francisco advertising writer, was convention executive in charge of arrangements for the conclave.

WHEN QUAINT HUMOR MISSES ITS MARK

HORRORS NO! screamed the staid *Saturday Evening Post* a few weeks ago when it was accused of letting its editorial columns be on speaking terms with its advertising department.

But hardly had the echoes of that stirring denial faded into the distance than the *Post* utilized its editorial pages 25 and 95, Oct. 17 issue, to deliver a below-the-belt attack on sponsored football games, a promotion device which it obviously fears may divert some advertising dollars from its columns into the time schedules of broadcast stations.

Hired for the *Post's* attack against radio was H. I. Phillips, glib painter of verbal fantasies, who with readily apparent difficulty tried to carry out his assignment. Over and over Phillips injects "Pertwinkle's veal spread" and "Blodgett catsup" into end runs and college budgets until the repetition becomes hopelessly boring before the first 500 words have been survived—a sorry predicament for a commentator whose pieces ordinarily make pleasant reading.

Since the *Post* article pays particular attention to sponsorship of Yale games, a comparison of Phillips' fancy and Socony-Vacuum's facts will supply an answer to this attack on radio, delivered under the guise of humor.

Says Phillips in the *Post*: "What a battle, folks! What a battle! It is up to the best traditions of the Blodgett Tomato Catsup Corporation in every respect! Mr. Blodgett, president of the corporation, is in the stands here today; and if this touchdown goes over, he will step to the mike and give you his impressions of the strategy used in putting that ball over . . ."

Here are facts: Socony-Vacuum makes no mention of its product or name while the ball is in play. The few commercial announcements are of this type: "It was way back in 1879 that these two great universities met for the first time. Those were the days of the first automobiles . . . chugging, awkward, horseless carriages . . . that bore little resemblance to the sleek, high-powered cars of today. In all those fifty-odd years, Socony, the makers of Mobiloil, have kept step."

Ben Franklin's paper tripped over its own eagerness on that one.

Brooklyn Cases Deferred

ANOTHER postponement of the hearing date of the so-called Brooklyn cases, involving competitive full-time applications of the four time-sharing stations on the 1300 kc. channel, from Oct. 26 to Jan. 14 was authorized Oct. 21 by the FCC at an en banc meeting. Stations involved are WARD, WBBC, WLTH and WVFW, as well as the *Brooklyn Daily Eagle*, an applicant for the facilities. *The Day*, Jewish language newspaper, also is involved through options to purchase two of the stations, and the case, pending since the days of the former Radio Commission, was ordered for rehearing several months ago by the FCC.

NEWS TRAINING
Missouri U Offering Course In Radio Reporting

PRACTICAL instruction in news broadcasting is given by the Missouri U School of journalism in cooperation with the *Columbia Missourian*, published on the campus, the United Press and KFRU, of the *St. Louis Star-Times*. It is the first time such training has been given by a university.

Actual broadcasting of news reports provides the students with laboratory instruction, a feature of Missouri School of Journalism training. Demand for such training arose with the rapid growth in popularity and frequency of news broadcasts. The school broadcasts at least three times a day and may add other periods. U. P. news is supplemented by local items.

WGNY to Newburgh

WGNY, Chester, N. Y., owned and operated by Peter Goelet, son of the New York banker, shortly will move to Newburgh, N. Y., according to an announcement Oct. 22 by Mr. Goelet. Authority already has been procured from the FCC. The new officers and studios will be located at 161 Broadway. Studios were designed by Johns-Manville Co. Technical features include high fidelity RCA speech input and transmission equipment. A Lehigh vertical radiator also has been installed.

DRUG TRADE PRODUCTS Co., Chicago (Peruna) has taken 182 transcribed quarter hours of the *Pinto Pete* series from the Radio Transcription Co. of America for placement on WJR, Detroit, and XEPM, Eagle Pass, Tex. Benson & Dall, Chicago, is the agency.

Alka-Seltzer in Demand By Canadian Listeners To American Broadcasts

BACK from a trip to London, where he arranged for the advertising of Alka-Seltzer in England, Holland, France and Switzerland, Walter A. Wade, president of the Wade Adv. Agency, Chicago, reports that, despite the ban on radio advertising in Great Britain, many proprietaries are being advertised via radio to English listeners. Radio Luxembourg, he said, is the most popular station and Sunday the most popular day. Most of the programs, he added, are recorded.

Although radio is largely responsible for the exceptional success of Alka-Seltzer, which in just four years has become the leading product of its type in drug store sales, and although it was due to the demand for Alka-Seltzer by Canadian listeners who had heard it advertised on American stations that its manufacturer first became interested in the foreign market, no immediate use of radio is planned abroad, Mr. Wade stated, as the distribution is as yet too incomplete to permit use of broadcasting without too much waste coverage.

Test campaigns have been started in six cities in England and in Holland, using newspapers and street car advertising, and a newspaper campaign has been launched in three provinces in France, with a similar campaign scheduled to begin in Switzerland next January. In each country the Alka-Seltzer advertising is being placed by a local advertising agency, which acts under the general direction of the Wade organization.

"Despite the fact that the average English family has an income much lower than that of the average American family, nearly every home has its radio," Mr. Wade stated, "and just as soon as our English distribution is complete we expect to begin broadcasting English programs on foreign stations."

MAINE USES RADIO IN POTATO DRIVE

MAINE Development Commission in a few weeks will start a spot radio test campaign in the New England, Middle Atlantic, and Atlantic Coast states on behalf of Maine potatoes. Announcements will constitute the initial radio campaign.

The Commission seeks to widen the market for Maine products and also increase their consumption. Dorrance Sullivan & Co., New York, has been appointed by the State of Maine to handle the account. Sturges Dorrance, president of the agency, will service the account personally, and will work directly with Everett F. Greaton, executive secretary of the Commission; Frank P. Washburn, commissioner of agriculture; C. M. White, chief of the markets division; Rodney Feyler, commission of sea and shore fisheries, and other marketing groups and producers throughout the state.

The Commission, in addition to the potato campaign, plans to work out advertising schedules for Maine apples, sardines, live lobsters, eggs and poultry products, blueberries, and possibly dairy products.

WREC VOTED OVERWHELMING CHOICE OF MEMPHIS AND MID-SOUTH RADIO LISTENERS

AUTHORITATIVE SURVEY SHOWS

WREC FIRST

AMONG ALL MEMPHIS RADIO STATIONS

The people of Memphis and Mid-South have voted . . . and overwhelmingly their choice is WREC, among ALL Memphis Radio Stations.

WREC IS A 2 TO 1 FAVORITE over its nearest contemporary! This fact is indisputable! An authoritative survey just completed by Oliver P. Cobb & Company, Auditors and Certified Public Accountants, of Memphis, Tennessee, has established which Memphis Radio Station the majority of the people of Memphis and Mid-South listen to most.

WREC Favored 2 to 1—Over 2nd Station
WREC Favored 32 to 1—Over 3rd Station
WREC Favored 76 to 1—Over 4th Station

In the column to the right is the terse statement of HOW the Radio Listeners' votes were cast. Farther-reaching, even, than their votes, is the fact that each person voted as he felt. Consider the fact that no one could possibly have known by whom, nor for whom, the survey was being made; that each voter mailed his own vote direct to a special Post Office lock box, in Memphis, to which Oliver P. Cobb, personally, held the only key. Read Mr. Cobb's sworn statement, yourself.

Here's the composite answer of Memphis and Mid-South Radio Listeners to the question, "Which Memphis Radio Station Do You Listen to Most?"

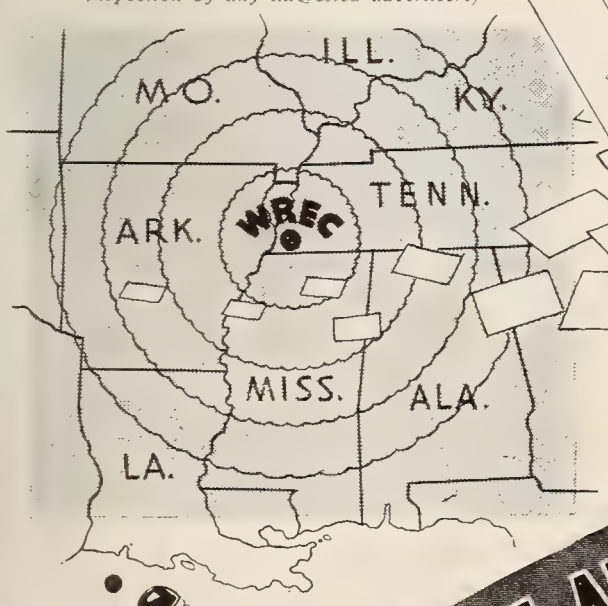
WREC	64.54%
2nd Station	32.62%
3rd Station	1.99%
4th Station	.85%

Call it popularity, or grit, or what you will . . . the public—Radio listeners and advertisers—like, and loyally support a Radio Station that does a big job in a big way. That is why Radio listeners prefer WREC . . . that is why WREC is outstanding among all Memphis Radio Stations.

(All cards and data pertaining to this survey remain in the office of Oliver P. Cobb & Company, in Memphis, and are open for inspection by any interested advertiser.)







OLIVER P. COBB
CERTIFIED PUBLIC ACCOUNTANT
1913

Member of
AMERICAN INSTITUTE OF ACCOUNTANTS 1919.
TENNESSEE SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

OLIVER P. COBB & COMPANY
AUDITORS, PUBLIC ACCOUNTANTS
205 HOTEL PEABODY BUILDING
TELEPHONES 8-3340-3-0381
MEMPHIS

Represented in
NEW ORLEANS
ST. LOUIS
CHICAGO
WASHINGTON, D. C.
BALTIMORE
PHILADELPHIA
NEW YORK CITY

October 17, 1936.

TO WHOM IT MAY CONCERN:

I, Oliver P. Cobb, Certified Public Accountant, of Memphis, Tennessee, who being first duly sworn, depose and say:

THAT during the period, beginning September 21, 1936, and ending October 16, 1936, I conducted a survey among the citizens of Memphis and surrounding area, within a radius of 150 miles;

THAT the purpose of the survey was to determine by the vote of the people, themselves, their answer to the question: "WHICH MEMPHIS RADIO STATION DO YOU LISTEN TO MOST?"

THAT a total of 5,000 postal cards (each card serially numbered) were mailed, 1,000 cards to citizens of Memphis, and 4,000 cards to citizens of Tennessee, Mississippi, Arkansas and Missouri, within a 150-mile radius of Memphis, using the same ratio of cards to total population as in Memphis;

THAT no name appeared on any card mailed to indicate by whom, nor for whom, the survey was being made; and the return portion of each card was self-addressed, "DELIVER TO P. O. BOX 331, MEMPHIS, TENN.", and delivery was made to a special Post Office lock box, to which I held the only key;

THAT on one-half of all survey cards used, WMC's name appeared first among the stations listed, and on the other one-half, WREC's name was first;

THAT on all survey cards only one question was asked; namely, "WHICH MEMPHIS RADIO STATION DO YOU LISTEN TO MOST?" and;

THAT the vote of each Radio Listener bears the personal signature of the voter; also, shows the post mark of the town from which it was mailed; and the total of all votes when tabulated, showed the following results:

WREC	64.54%
WMC	32.62%
WHBR	1.99%
WHBQ	.85%

Oliver P. Cobb C.P.A.
OLIVER P. COBB, C.P.A., Memphis, Tenn.

Sworn to and subscribed before me, in the City of Memphis, Tennessee, on this the 17th day of October, 1936.

NOTARY PUBLIC
My Commission Expires 7-18-37

STATE OF TENNESSEE, the State of Tennessee,
County of Shelby City of Memphis.

MEMPHIS AND MID-SOUTH VOTE "WREC" 2 TO 1

WREC
The Voice of Memphis

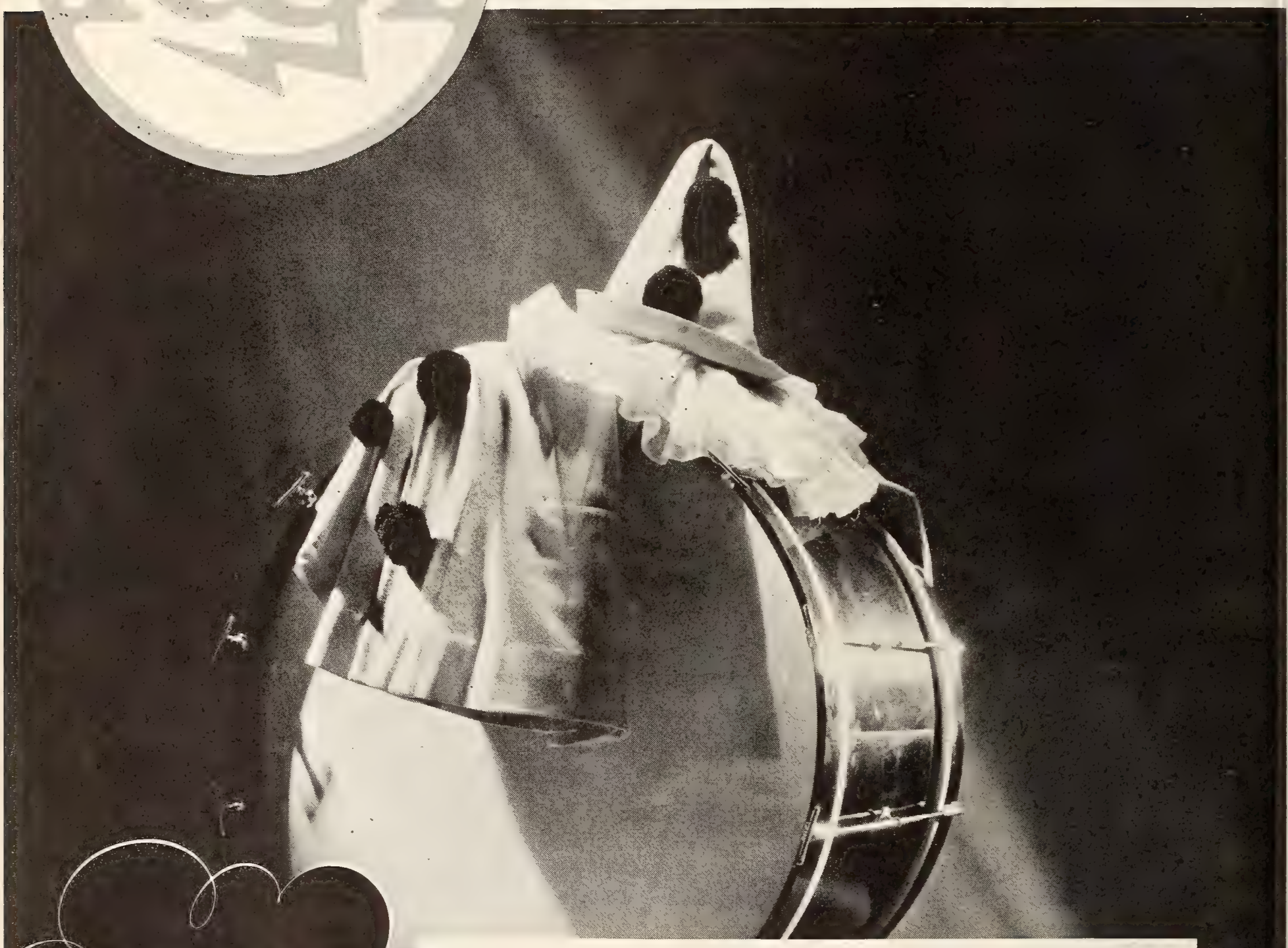
Affiliated With COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY

NEW YORK 336 Madison · CHICAGO 435 Michigan · SAN FRANCISCO Russ Building

OVERWHELMING CHOICE OF MEMPHIS AND MID-SOUTH *Radio* LISTENERS

The Music



SOUND ENGINEERING

In years gone by, Enrico Caruso as Canio in the opera Pagliacci, thrilled audiences with the rich melody of his voice. His drum and costume you see above. Today, more than a decade after Caruso's death, his magnificent voice still stirs music-lovers the world over —coming to them on Victor Records with all the glory of old . . . recreated by the sound engineering of RCA!

RADIO CORPORATION OF AM

EVERYTHING IN RADIO FOR SERVICE IN COMMU

Millions Want ...*when they want it!*

Another RCA product, Victor Records, provides music to suit every mood—bringing the world's greatest artists to America's homes!

In Victor Records, too, RCA sound engineering plays an important part!

For more than thirty years there has been a forward march of painstaking experiment, tireless research and careful development in our sound recording laboratories. These years have produced, among other "firsts," Victor High Fidelity Records—and phonograph-radios and electric phonographs which at last bring precise, truthful reproduction of these records. This—climax of sound engineering—is something never before accomplished!

Just as every move is double-checked in record manufacture, so the other divisions of RCA work with the same year-long caution and exactness to insure products worthy of the RCA trademark.

In addition to instruments for the reproduction of Victor Records in the home, RCA services make sound film equipment, amplifiers and loudspeakers for public address systems. Notable achievements in sound reproduction that have come from RCA include the Dynamic Amplifier, which restores true volume range to record performance and the Rotary Stabilizer, a device highly essential for high fidelity reproduction of sound motion pictures.

RCA is the only organization engaged in every phase of radio. Hence RCA *knows* radio—knows most about sound engineering in the industry. This has given the public *confidence* in the RCA name. That's why dealers find it wise to identify themselves with RCA. They make more money.

Remember—RCA has produced more "firsts" in radio than anyone else. For RCA has always *engineered sound*—just as some day RCA will *engineer sight!*

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA



RCA'S RECORDING "FIRSTS"
include:

First with Orthophonic recording... First to sign up important artists... First to use commercially flat disc talking-machine records... First to perfect sound-on-film method for synchronized talking motion pictures... First to demonstrate commercial practicability of home sound picture apparatus using sound-on-film system with 16 mm. standard amateur film.

First with new system of noiseless recording for motion picture field... First to recreate old records, adding new orchestration... First to increase range and more delicately shade tone in sound motion pictures by development of High Fidelity recording.

First to use the now famous Victor Higher Fidelity process to make phonograph records.

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2 to 3 P. M., E. S. T.

ERICA · *Radio City* · NEW YORK

TIONS . . . BROADCASTING . . . RECEPTION

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and
Broadcast Advertising

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The "Affair Vandenberg"

LITTLE credit was reflected on any participants in the "Vandenberg affair" which occupied so much front-page space during the last fortnight. First of all, the G. O. P. radio staff, headed by an advertising man who knows radio intimately, with a staff of aides formerly employed by the networks who certainly know the rule both CBS and NBC have always invoked against the use of transcriptions or recordings except as incidental sound effects, would seem to have "pulled a fast one" on CBS and on Senator Vandenberg. CBS was not told beforehand the nature of the program, and Senator Vandenberg, an exceedingly fair-minded man, said he had been informed no rule or regulation would be violated.

Secondly, once having made a decision, the executive should have stood by it instead of altering it at the very time of the broadcast and after having told the audience the program would not be heard. On our part, whatever the merits of the networks' self-imposed rule, and admitting CBS had been fooled, CBS might better have let the broadcast go on and thereafter told the Republican radio chiefs it could not be done again. It is idle to charge CBS was motivated by fear of the administration in Washington; everyone in radio knows the rule the networks have applied to themselves, if not to their owned and managed stations, and everyone who knows radio knows the networks have always leaned over backward to play fair with all political parties. After all, theirs are businesses which will exist under any and all administrations—and no one except ex-G. O. P. Chairman Fletcher, in the *America at the Crossroads* affair, has accused them of wilfull partisanship.

Finally, there was little credit to George H. Payne, Republican telegraph commissioner, when he leaped into the publicity affray with statements inferring "deceit" in the use of the President's voice from recordings in the Vandenberg colloquy. For one thing, it was not strictly an affair of Mr. Payne's, who does not sit on the Broadcast Division but who never lets slip by an opportunity to ride on broadcasting's superior publicity-getting capacity by running to the press with statements on every controversy involving radio. Senator Vandenberg himself told of Mr. Payne in capable fashion in his second CBS broadcast; more than that, Senator Vandenberg showed that he was the least perturbed of all over the episode when he asserted that as far as he was concerned the incident was closed.

We doubt whether the "new technique" will be much used hereafter either on networks or locally, though we admit there are two sides with good arguments on both as to its merits. At any rate, the Republicans got a tremendous publicity break for themselves—and we rather suspect that's exactly what they wanted. As for radio itself, it will weather this political storm as it has others quite as acute. Any Congressional investigation will do no more than kick radio about a little more, and any such investigation will also prove that radio definitely intends to maintain its status as a non-partisan and independent medium.

A Couple of Points

NO HEARINGS of greater fundamental importance to the future of broadcasting than those of last month before the FCC Broadcast Division ever have been held since broadcasting first began sixteen years ago.

We have said much in these columns with respect to those hearings and suggested what we regarded as the proper course for the FCC Broadcast Division to take. The Division will move slowly, and properly so, before it arrives at any conclusions. It is clear at this time that it does not propose to foster a reallocation, but that it intends to improve the existing order through gradual evolutionary steps. That to us appears the wisest course.

Without going into the merits of any of the claims advanced by any of the particular groups, we do feel that there are certain basic points which the Division might well take into account in considering the entire broad issue. First, we contend that, rather than proceed on the theory of licensing any appreciable number of new stations to fill gaps which may develop, the Division should initially accommodate those stations now on the air that are faithfully fulfilling their obligations of public service. Part-time stations are deserving of a better lot and enterprising locals should be graduated into regional status before a single new station application is considered, where the facts warrant.

Of no less importance is the opportunity now presented to increase the license life of stations from the present inequitable and unduly hazardous six-month period to the full term of three years permitted in the law itself. This point was eloquently raised by at least two of the witnesses at the hearings. We believe that in devising its projected new rules, based on the hearings, the Division would be doing the just thing in issuing licenses for the full period the law allows.

Public Domain Music

A PUBLIC domain transcription library of 100 hours playing time is promised by the NAB as the first phase of the campaign outlined by James W. Baldwin, managing director, designed eventually to give to radio its own music supply, free from the restraints of such copyright-owning groups as ASCAP.

Mr. Baldwin announces, in this issue, that some 1,600 public domain compositions already have been verified by his Bureau of Copyrights, and will be employed in the recording of the initial 100-hour library. NAB member stations, naturally, must pay the bill and the plan is to pro rate the cost among them.

The NAB board of directors, elected by the station membership, has approved Mr. Baldwin's project. The NAB membership itself at the annual convention last July affirmed the action of the board and gave Mr. Baldwin a vote of confidence on his plan.

No one can be certain, at this stage, that the project will work. But it certainly deserves a fair trial. NAB member stations should cooperate in every way possible with their trade association, since the objective is one of their own choosing and one that may some day place the industry in a position of buying its music in an open market, at competitive prices, rather than paying under duress to copyright groups which have been anything but fair in their dealings.

The Radio Census

THE FIRST government census of the broadcasting business, covering the year 1935, has been completed by the Bureau of the Census, as reported elsewhere in this issue. Without attempting to analyze the results, it appears to us that an undertaking of this kind is of definite value. Of a somewhat different nature than the NAB business index, which has been conducted for the last three years, it nevertheless serves as a check and balance for these computations.

There is the possibility that the Bureau will undertake this census of broadcasting, as it does for many other major industries, on a biennial basis. The broad idea is good. However, in matters of so technical a nature discrepancies are bound to creep in, and "bugs" obviously develop. The results of this initial survey should be checked closely and broadcasters should feel free to advance suggestions as to how any such future undertakings might be made more inclusive.

WRITTEN at last is the story of America's and the world's "hams", those shortwave hobbyists who have contributed so greatly to radio's advancement in all its branches. Dedicated to the memory of the late Hiram Percy Maxim, father of amateur radio, *Two Hundred Meters and Down: The Story of Amateur Radio* is now off the presses (American Radio Relay League, Hartford, Conn., $1). Its author is Clinton B. DeSoto, assistant secretary of the ARRL, but it is not merely a promotion piece for that organization. It tells in thoroughly objective fashion the history of hamdom, outlines its technical, legal, political and social developments, and predicts the part amateurs will play in the future, including their probable role in television and facsimile transmission.

We Pay Our Respects To —



LENOX RILEY LOHR

EVERYONE in radio knows that Lenox Riley Lohr was an Army officer before he became general manager of the Century of Progress; that he was picked for the presidency of NBC on the basis of his brilliant record as executive of Chicago's famed and successful exposition; that he came to radio last Jan. 1 with little or no previous knowledge of or practical experience in the broadcasting field; that he assumed a task, combining the posts of president and general manager formerly held by two men, which is generally regarded as the most exacting job in all radio.

But as yet few outside the NBC executive fold know what manner of man is this slight, dark-featured, quiet-spoken chap whom RCA President David Sarnoff chose to head NBC after an acquaintanceship of only short duration.

NBC's executives knew that Mr. Sarnoff had been told by some very important men who knew Mr. Lohr's record and who knew his work that "this is your man". Few were more curious about the man than these executives themselves, for after all he seemed to be just another outsider who, worse luck, knew and confessed he knew very little about the peculiar structure of American broadcasting and the important position NBC occupies in it as the pioneer and largest network organization.

Only 10 months have elapsed since Mr. Lohr took over, but in this the eleventh month NBC is celebrating the tenth anniversary of its founding on Nov. 15, 1926. Since Mr. Lohr has yet to develop the wide acquaintanceship that his predecessor and colleagues enjoy, BROADCASTING deems it apropos at this time to secure a composite picture of the man, as a person, from those who know him best. That Mr. Lohr has already justified the faith of those responsible for his selection, and that he is destined to play an important role in the future not only of NBC but of American radio, can be stated without qualification at the outset.

First, a short review of his career. Born in Washington, D. C., on Aug. 15, 1891, he attended the schools there and was graduated with honors from Cornell University in 1916 as a mechanical and electrical engineer. Then he attended Claire College at Cambridge University in England. When the United States entered the war, he joined the Army engineering corps and served with distinction in action in France, winning a citation for meritorious service and rising to the rank of major.

Returning from France, he was assigned by the War Department to edit the official journal of the Society of American Engineers, which became known as *The Military Engineer*, published in Washington. He served on various federal boards and surveys and this tour of duty lasted seven years. When he was about to be shifted to another military post, his personal friend and Army associate, Gen. Charles G. Dawes, then Vice President of the United States, whose brother was one of the prime movers in the plans for the Chicago fair, persuaded him to accept its general managership.

Now something about the man himself, gained not only from first-hand contacts but chiefly from the men who know him best:

Rather unassuming, unpretentious in dress and deportment, the first reaction to the man is that he is somewhat inscrutable. When he first came to NBC the impression was that he would be a sort of military martinet. As a matter of fact, he does follow the military formula: Issues orders, delegates responsibility, holds subordinates accountable for performance, backs them to the limit, right or wrong, publicly, but privately discusses mistakes with them in unvarnished terms. Nevertheless, he is far from the military type, and no such impression remains.

His first task when he took over was to set about "learning the ropes", so to speak, and setting NBC's organizational house in order. He cut what he regarded were nonessentials, merged, reordered—and, what is more important, promoted deserving men and increased their salaries. He is still engaged in that process.

His attitude toward every problem is scientific; his approach analytical and logical. There was some belief that he lacked an appreciation of the human equation which is so important to radio, where rules and practices today may be obsolete tomorrow. His colleagues found him earnest but with charm and humor and friendliness in approach and conversation. His attitude was entirely sympathetic; he soon disabused everyone of the idea that he was there to force a cleanout and enforce a military regimen. He made haste slowly, while learning always—and it was not until mid-year that he began rendering decisions on the basis of knowledge and advice.

At the moment, client relations and station relations are a chief concern. While NBC is still in a state of flux with respect to its station relations, particularly the upbuilding of the Blue Network, the fact that new contracts are being signed with most of NBC's affiliates, that an amicable and mutually satisfactory agreement was reached by Mr. Lohr personally with Powel Crosley and WLW, and that NBC's business is decidedly on the upturn has been pleasing all around.

Recalling that in ten months he has been obliged to learn a business that probably packs more headaches to the hour than any other, it is the opinion of those in a position to judge that he has performed a remarkable job of absorption and digestion. His associates are most pleased because he seldom moves without obtaining information and suggestions from those who know the various problems best. He has won loyalty along with respect, and the esprit de corps within NBC is at its highest today.

He is an indefatigable worker, and frequently will be found at his desk far into the night. Often he will be found in the byways of the labyrinths of Radio City, consulting unobtrusively with clients, agency men, production men, engineers and even page boys. Few have seen him relaxed, but he finds relaxation in a change of occupation. Outside of business hours he likes to tinker around the estate he recently purchased at Tarrytown, collects stamps, coins, butterflies and antique playing cards (his playing card collection is one of the largest in the country), likes to experiment with electronic devices, sometimes goes in for amateur magic and occasionally hunts and fishes.

Mrs. Lohr, the former Florence Josephine Wimsatt of Washington, is a graduate psychiatrist of Johns Hopkins University. They have five children, three girls and two boys, the eldest 10. He is a Catholic and a member of the American Society of Civil Engineers, Washington Academy of Science, Phi Sigma Sigma, Scabbard & Blade, Cherry Circle Club and National Press Club. He is the author of many technical papers in his engineering fields and he sits on the board of Chicago Museum of Science and Industry.

PERSONAL NOTES

CLAYLAND T. MORGAN, who joined NBC as special assistant to President Lohr Oct. 1, was guest of honor at a dinner at the Waldorf-Astoria Oct. 29 tendered by his former associates in the steamship field. Mr. Morgan resigned as publicity manager of the French Line to accept the NBC post.

KARL A. BICKEL, president of Continental Radio Co., Scripps-Howard affiliate, now vacationing in Europe will attend the BBC television demonstration in London during the first week in November.

RAY LEWIS has joined the sales department of KFRC, San Francisco, as account executive, coming from KJBS, that city, where for more than two years he was announcer-salesman.

MAJ. J. T. CLEMENT, Washington vice president of RCA Mfg. Co., on Oct. 20 was honored by the Italian government by being named a Knight of the Royal Order of the Crown of Italy. Maj. Clement, a former regular Army officer, also holds decorations from the French and Chinese governments.

WARD INGRIM, on the sales staff of KFRC in San Francisco since July, 1935, has been appointed sales manager, succeeding Henry M. Jackson, named CBS San Francisco sales manager. Before joining KFRC, Ingram was with KJBS, San Francisco.

ED CUNNIFF, formerly of WORK, Rockford, Ill., and recently in the representative field in Chicago, has joined KMA, Shenandoah, Ia., as director of merchandising.

MARSHALL PENGRA, formerly with KSLM, Salem, Ore., in mid-October joined KRNR, Roseburg, Ore. as commercial manager.

DAVID McCOSKER, formerly on the sales staff of KFI-KECA, Los Angeles, in October joined the sales department of KFWB, Hollywood.

ARCH SHAWD, manager of CKLW, Windsor-Detroit, resigned in October.

R. B. MARTIN, manager of KFAB and KFOR, Lincoln, Neb., has been named official football announcer for the University of Nebraska. Martin handled the microphone at the Minnesota game in Minneapolis for KFAB and KOIL, and university authorities were so well pleased with account of the game that they appointed him to his new post. Nebraska permits broadcasts only of games which are "sell-outs", but all stations which pick up the games will now have to take them from Martin.

ELMER HANSON has been promoted to sales manager of KFJM, University of North Dakota station at Grand Forks, which sells time, replacing A. H. Flaten, who on Nov. 5 joins the new KDAL, Duluth, in the same capacity. Bill Wallace, formerly of the old KGFK, Moorhead, Minn., moved to Duluth as KDAL, will join the Duluth station's sales staff.

OSCAR REICHENBACH, formerly associate editor of *Western Advertising*, but more recently with *Western Furniture Retailing*, on Oct. 20 was appointed sales promotion manager for CBS in California with headquarters in San Francisco. The appointment was announced in Hollywood by Donald Thornburgh, vice-president in charge of CBS Coast activities.

DICK STANNARD, sales promotion manager of KFWB, Hollywood, and previously in the same position at KHJ, resigned Oct. 20.

JEAN ARMAND late in October joined the administrative staff of KFWB, Hollywood, for special exploitation duties.

AL PRICE, formerly with the *Los Angeles Examiner*, and J. A. Stewart, formerly with the Mayers Co., agency, have joined the sales staff of KECA, Los Angeles.

ERNEST BAGGE became affiliated with the sales staff of KHJ, Los Angeles, the last week of October. He had previously been in charge of agency contacts for KMPC, Beverly Hills.

CLAIR HEYER, sales manager of W9XBY, Kansas City, is the father of a baby girl born recently.

BEHIND THE MICROPHONE

FRANKIE BASCH, radio's first sobsister, and Martin Starr, trade paper writer, have joined WMCA, New York, and Inter-City Group as roving reporters to be heard at odd times of the day. W. H. Campbell, free lance radio writer, has joined the WMCA production staff.

SYLVIA PRESS, for six months on the press staff of WINS, New York, has been named to succeed Charles Riley, resigned.

DENMAN ARNOLD, formerly sales promotion manager of WADC, Akron, Ohio, has joined WIRE, Indianapolis, as publicity director.

LEE BLAND, formerly of WOSU, Columbus, and WCMI, Ashland, Ken., has joined the continuity staff of WKRC, Cincinnati.

BILL ROBBINS, formerly of WOWO and WGL, Fort Wayne, has joined WKRC, Cincinnati, as an announcer.

MYRON J. BENNETT, veteran announcer, is conducting a radio course at North Dakota University, with 22 students enrolled for the study of station administration. Bennett recently addressed the Northern Interscholastic Press Association meeting in Grand Forks, speaking from the studios. He has been appointed program director of KFJM, Grand Forks, N. D. Gleason Kistler, chief announcer, has been promoted to studio manager.

RICHARD SCHEIDERKER, formerly publicity manager of Price Theatres, Hannibal, Mo., has joined the commercial continuity department of W9XBY, Kansas City.

BOB MOON has rejoined the announcing staff of KFOR, Lincoln, Neb., replacing Jim Eells, who has left for the West Coast.

KATHLEEN GOLDSMITH, executive director of the Radio Institute of Audible Arts, conducted by Edward Bernays for Philco Radio & Television Corp., but recently discontinued, has opened her own publicity office at 2109 Broadway, New York City.

MARK SMITH, formerly announcing at KFAC, Los Angeles, in October joined the announcing staff of KHJ, Los Angeles. Don McBain, newcomer to radio, became a remote control announcer.

TOMMY HARRIS, formerly of Dallas stations, has joined KGFJ, Los Angeles, as staff announcer.

HOLLYWOOD offices of Consolidated Radio Artists Inc., New York, were opened in the Equitable Bldg. in October with Phil Jacks, formerly of Pittsburgh, as manager, and Cliff Webster, for years business representative of Musicians Local 47, Los Angeles, as associate manager.

L. SCOTT PERKINS, onetime NBC producer in San Francisco, in October joined the ranks of free-lance transcription producers with *Bird Brains*, series of 15-minute programs in comedy vein. Recordings Inc., handled technical work in Hollywood.

FRED GRAHAM, formerly with KOA, Denver, on Oct. 15 joined the announcing staff of KHJ, Los Angeles.

CHARLES BENSON, formerly with KFI, Los Angeles, and later chief announcer at KMTR, Hollywood, has joined the announcing staff of KHJ, Los Angeles.

JACK JOY, for several years program and musical director for KFWB, Hollywood, resigned late in October and Leon Leonardi, former New York orchestra leader, succeeded him in the musical directorship. A separate position will be created for production activities.



NOISEPROOF NEWSROOM—WOAI, San Antonio, has its newsroom soundproofed, using insulated walls and cork bases set on rubber-insulated blocks for table bases. A system of lights with a high-frequency buzzer has replaced the usual bells. Standing in the photo is Ken McClure, news chief, with Victor Craze, night editor, at the simplex.

NORMAN H. BRINSLEY, formerly of the *Rockford Morning Star*, has been named publicity and promotion director of WROK, Rockford, Ill. He will continue as radio editor of the *Morning Star* and *Register-Republic*.

MITCHELL BENSON, announcer of WOR, Newark, has been placed in charge of the announcing and production staffs. Roger Lyons, formerly of WAAT, Jersey City, has joined the announcing staff.

GERALD LITTLE, English instructor of the University of Alabama, Gene Edwards, former free lance announcer, and Ted Woodard, who has announced on a number of Southern stations, compose the microphone staff of the new WJRD, Tuscaloosa, Ala.

CRANSTON CHAMBERLAIN has been added to the continuity staff of KFRC, San Francisco.

EDWARD CODEL, recent University of Minnesota graduate, has been appoined publicity director of WBAL, Baltimore. Before assuming his new post Oct. 26, he was married Oct. 24 to Miss Roslyn Segal, of Winnipeg.

DONALD DOUGLAS, recently of KOMA, Oklahoma City, has joined the announcing staff of KOIN, Portland, Ore. He succeeds Billy Sandorford who has left KOIN to take over head announcing duties at KAST, Astoria, Ore.

IVAN JONES, announcer of KOIN, Portland, Ore., is the father of a baby girl born Oct. 9, their third child.

DAVE STOLLERY, producer at KFAC, Los Angeles, early in Nov. was recuperating from an appendicitis operation at the California Hospital.

BEVERLY LATHAM has been appointed production manager of KFWB, Hollywood. He had been a continuity and production man for NBC in Chicago.

MARGUERITE VESSEL, newcomer to radio, joined the script department of KHJ, Los Angeles, the last week in October.

GLEN MORRIS, 1936 Olympic decathlon hero, on Oct. 14 joined the NBC special events and news division in New York to assist in sports broadcasts.

ROBERT BLAKESLY, Gordon Ray and Horace Walker, radio actors, have been added to the production staff of the Affiliated Broadcasting Co., Chicago.

RAY SUBER, formerly on the KOIL announcing staff in Omaha, has joined the affiliated KFAB-KFOR staff at Lincoln.

FRAN STEELE, producer at the Omaha studios of KOIL-KFAB, on Oct. 18 announced his marriage to Miss Ruth Inman, of Wheaton, Ill. The marriage took place at Waukegan, Ill., on April 7, 1936.

EDWIN REYNOLDS, CBS sales promotion-copywriter, was married Oct. 3 to Miss Charlotte Fairchild, in Dedham, Mass.

DON THOMPSON, NBC special events producer in San Francisco, described the Stanford-U.S.C. football game highlights for Fox-Movietone News on Oct. 24, for the newsreel shots of the event.

VANCE McCUNE has joined the NBC Chicago production staff.

THOMSON BARTLETT, announcer of WBBM, Chicago, spent the last week in October commuting between Chicago and Milwaukee, where he served as master of ceremonies for the Milwaukee Industrial Exposition.

WALLY WARREN, manager of KOIL's Council Bluffs studios, addressed a district meeting of the Junior Chamber of Commerce in Glenwood, his old home town.

NBC Stamp Club

THE NBC Stamp Club will sponsor a cachet for stamp collectors in celebration of the NBC tenth anniversary Nov. 15. All orders for this special cachet must be received by the NBC Stamp Club, Cachet Manager, 30 Rockefeller Plaza, New York City, not later than noon, Nov. 14, in order that the envelope may be mailed Nov. 15, the date of the anniversary. All orders must be accompanied by standard letter-size envelope, self-addressed and bearing proper return postage. Address and postage must occupy only right half of envelope, leaving left half free for the cachet imprint. The NBC Stamp Club, organized last spring by NBC employes and corporations associated with it, is a member of the National Federation of Stamp Clubs and of the Associated Business Stamp Clubs of New York.

ABC Music Economy

AS AN ECONOMY measure the Affiliated Broadcasting Company, midwestern regional network, gave four weeks' notice to the union musicians employed at its Chicago headquarters and effective Oct. 24 began originating all musical programs from network studios in Hammond, Ind., where union wages are on a considerably lower scale and where union regulations are much less stringent. The network is keeping an announcer and production man in Hammond to produce all musical programs, which are handled as remote pickups, being piped through WWAE, Hammond, by direct wire to the ABC Chicago control room and thence out to member stations.

Harry Hartman Winner Of Sporting News Award

HARRY HARTMAN, sports announcer of WCPO, Cincinnati, in a contest sponsored by *Sporting News*, St. Louis, was adjudged the most popular baseball announcer in a major league city. Harry Johnson, of KFAB, Lincoln, Neb., was declared the most popular announcer outside of the major league districts. Each received engraved cups. Arch McDonald, WJSV, Washington, was runner-up to Mr. Hartman.

Votes polled by each contestant follow: Major league—Harry Hartman, WCPO, 41,715; Arch McDonald, 37,305; France Laux, KMOX, St. Louis, 24,545; Fred Hoey, WNAC, Boston, 16,475; Hal Totten, WENR-WMAQ, Chicago, 8,665; Red Barber, WSAI, Cincinnati, 4,550.

Non-major league cities—Harry Johnson, KFAB, 11,030; Bob Bingham, WWNC, Asheville, N. C., 9,970; Vic Diehm, WAZL, Hazleton, Pa., 6,425; Dutch Reagan, WHO, Des Moines, 4,710; Roger Baker, WGR-WKBW, Buffalo, 3,430; Fay Brown, KFYR, Bismarck, N. D., 1,490.

CBS Board Is Appointed For Award to Amateurs

CBS has named a board of five noted men to select each year the individual who, through amateur radio, has contributed most to the American people, either in research, technical development or operating achievement, William S. Paley, CBS president, announced Oct. 17. Members of the board are Rear Admiral Cary T. Grayson, chairman of the American Red Cross; C. P. Edwards, director of radio for the Canadian Department of Marine; Anning S. Prall, chairman of the FCC; J. H. Dellinger, chief of the radio section of the Bureau of Standards, and A. E. Kennelly, professor emeritus of electrical engineering at Harvard University.

Decision to pay tribute to outstanding amateurs was announced on Sept. 6 by CBS at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention at Chicago.

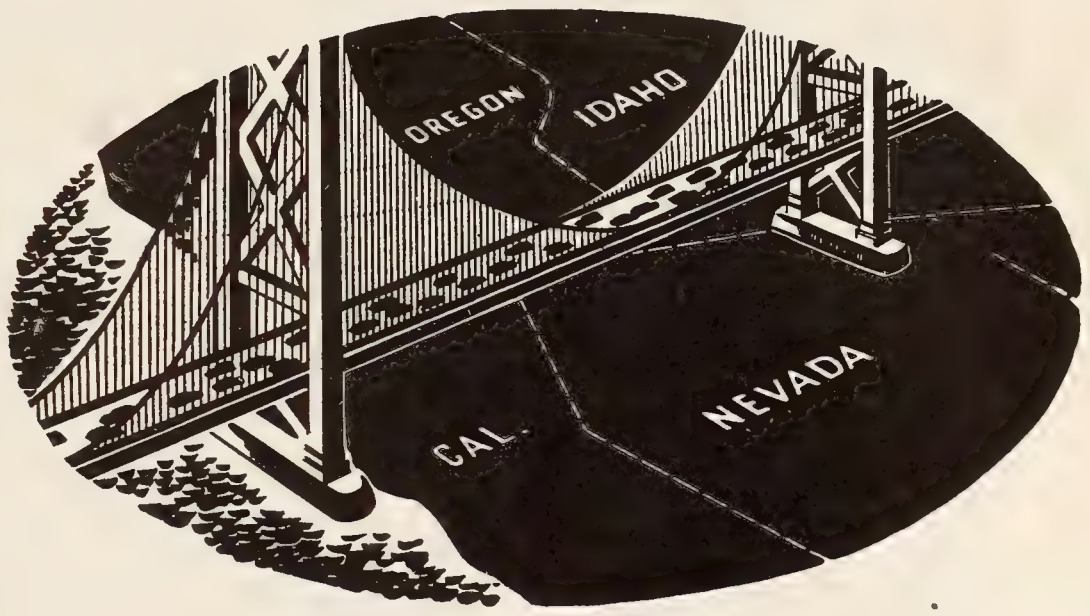
Mr. Paley at that time named the American Radio Relay League, official organization of this country's amateur radio operators, as permanent custodian of the award.

Grove Heads Ayer Music

GEORGE GROVE, former American Opera star, and recipient of several musical scholarships, has been appointed musical director of N. W. Ayer & Son Inc., New York, succeeding Deems Taylor, now with CBS. For the last six years Mr. Grove has been working on radio production and screensynchronization. He will be principally concerned with the CBS *Ford Sunday Evening Hour* and the NBC *Sealtest Saturday Night Party*.

WITH the recent purchase of CHWC, Regina, Sask., by the *Regina Leader-Post* which owns and operates CKCK in the same city, the two stations have been merged and are now operating as CKCK. The stations formerly shared the 1010 kc. channel, which is a U. S.-Canadian regional, each using 500 watts.

SAN FRANCISCO'S OTHER BRIDGE



Your sales message goes across in northern California and spans Nevada, Idaho and Oregon — when KPO carries your campaign. A long established favorite in this populous region, KPO has a proven record for results. Let us show you the score.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

Completely programmed by NBC

Lohr on 500 kw.

(*Continued from page 27*)

that it would result in greater service to the people. He added he felt that the Commission must not only consider individual cases but public service as a whole.

Commissioner Stewart raised the questions he had asked previously during the hearing regarding segregation of 500 kw. stations. He asked Maj. Lohr whether he believed it advisable to limit the number of superpower stations under individual control and Maj. Lohr responded that each application should be considered upon its individual merits, in his opinion. Asked whether it would be advisable to limit the number of superpower stations carrying the same programs, Maj. Lohr said that there were engineering considerations involved, such as overlapping, coverage and strength of signal along with mileage separation. Here again, he said, the FCC will have to consider the individual cases.

The final Stewart question as to whether 500 kw. stations should be expected to originate their own programs independent of the networks was answered by Maj. Lohr in the negative.

Westinghouse Explains SYNCHRONIZATION

RESULTS of synchronization experiments conducted by Westinghouse with WBZ, Boston, and WBZA, Springfield, on the 990 kc. clear channel were explained in a statement filed with the FCC by Ralph M. Harmon, Westinghouse engineer.

Considerable additional service is obtained by the operation of WBZA with 1,000 watts in synchronism with WBZ, using 50,000 watts, Mr. Harmon said, adding that the area of good daytime service is almost identical with what would be obtained if the stations operated on adjacent channel frequencies. At night, because of the increased sky wave transmission, WBZA's primary service area is somewhat restricted. The converse effect, namely, restriction of WBZ's primary night service area by WBZA's sky signal, does not occur because 1 kw. at WBZA produces only one-seventh the signal strength produced by 50 kw. at WBZ, said Mr. Harmon. He added:

"Aside from the technical considerations involved in the usefulness of the electrical fields produced at the receiver, there are certain restrictions imposed on the program service which can be rendered by a group of synchronized stations. It is fundamentally necessary that all stations in the group carry the same programs all the time that there is overlapping of coverage if any appreciable gain in service is to be rendered by them. Such a requirement naturally materially reduces the usefulness of synchronized stations with respect to individual programs. What one takes all take, and a synchronized station is apt to lose local identity. In many instances at least some of the stations on a synchronized network of necessity would take programs which are designed for other specific areas having interests which are not identical with other local interests."

JOLLIFFE PLEADS AGAINST RADICAL CHANGES



Dr. Jolliffe

DRAWING upon a half-dozen years of experience as chief engineer of the FCC and its predecessor Radio Commission, Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau, New York, in appearing before the Broadcast Division Oct. 15, made a strong plea against any "radical or sensational changes" in the broadcast structure. He asked that changes in allocation or reallocation of frequencies to stations proceed on the basis of evolution and experimentation.

In a lengthy presentation covering all phases of broadcast operation, Dr. Jolliffe went on record in opposition to reduction of the number of clear channels; in favor of superpower; against duplication on clear channels; in favor of increases on regional and local channels where feasible technically; against indiscriminate use of directional antennas; against the theory that synchronization is a "cure-all"; and in favor of commercial use of the ultra-high or "apex" frequencies for local broadcasting.

Need of Clear Channels

AFTER discussing the existing allocations worked out in 1928, Dr. Jolliffe said that some 40,000,000 people live outside the primary service area of stations, and without clear channel service would be without any type of radio reception. The experience since 1928, he said, shows that this type of station is the only one capable of giving a reasonably satisfactory service to rural communities. And the FCC clear channel study, he brought out, is an additional piece of evidence to bear out this view. No technical development has been made since 1928 to reduce the necessity for clear channels, he declared, and there are no such developments in the laboratory.

As for high power, Dr. Jolliffe said that on clear channel stations it will increase the average level of the signal received. Consequently, he said, it is logical and desirable to permit the use of adequate power by all stations on clear channels. He said:

"What the upper limit of this power is we do not know; certainly not 50 kw., and probably not 500 kw. Developments will demonstrate what is engineeringly practicable and feasible. Duplicate assignments should not be made on these channels even though they may appear technically possible. Certainly such assignments will impede progress and limit future use of all developments to provide better service to the rural population. It is a sure method of stopping progress."

Dr. Jolliffe said the number of clear channels now actually clear and used as clear channels is "the minimum which can give adequate service to rural communities scattered over the vast area of the United States." On the mooted question of "duplication" of chain programs, he said it is highly desirable that the listener have available the same program on several widely distributed stations because daily and seasonal differences in the long distance transmission of radio waves makes impossible constant reception from a single station.

Regional Power Boosts

ON THE question of maximum power on regional or local stations, Dr. Jolliffe said the FCC must take into account the interference which must be overriden. Increasing the power five times on a regional, he declared, would increase the signal strength from 5 millivolts to 11 millivolts in urban areas, which, he added, would not result in any better service, but would simply increase the strength of the interference in the area outside the good service area and make it more objectionable. Moreover, he said, each frequency must be considered with reference not only to stations on that frequency but also on adjacent frequencies.

The number of stations on a duplicated channel, said Dr. Jolliffe, must be based on the type of service which the station is intended to render. If a station is permitted on a regional or local channel with less geographical separation than is at present maintained, it will reduce the service of the existing stations, he pointed out.

Directional antennas were declared by the former chief engineer as useful but not the solution of all allocation problems. How far they can enter into the allocation problem, he said, is a question of policy and economics. "From an engineering standpoint it is not a wise policy to permit the installation of a station using a directional antenna to protect other stations on the same channel and at the same time receive interference from those other stations inside the area which it is primarily designed to serve," he said. This, he added, results in severe criticism from listeners and is not good engineering practice.

Declaring that directional installations should be considered in each individual case, Dr. Jolliffe said that synchronization falls into the same category. Each application must be studied and the best solution arrived at in the public interest.

Ultra-High Frequencies

DISCUSSING ultra-high frequency broadcasting in the bands between 6,000 and 20,000 kc., Dr. Jolliffe said they give long distance service but cannot replace the service of clear channels. If all of the frequencies in this range were made available to broadcasting in this country there still would not be enough frequency space to provide a full and complete competitive service to rural communities, he said.

Advocating use of these channels commercially, Dr. Jolliffe declared these frequencies are capable of giving a better and more satisfactory service to a local area than are the standard broadcast frequencies. "Signals from stations operating on these frequencies," he said, "are steady, substantially free of interference and capable of giving high-fidelity service. If your Commission will authorize the commercial use by broadcasters of an adequate band of frequencies above 30,000 kc., you will take a step toward the eventual reduction in the congestion in the standard broadcast band. Receiving sets for these frequencies will come into use when frequency allocations are stabilized and local service will be greatly improved."

In conclusion, Dr. Jolliffe summarized his testimony with eight specific suggestions, as follows:

1. Specify by regulation standard of service "free of interference" on basis of *output* of receiving set.
2. Specify by regulation a "typical receiving set" including all factors which influence the output of this receiver.
3. Specify propagation curves to be used in allocation problems to relate field intensities to output of transmitting stations.
4. Classify by regulation each frequency on which duplicated operation is permitted on the basis of a protected primary service area in which a station is entitled to reception "free of interference" permitting use of sufficient power to provide field intensity sufficient to overcome manmade interference to the limit of this area.
5. Provide clear channels without limit of power in order to give the best possible secondary service to persons outside primary service area of stations specifying standards of protection for primary service area.
6. Set up mileage-frequency separation tables which relate all factors of standards of service, receiving sets and propagation for each classification of stations and for all frequencies capable of producing interference.
7. Specify basis on which standards can be replaced by field observations of existing conditions.
8. Make application of devices such as directional antennas, synchronization, etc., only if such application results in improved service in areas without adequate service and where it is possible to give complete service to the population of the area, specifying standards of service and all conditions at time of such grant.

Cross-examination

"DATA have been submitted which can be used to set up and measure all these factors," Dr. Jolliffe asserted. "If these data are not sufficient to meet your need and you believe that more data are required, the problem is so important to the American public that the data necessary must be obtained before you make decisions that will change the fundamentals of allocation. Technical facts are known now or can be measured; they should be applied accurately and at all times."

Under cross-examination, Dr. Jolliffe declared that he felt there should be flexibility in broadcast regulation and that it should be applied in an evolutionary manner. Asked by Chief Engineer Craven regarding possible interference conditions through the use of superpower, Dr. Jolliffe said that within the North American Continent there are possible complications but that outside the continental limits he did not see any serious international controversies. He brought out that at the Madrid Conference in 1932 the question of high power in North America was considered. It was not believed by the engineers present at that time that there would be any interference internationally with 500 kw., he said.

Dealing specifically with possible European interference, Dr. Jolliffe

said he did not believe that with 500,000 watts or even greater power there would be any serious situations develop in the two most populous areas of the world—the United States and Europe. As for South America, Dr. Jolliffe said there might be the possibility of coverage by superpower stations in this country over the rather sparsely settled areas of South America but without serious interference. In the portions farther away, he said there might develop acute situations which possibly would require changes in frequency assignments there.

One case in point mentioned by Dr. Jolliffe was the situation of WSM, Nashville 50,000-watter. He said that during his last trip to Europe he was asked about WSM's coverage and facilities but that it developed that the station does not lay down a sufficient signal in Europe to be measured but it does in Rio De Janeiro.

Asked by Comdr. Craven whether 500 kw. stations should be expected to render nationwide coverage, Dr. Jolliffe said that such stations could not possibly serve the entire country but they should do a bigger job than simply serving the contiguous areas. Duplication on clear channels, he said, would be in the nature of stopping progress. Every tendency we know about today on clear channel duplication, he said, reduces service. This he termed the main objection to duplication. He added that any action which would tend to limit power would impede progress.

Telegraph Commissioner Stewart asked Dr. Jolliffe regarding his views on duplication of programs, and Dr. Jolliffe said it was impossible to state now whether there would be any greater degree of chain duplication through increased power since factors such as location of the stations would have to be taken into account.

Telephone Commissioner Thad H. Brown raised the question of the WGY-KGO duplicated operation on a clear channel. Dr. Jolliffe said that his recollection was that KGO has a very limited service on the coast while the secondary coverage of WGY in the east is also severely limited.

Flexible Allocations URGED BY SUTTON

APPEARING for a group of regional, local, daytime and limited time stations, George O. Sutton, Washington attorney, presented a detailed statement Oct. 19 in which he made a plea for a flexible broadcasting structure. The essence of his testimony was that 500 kw. stations be not permitted, that there be duplication on certain clear channels in the discretion of the FCC, and that local, regional, limited time and daytime stations be accommodated with improved assignments or increased facilities in any such gradual revision of the spectrum.

Mr. Sutton, himself a member of the former Radio Commission engineering staff at the time of the 1928 allocations, recounted the steps which led to the allocations of that year. He pointed to its shortcomings, declaring that even then there was a school of thought opposed to 40 clear channels. However, they were unsuccessful in their efforts, he said. Using as his thesis the argument that the rigidity of the past in allocations must be supplanted by the flexibility of the future, Mr. Sutton said the Davis Amendment, repealed several months ago, made for rigidity. With its elimination, he said, it is possible to apply factors in allocations which will not be mathematical and which will coincide more closely with the economic and social needs of the listeners.

Opposes "Consent" Procedure

MR. SUTTON criticized the procedure whereby dominant stations on clear channels are in position to give "consent" to the operation of other stations on their channels. On many of the clear channels, he said, uneconomical use has been made of them, as witness the fact that several stations are not yet using 50 kw.

"Unless there is proper balance between the service functions of radio and sound engineering," he said, "we cannot hope to develop a basis of allocation which will be fair and equitable to all groups requiring radio service."

As for regional station allocations, Mr. Sutton argued that an insufficient number of frequencies was provided due largely to the allocations for clear channel service; that regional stations were allocated to frequencies on the basis of the same maximum power regardless of the areas which they were supposed to cover; and that the maximum nighttime power established for the stations was 1,000 watts, with a large number authorized to use less power.

The effect of this has been, he

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MORE LAUNDRIES
use
LAUNDRY RADIOAIDS
Than any other
RADIO PROGRAM

Wire or write

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3,500,000

This figure represents the potential audience of WBAL—Maryland's most powerful and only clear channel broadcasting station.

3,500,000

With this tremendous difference in size of audience, the cost per listener on WBAL is materially lower than that of any other station in Maryland.

WBAL

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National Sales Representatives
HEARST RADIO
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

said, that certain regional stations have been unable adequately to cover their normal area of service and are still unable to do so; that extreme congestion has resulted on certain regional frequencies with no provision for adequate mileage separations; that stations on these crowded frequencies have not been properly equalized as to distribution; that due to the rigidity of the limitation of nighttime power to 1,000 watts, many stations at present cannot meet the needs of their listeners; and that many areas which were not provided with adequate service in 1928 were forced to content themselves with daytime or part-time stations.

Local Channel Congestion

DISCUSSING local stations, Mr. Sutton said that the effect of providing too many clear channels has made the local station situation even worse. In the case of locals, he said, only six channels are provided for their use, with the congestion such that in some sections stations are separated by only 50 miles on the same frequency.

Mr. Sutton said that it is possible to rectify certain of these deficiencies. Repeal of the Davis Amendment provided the potentiality of introducing an increasing degree of flexibility in the broadcasting structure, he said, with resulting improvement of service. Improvement of operation of transmitters making possible the reduction of frequency tolerance from 500 to 50 cycles and the greater importance of directional antennas, he said, have provided a means of utilizing frequencies in a manner not contemplated in the original regulations.

Mr. Sutton advocated a far-reaching program of research and development in connection with allocations. Declaring that this would take a long time, he said that a start could be made by development of sufficiently flexible regulations to enable a sound consideration of the economic and social factor in allocations in individual cases; the setting up of procedure in determining the needs of service which will allow adequate and scientific consideration of the social and economic factor in hearings and assignments on specific cases, and the following of the principle that a station wherever possible shall be given the opportunity to cover adequately the entire area or territory which constitutes its logical zone of influence economically and socially.

He recommended two classes of channels: 1. The unrestricted service frequencies, or one dominant station on a channel, and 2. the restricted service frequencies, which would be the existing local and regional classifications. In the latter, there could be a number of subgroups based on the character of listener service needs.

No National Need

ON CLEAR CHANNELS, Mr. Sutton said, there is no need of covering the entire nation with one station at nighttime, even if it were possible to do so. In the daytime, he said, it is entirely out of the question. He said that this is on the assumption that the networks do the national coverage job. "Networks," he said, "are probably the only means of securing sufficiently intensive coverage of a nation to adequately render this service to all listeners."

On this score, he argued that the present number of clear channels is not essential. Therefore, he advocated that the FCC permit duplication on as many clear channels with or without directional antennas as may be required to bring about the fullest use of such channels in the public interest.

Mr. Sutton summarized by emphasizing three points: 1—That a large measure of flexibility should be introduced in broadcast allocations to fit more closely the listener needs; 2—the extreme need of maintaining a balance by the various types of service necessary to a fulfillment of the public interest, and 3—that the approach should be evolutionary on the whole problem of allocation.

Under cross-examination by Chief Engineer Craven, Mr. Sutton declared that in the case of superpower it might not be the wise thing from the economic or social point of view to use it even though it may be feasible technically. Using an analogy, he said that science developed the magnifying glass as a means of aiding deficient eyesight but that "500,000 power telescopes are not used for correcting eye deficiency or carrying a theory to its extreme."

ECONOMIC FACTORS CITED BY HEARST RADIO

A NEW economic note was injected into the hearings on Oct. 16 by Hearst Radio Inc., which made a plea for consideration of market values with relation to stations rather than hard and fast engineering theories. Through Emile J. Gough, vice president of Hearst Radio, and L. J. McCarthy, director of marketing of Hearst Magazines Inc., an elaborate presentation was placed in the record.

Mr. Gough made it clear at the outset that Hearst Radio does not appear at the hearings in favor of any class of station or service; that the 10 stations comprising Hearst Radio embrace all classes of transmitters as at present defined at widely scattered locations through the country, and that though Hearst Radio is one of the varied Hearst interests, it is operated independently and strictly as a broadcasting business. He said:

"The purpose of Hearst Radio in appearing before this Commission is to present certain information, principally in the economic field, which we believe will be of assistance in the determination of fundamental policy regarding the allocation of broadcasting facilities in the public interest." He explained further that originally he had planned to have J. C. McNary, Hearst consulting radio engineer, present engineering testimony, but decided that anything he might say would be repetitious of technical testimony already presented.

Market Factors

MR. GOUGH discussed in detail various economic and market factors which should be taken into account by the FCC in consideration of policy as to broadcast regulation. He emphasized, however, that Hearst Radio is not opposed to any technical change of procedure or regulations which will result in improved listener service. It merely requests that such changes as may be contemplated be studied most carefully from the economic standpoint and that technical developments be fitted to and be made the servant of social and economic needs to the end of further progress in the listener interest.

His recommendations were as follows:

1. Radio regulation should be conceived in terms of radio families and not of total population if "fair, efficient and equitable distribution of radio service" is to be made among the several states.

2. Potentiality of securing sufficient advertising revenues to enable continued operation in the public interest must be considered as one fundamental factor in broadcasting regulation and in the allocation of facilities.

3. The most practical means of recognizing this principle seems to be the location of stations in markets of general interest to advertisers and the guaranteeing of stations so located of adequate coverage in the market to enable them to be of economic and social value.

4. In order to safeguard such coverage, the signal of the station located in the market should compare favorably in its logical service area with that of any competing station of a like or comparable class delivering a signal in the territory in question. Though complete attainment of this goal is probably impossible, it should be followed as far as is technically feasible.

5. If there is any question of adequacy of coverage, it should be made to exceed rather than fall short of the market limits, though not to an unreasonable degree.

6. Standards should be imposed, as far as is practicable, which will ensure the possession of the requisite working capital and skill to make possible initial program service and technical operation of more than marginal quality, thus ensuring constructive future development in the public interest.

7. When once it is established by careful economic analysis that a community possesses as many stations of proper class and kind as the community can reasonably be expected to support, then the potentiality of advertising of these stations should be safeguarded by protection from unreasonable further increases in facilities and consequent ruinous competition.

8. Enough healthy and constructive competition should be fostered by every legitimate means to maintain vitality of service and incentive for further development and improvement thereof.

Under cross-examination by Chief Engineer Craven, Mr. Gough declared that Hearst Radio is not a subsidiary of the Hearst newspapers. He added that he did not believe the development of radio would adversely affect other advertising media such as newspapers. He said he was in agreement with the policies of the FCC for "evolutionary changes" in allocations.

Market Chief's Data

AN ELABORATE presentation on the economic side, which encompassed a description of the comprehensive trading area studies of the Hearst organization, was also made Oct. 16 by J. L. McCarthy, director of marketing of Hearst Magazines Inc.

Mr. McCarthy placed in the record typical trading area studies of his organization, including the various factors covering standards of living, buying power, population, rates and other considerations that are taken into account by advertisers in buying advertising space.

He brought out that 22 basic factors are averaged to arrive at the buying power index of these areas, covering 626 markets. Curves on the correlation of radio families with retail sales also were introduced and Mr. McCarthy emphasized that they coincided almost exactly. Another correlation worked out by Hearst was that of retail drug sales in relation to the buying power index.

In the case of the former, Mr. McCarthy brought out, for example, that New York radio families exceed population by 2.8% while the buying power exceeds radio families by 1.5%. New York drug sales fall below the buying power index by 2.8% while retail drug sales exceed population by 1.7%. Thus, he brought out, drug sales do not follow population closely, and the relationship of radio families is closer to the buying power index than are drug sales.

Mr. McCarthy's presentation was designed to show that distribution of radio families does follow and will continue to follow the distribution of buying power.

CBS Analysis OF RURAL LISTENING



Mr. Stanton

THE CASE in chief for CBS was presented Oct. 16, with the basic arguments presented by Dr. Frank N. Stanton, market research expert of the network, and by William B. Lodge, research and allocations engineer. Harry C. Butcher, Washington vice president for CBS, introduced Dr. Stanton and explained that the effort of CBS was to present data which would be helpful to the FCC in its consideration of new policies governing broadcast allocations. Dr. Stanton presented charts and exhibits prepared by the CBS market research department. These covered principally a survey by the network of rural Pennsylvania reception.

The first chart disclosed that the CBS study included 12,000 questionnaires sent out to rural Pennsylvania residents, from whom 1,200 replies were received during the initial 10 days. Results were similar to those procured by the FCC in its rural allocation survey for Pennsylvania. The FCC study showed that 82.5% of the listeners in that area preferred clear channel stations, 14.8% regionals and 2.7% locals. The CBS survey showed 86.6%, 12.3% and 1.1%, respectively.

The Program's the Thing

DR. STANTON described at length the type of questionnaire used and the samples of returns received. Substantiating the belief that programs rather than signal strength are the important factor in listening exhibits, Dr. Stanton brought out that his survey revealed 47.6% of the Pennsylvania rural listeners voted for a favorite station which was not the strongest station heard on their set. Of the aggregate, he said, 39.3% of the favorite stations came in second strongest; 22.2% of the favorite

stations came in third strongest; 11.8% of the favorite stations came in fourth strongest, and 26.7% of the favorite stations were not one of the four strongest.

Moving to another CBS analysis, Dr. Stanton described program vs. signal studies in 10 cities—Baltimore, Boston, Charlotte, Chicago, Erie, Evansville, Ind., La-Crosse, Wis., Lowell, Mass., Syracuse and White Plains, N. Y. The returns showed 64.9% selected their favorite station because of the programs it broadcast; 17.7% selected their favorite station because it was "easy to get on their sets", and 17.4% selected their favorite station because it had the best programs and came in easiest.

With respect to the relation of day to night station preferences in the rural Pennsylvania study, Dr. Stanton said the survey revealed that 68.8% of the favorite evening stations are not the favorite daytime stations. He broke this down to show that 33.3% of the evening favorites are the second daytime favorites; 11.9% are third daytime favorites; 6.7% are the fourth daytime favorites, and that 48.1% of the evening favorites are not mentioned in the daytime rankings.

Another series of charts introduced by Dr. Stanton included urban and rural curves based on some 16,000 personal interviews conducted in 304 cities and rural communities and more than 2,000 scattered farms by Dr. Daniel Starch & Staff. Basically, these charts revealed that rural residents listened most at the same time as city listeners — namely, about 45% of the time between seven and nine in the evening. Rural listeners, because they arise earlier, are better daytime listeners rather generally, but more particularly at 9 a. m. and from 12 noon to 1 p. m.

Rural Listening Factors

DR. STANTON emphasized that listener-habit studies along with field strength studies are necessary to determine the degree to which rural residents listen. He related also that the farmer is inclined to blame the station rather than his receiving set for poor reception, though in many cases the sets themselves are largely responsible. He advocated further listener-habit studies by the FCC.

The balance of the charts submitted by the witness covered urban and rural radio set ownership as of Jan. 1, 1935, and April, 1930, which showed that 69.4% of all U. S. families had radios as of Jan. 1, 1935, as against 40.3% on the April, 1930 date; that 47.5% of the farm families had radios on the 1935 date as against 26.9% with radios in 1930, and that 89.2% of all urban families had radios in 1935 against 50% in 1930.

Another chart showed the relation of gross income and program expenditures for a typical 1,000 watt station. This revealed that the fixed charges of such stations run around 65%, that reserves and profit constitute an average of 5 to 8% and that program expenditures amount to some 5 to 20%.

Dr. Stanton concluded his presentation with six suggested research studies. These were as follows:

1. A study of rural areas to determine (a) the degree of radio ownership, (b) the present rate of radio set sales and replacements.

2. A study of rural radio listeners to determine (a) their attitude toward radio, (b) rural opportunities to listen, (c) rural listening habits, (d) rural coverage, day and night, (e) rural program service.

3. A study of general audience attitude (a) toward local and remote stations, (b) network and non-network programs, (c) sustaining and commercial programs, (d) live talent and transcription programs.

4. An analysis of general listening habits over a period of years to determine the trends toward or away from local and remote listening, DX-ing, etc.

5. Determine the size and economic status of the U. S. areas which would be newly served by all possible 500 kw. stations.

6. An analysis of the stations which would fall within the primary service areas of new 500 kw. stations . . . a study of the operating costs and incomes of these (and other) stations, with regard to the possible changes in operating practice which would follow power increases.

CBS has issued a booklet describing its serious music programs during the fall and winter season.

Successful Duplication OF WTIC AND KRLD



Mr. Read

THE FUTILITY of half-time clear channel station operation and what can be accomplished by duplicated operation on clear channels was recounted by D. A. Read, secretary of Travelers Broadcasting Service Corp., operating WTIC, Hartford, in a statement before the Broadcast Division Oct. 15. As a 50,000-watt station originally assigned half time to the 1060 kc. channel, sharing with WBAL, Baltimore, WTIC at first undertook synchronous operation with WEAF. This having resulted in undue interference, WTIC in 1934 began simultaneous operation on the 1040 kc. channel, sharing with KRLD, Dallas. The latter station used 10,000 watts. Separated by 1,500 miles, these stations have not interfered to the point where the New England service of WTIC has been curtailed, according to Mr. Read.

More important, however, was his testimony to the effect that WTIC lost an aggregate of $1,500,000 from 1930 to 1934 while on part-time operation. After beginning full-time operation, the station found it possible to reduce its losses substantially and for 1936, up to Oct. 1, it had an operating profit of some $17,500—representing the station's first profit in the nearly 12 years since its inception. "We anticipate that our profit for the entire year, taking into account our existing contracts and anticipated business, will amount to approximately $35,000," Mr. Read asserted.

Losses Due to Half Time

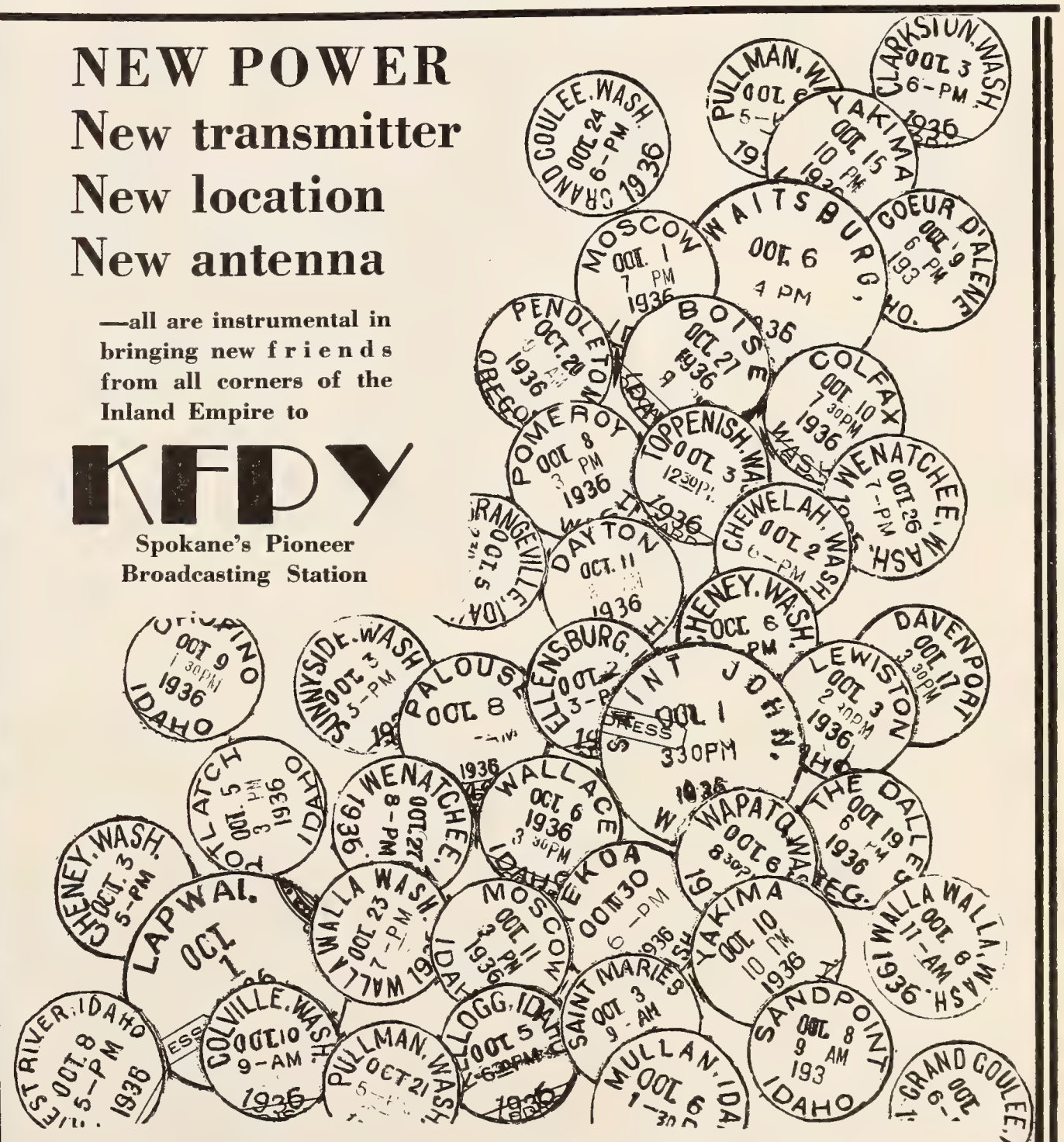
MR. READ brought out that in 1926, WTIC started as an NBC-Red network outlet. Because of the policies of the insurance company, he said, it refused advertising which conflicted with its own views. Medical programs as a general rule were barred. Due to the half-time operation, he said that NBC found it difficult to sell WTIC to advertisers because of the station's

NEW POWER
New transmitter
New location
New antenna

—all are instrumental in bringing new friends from all corners of the Inland Empire to

KFPY

Spokane's Pioneer Broadcasting Station



KFPY representatives

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 1358 Russ Bldg., SAN FRANCISCO

inability to build and retain an audience "straight across the board." He added:

"It is interesting, as well as painful, to note that the results of our operation under this arrangement through the years 1930 to 1934, inclusive, resulted in a net aggregate loss of $1,509,191.99, or a loss in 1930 of $305,888.74; in 1931 of $306,256.97; in 1932 of $325,997.53; in 1933 of $361,009.71, and in 1934 of $294,041.04."

Discussing the profits of duplicated operation on the clear channel, Mr. Read then recounted the fact that in 1933 WTIC lost $361,000 whereas in 1934 it reduced this by $66,000. In 1935 the station again reduced its losses, the aggregate amounting to some $204,000. There have been decided profits to the listening public also, Mr. Read said. There have never been substantial objections from listeners to the duplicated operation, he said. Only two complaints were received — one from Canada and the other from Michigan. Also indicative of listener response was the fact that before simultaneous operation NBC received from listeners 4,676 letters concerning programs broadcast over WTIC. In 1934, during the latter part of which there was simultaneous operation, this letter response increased to 9,605. In 1935 it increased to 32,000 and from January through August of this year it reached 56,000. He emphasized that these letters were to NBC concerning their network programs and did not include letters sent to WTIC concerning non-network programs.

Mr. Read asserted that from his personal observations and from engineering reports he knew that WTIC served the primary area of a clear channel station operating on a frequency without duplication. He concluded that the duplicated operation has permitted WTIC to give a well-rounded uninterrupted program service to a rather large and heavily populated area which heretofore had been served only in very unsatisfactory manner. Moreover, duplication has permitted Travelers to reduce its big operating losses to the vanishing point.

KRLD Concurs in Views

MR. READ also read into the record a statement on behalf of KRLD. Carrying the programs of CBS, whereas WTIC carries NBC, the station said that since simultaneous operation it has enjoyed an increase in the number of its listeners and a resulting increase in revenue, all due to the regular use of its assigned frequency. Mr. Read added:

"During the entire period of experimentation KRLD has received no complaint of any interference from its listeners, and has received much satisfactory comment from a radius of approximately 100 miles. This would indicate that the listeners who depend upon KRLD for their radio service have no objection to the presence of WTIC on the same channel, and probably know nothing whatsoever of the simultaneous operation. It would therefore appear that such operation is an advantage both from the standpoint of the station and of the listeners, and that its continuation on a permanent basis should be encouraged both from an engineering and a commercial standpoint, and in the furtherance of an economic use of a desirable frequency."

Supplementing the testimony of Mr. Read, J. C. McNary, Washington radio engineer, related Oct. 19 the results of the duplicate operation of the stations. Field observations, he said, show that WTIC, with 50 kw., covers a primary service area of approximately 30 to 40 miles. The station fades 40 to 50 miles from its transmitter. In each case, Mr. McNary explained under cross-examination, the stations are not using antennas that give them the maximum coverage efficiency.

The primary service of KRLD at night is limited by fading to distances of 40 to 90 miles. The primary night service area of KRLD, he added, appears to be free from objectionable interference from WTIC.

Pointing out that during the past year the stations have been operating with synchronous carrier frequencies, Mr. McNary said this operation has furnished a basis for observations of interference between the two stations transmitting different programs having a small carrier difference.

"So far an exact analysis of effect of carrier synchronization with different programs has not been arrived at," he said. "Practical observations, however, indicate that there is a distinct benefit to be obtained through the use of this expedient although program cross-talk is still the limiting interference factor."

Concluding, Mr. McNary said that the experimental operation demonstrates that stations under conditions similar to those of WTIC and KRLD can operate simultaneously on a common frequency without a common program and still render their primary service area free from heterodyne or other types of interference. In addition to the primary service some secondary service is rendered by each station depending on transmission conditions.

940 Kc. Occupants ASK REGIONAL BOOST

THE EXPERIENCE of stations on the 940 kc. regional channel in their coordinated technical operation was described to the Broadcast Division Oct. 14. Paul M. Segal, counsel for the group, explained that for six years these stations have cooperated and long ago initiated consideration of 5 kw. power for a regional frequency and filed applications for them. These applications were denied in 1932 by the former Radio Commission, the principal reason for the denial, he said, being the then prevailing quota system. The presentation, he said, was for the purpose of indicating the general considerations to be borne in mind on the 5 kw. question.

As the engineering witness for the group, Mr. Segal introduced Raymond M. Wilmotte, former British engineer now in consulting practice in New York. Mr. Wilmotte in 1931 designed and built for WFLA, Clearwater, Fla., the first directional antenna for a broadcasting station to be approved by the Radio Commission.

Mr. Wilmotte, as did preceding engineers, described graphically various characteristics of wave propagation, emphasizing particularly the importance of the sky wave as a means of serving rural areas. A regional station, he said, should be expected to serve contiguous rural territory. Irrespective of power, he said, a station which only serves the city and town in which it is located is simply a local station.

Adjacent Channel Effects

MR. WILMOTTE brought out that by increasing the power of stations on one regional frequency, adjacent channels will suffer and that the increased power will mean increased interference on these adjacent frequencies. "If it is desired to retain a status quo of interfering patterns, the power on the adjacent channels would have to be increased in proportion," he added.

Mr. Wilmotte said there is a fundamental difference between the engineering problem of the proper allocation of stations on a single frequency and the allocation of these stations relative to stations on adjacent frequencies. The separation and power required by stations on a single frequency to provide good service is practically independent of the design of the receiver, he said. The allocation of stations within a single frequency is therefore entirely within the control of the FCC. The separation between stations on adjacent frequencies, is only indirectly controlled by the Commission.

"In this case, there are two forces acting toward each other," he said. "One is the effort of the Commission to adjust the separation of stations in adjacent channels to fit the selectivity of the receivers in use, and the second is the efforts of manufacturers of receivers to design receivers which can satisfactorily meet the interference which the Commission thinks proper."

Mr. Wilmotte used graphs and diagrams to show possible coverage without interference from adjacent channels under various conditions. He recommended that because of man-made interference, this country should do something in a legislative way to curb it as has been done in France and proposed in England.

Increasing Service Areas

CONCLUDING, Mr. Wilmotte said there are many ways of increasing the service areas of certain stations. Use of the sky ray or wave, he said, would bring this about. He added that there are too many stations on a single frequency under existing allocations and that consequently their usefulness is limited to serving densely populated areas where the interfering noise level is high. He said:

"I would like to urge the Commission that, in granting licenses, it give careful consideration to the location of stations, not only relative to other stations but relative to the nearest town, so that better synchronization, directional effects, etc., may be used when wanted to the best possible advantage. Our present knowledge and future developments (to the extent that we can forecast them) should be allowed full opportunity and as much latitude as possible so that our total knowledge may be usable to provide the best service possible.

"I make a special plea that future engineering developments and the progress of broadcasting be not endangered by freezing the space available on the basis of our present knowledge and technical skill. There should be room, much room for evolution."

General Electric Supports CLEAR CHANNELS



Mr. Lang

OPPOSITION to any widespread reallocation, but support of clear channels and superpower was advocated in a statement submitted for the record by Chester H. Lang, manager of broadcasting of General Electric Co., which owns WGY, Schenectady; KOA, Denver, and KGO, Oakland, all managed by NBC.

"We have a broadcasting system that has proved itself to be fundamentally sound," he said. "Clear channels and high power are available for the distribution of program material to wide areas, especially to a large rural section in which listeners might otherwise be deprived of reliable reception. In the 'Allocation Survey' released by the Commission on Sept. 1, it is observed that more than 76% of the listeners canvassed prefer to listen to clear channel stations. Shared channel stations are decidedly secondary in favor. The survey further discloses the wide preference for the highest powered station in the country, indicating clearly, it would seem, the desirability of power increases for the cleared channels in the interest of optimum service to the listener."

500 Kw. Seen Menace TO LOCAL STATIONS

SUPPLEMENTING the plea for local stations made by Edward A. Allen, president of National Independent Broadcasters, George O. Sutton, Washington attorney, as counsel for the organization, appeared Oct. 19 to present the case in chief.

Complaining of congestion on the local frequencies, Mr. Sutton said the practical result of it has been the reduction of service not only of local stations but also of regionals. In recent months, also, he said, the number of local stations has been increased considerably, aggravating this condition. From 1928 to the end of 1934, he said, only 50 new local stations were licensed. During 1935 and the first six months of 1936, he said, there were 68 such grants.

Should 500 kw. stations be authorized, Mr. Sutton pointed out, there would be increased interference with local stations on adjacent channels, because of the lack of geographical separation.

Local stations have been placed at another disadvantage, he said, in that in power increases regional stations have been permitted to increase day-power by a ratio of 5 to 1 or from 1,000 watts to 5,000 watts, whereas locals have been permitted an increase of only 2½ to 1 since their top daytime power is now 250 watts. "Since congestion makes it possible for the local station only to reach its outlying rural area in daytime, the restriction of daytime power actually serves to reduce this possibility," he said. Moreover, he added, local stations have not had recourse to the use of directional antennas, as

have clear channel and regional channel stations.

"Thus, from the allocation viewpoint, from the standpoint of regulation, from the angle of the possibility of utilizing modern technical developments to solve its problems, and finally from the resulting inability to maintain competitive balance with other classes of stations and service, the local station finds itself at a disadvantage; and it is completely at the mercy of this Commission if its role in American broadcasting is to be preserved."

NIB, Mr. Sutton said, is opposed to any move which would radically alter the existing broadcasting structure. Any sweeping change, he said, might easily upset the desired balance with the consequent impairment of general service. As a consequence, he said, NIB is opposed to 500 kw. stations since these would adversely affect the economic position of many regional stations. In this connection, he referred to the testimony of CBS President Paley that regional stations might be eliminated from present network structures because of superpower.

More important, he said, will be reduced national advertising on regional stations as a result of superpower. Declaring that radio advertisers now "worship" high power, he said all too many of them think only in terms of power and coverage. It is to be expected, he asserted, that they would flock to the new 500 kw. stations to the detriment of other classes. Declining national revenues on the part of regional stations by virtue of superpower, he said, would result in increased emphasis being placed on local business by regionals. Consequently, he said, the competition for local volume will be materially increased, and in cities where both regional and local stations now exist, it might become disastrous. "Thus," he continued, "the absorption of an unduly large proportion of national revenue by the superpower station will start a movement which, like the snowball rolling down the hill, will threaten the economic stability of every class of station below it. The impairment of economic stability of the other classes of stations will result in a disruption of balance between service, since effective service can be rendered only where there is adequate revenue."

Mr. Sutton argued against the use of power as a measure of service. Every station must deliver program service over the area within its sphere of influence, he said. Unless the local station covers this area it is not serving its local function. He argued that there was no difference between the local and the low power regional station. The low-powered regional, he said, merely renders local service to a community and a dependent area of larger size. Other than that, it is identical with the local. "Indeed, the entire classification of local and regional stations is absurd when viewed from a social or an economic angle," he said.

Would Improve Locals

IN CONCLUSION, Mr. Sutton suggested a series of changes which he said would improve service all down the line. In the first place, he stated, duplication should be authorized and then extended on certain clear channels with provision made to relieve the present congestion of regional frequencies. A reasonable number of high-powered stations could be duplicated on present clear channels, he said. Then after the regional station congestion is relieved, deserving local stations could be moved onto certain of the present so-called regionals. Relief of the congestion on locals in this manner also would make possible either horizontal increases in power on the locals, or the introduction of greater flexibility in the local field.

Under cross-examination by Chief Engineer Craven, Mr. Sutton said that there are many instances in which increased power would not help local stations because of congestion on the frequencies. Comdr. Craven brought out that only 41% of the local stations have complied with the antenna requirements laid down a year ago.

As for clear channel duplication, Mr. Sutton emphasized that at the time WGY, Schenectady, and KGO, Oakland, began duplicate operation on a clear channel, the general engineering view was that WGY with 50,000 watts would not cover anything beyond Albany. The fact of the matter is that it can be received in a city like Washington regularly every night, he asserted.

Uneconomic Status of PART-TIME CLEARS

ANOTHER plea for the part-time clear channel station was made by William B. Way, general manager of KVOO, Tulsa, Oct. 15. Pointing out that KVOO shares time with WAPI, Birmingham, Mr. Way reiterated previous testimony that such stations are not economically sound. He recounted the hardships under which they operate, particularly in holding audiences because they sign off early in the evening, the time depending upon sunset.

Pleading for consideration of the "consumer" or listener, Mr. Way laid down several propositions which he asked the Commission to consider. He urged that clear channel stations be retained but with such exceptions "as may be necessary to provide the millions of consumers in America with a maximum of service." On this score, he recommended reallocation of a sufficient number of stations in such a manner that east-west duplication can be secured. He said this was necessary in order to relieve the allocation congestion in the center of the country.

As a second move, he recommended power increases on regional and local stations but with less protection to their secondary coverage. By giving less protection, he said, the result would be considerable further duplication of stations in these classifications.

His third proposal was that "the utmost of service, efficiency, utility and convenience, should be maintained on all stations, with the proper preservation of clear channels in order to meet national emergency." In connection with the latter, he said that there is the possibility in national emergency of all radio facilities being subjected to government service. This is especially important, he said, in view of the fact that neighboring countries might build and operate superpower stations which will deliver a comparatively usable signal to a large portion of the United States, blanketing or making useless some of our most consistently serviceable channels.

Eliminate Time Sharing

HIS FOURTH proposition was that immediate steps be taken to eliminate the necessity of stations



Like a Fox with One Whelp—

You'll think that your Account is the Only One We have !!...

● "Do you get results like this for every advertiser, or is our account the only one you have?" writes one WIBW client.

● WIBW produces low-cost results for *all* clients. Why? Because every account — large or small — is personally supervised by a station executive. Time, talent, entertainment, and sales messages are analyzed in conference with department heads. Mail and sales response is checked and re-checked. Nothing is left to chance. Your advertising *must* produce.

● Remember too — we know Kansas people, their habits, speech, likes and dislikes. Your sales message over WIBW reaches them in their language—as one Kansan to another.

● That's why we get enviable results for *all* advertisers. That's why it is so necessary that you use WIBW in order to get the maximum results from this rich Kansas area.

WIBW — Topeka — "The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

sharing time on clear channels. On this score, he described the situation obtaining as between WAPI and KVOO in their time-sharing operations and the necessity on many occasions of listeners being cut off in the middle of a program because of the time-sharing requirement. They are placed in the position of groping about the band to pick up reception from some other point, he said.

Moreover, he said, the cost of operating a half-time clear channel station is as great as that of a full-time station under similar circumstances. The same number of operators, engineers and artists must be maintained on the payroll and, except for the power bill alone, the technical overhead is the same.

As for KVOO, he said that records of the Commission will show that since 1930 it has operated at a loss but has endeavored to render high grade service. He said the investment of KVOO, which has a 50 kw. transmitter, is in excess of $300,000. Under cross-examination, Mr. Way said that KVOO made a little money last year and some in 1930.

Listener Preference for STRONG SIGNALS

THAT existing clear channel stations using 50,000 watts have practically all of their audience located within 800 miles of the transmitter was contended by Prof. J. F. Byrne, of Ohio State University, in a presentation Oct. 20.

The concluding technical witness, Prof. Byrne analyzed technically the results of the FCC Allocation Survey on clear channel coverage and also made observations on other phases of the allocation problem. He utilized graphs flashed onto the large screen to illustrate his arguments. He was introduced by R. Morris Pierce, chief engineer of WGAR, Cleveland.

Prof. Byrne said that the average listener of today, unlike the listener of radio's earlier days, picks two to five channels in the band and looks to them for his broadcast service. These channels, he said, ordinarily provide the most satisfactory technical service at his receiver.

Analyzing the postcard reports on the allocation survey, the witness said they show that 50 kw. stations have approximately 95% of their audience within 800 miles of the transmitter, and that this is substantiated by other studies. The average rural listener pays little or no attention to signals below 160 microvolts per meter, he added, lending support to the assertion that the average listener tunes to the strongest signal if the program is to his liking.

Listen to Strong Signals

HE SAID that clear channel stations of less than 50 kw., and operating with poor antennas or in a poor location, were quite easily noted in the card analysis. If a number of 50 kw. stations were to increase their power to 500 kw., he added, "it seems reasonable to assume that the revised picture of rural service would not differ greatly from that shown in the present survey, since one of the most important factors limiting the service of broadcast stations, particularly those on clear channels, is the strong signal preference of listeners. With the present geographical spacing of clear channel stations this factor limits the practical service provided by stations of equal power to a maximum of not over 900 or 1000 miles for 500 kw. groups, or 800 miles for 50 kw. groups".

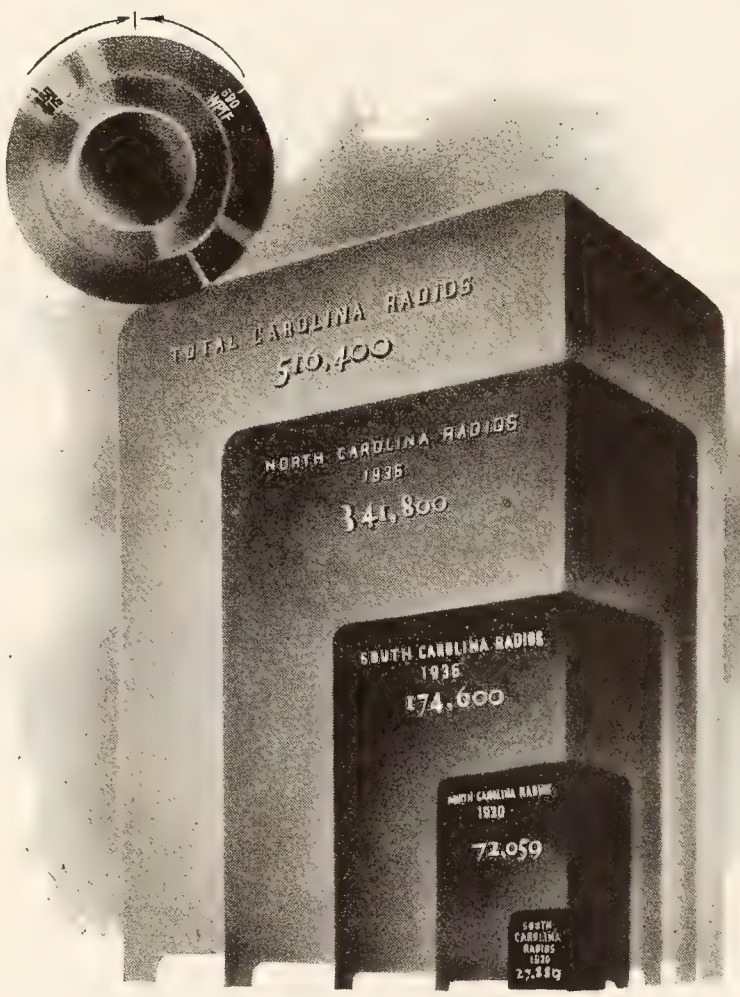
A clear channel station, Prof. Byrne said, is actually a regional since it serves only approximately 800 miles. Such an area served by a station in the center of the country, he added, would not permit simultaneous operation of other stations of any consequence, but when located on or near either coast, some other class of service could be established on the channel at a remote point.

Taking up high-power regionals, he said many of the clear channel observations also can be applied to stations of this class. If these stations are to justify themselves, he said, they can be protected to distances of 400 or 500 miles, with power sufficient to provide a signal value that will be used by rural listeners. The amount of power required for this sky wave coverage, he said, should be at least 25 and preferably 50 kw.

Regionals Too Congested

DISCUSSING regional stations, he said there are too many operating on the same channel, with but few exceptions, for high-quality service. He declared it impossible to provide good broadcast service to any reasonably large city, particularly on a high-frequency assignment, under present allocations. This situation might be somewhat relieved, he said, if the frequencies 520, 530 and 540 kc., now outside the broadcast band, were made available for

Here is the COMBINATION to reach CAROLINA RADIOS



Total Carolina Radios
516,400

North Carolina Radios
1936
341,800

South Carolina Radios
1936
174,600

North Carolina Radios
1930
72,059

South Carolina Radios
1930
27,889

THIS phenomenal increase in radio ownership over a period of 5 years shows dynamic buying power. It bespeaks a vital interest in the programs of WIS and WPTF which together serve a substantial majority of the Carolina radio homes.

Sold at one low competitive rate, these two 5000 watt NBC stations justify your FIRST consideration in the Carolinas.

WIS Columbia

WPTF Raleigh

Represented by FREE, JOHNS & FIELD, INC.

regional service in larger communities where at present a number of high-frequency regional channels are the principal ones in use.

A power increase seems desirable for regional stations in larger cities, since definite technical and economic objectives are thus achieved, he said. These objectives are not as easily defined, however, in the case of some of the smaller regional stations and it is conceivable that some of them do not care to obtain an increase in power. The increase might be arrived at by adopting a value of power that would result in equal signal values at a point half-way to the fading wall of a clear channel station and half-way to the interference wall of a regional station.

"The above considerations again seem to strengthen the argument that low frequency regional assignments should be made in the larger cities, and in addition higher values of transmitting power would seem to be indicated and desirable for this class of regional station. * * * A system of allocation of regional facilities that would place low-frequency and higher power regional stations in larger population centers of the country would undoubtedly be most sound economically. While it is realized that any sudden change might be undesirable and impracticable, a trend toward such a system would seem to be in order."

Locals Face Same Problem

THE principal problem of the local station in a larger town is very much the same as that of the regional, Prof. Byrne continued. Most of the discussion on regionals, he said, could be repeated for locals.

"The question of increases in power is thus reduced to a question of increase in quality of broadcast service, and economically, the question becomes, what is the increased quality of service worth in dollars and cents?" said Prof. Byrne. "This question should be answered by the local stations themselves, with some top limit of power authorized."

Prof. Byrne entered into a discussion of antenna efficiency, asserting that power increases and use of shorter antennas can accomplish good results in increased coverage. The cost of additional power in the case of regionals, he said, should be compared with fixed charges on the antenna system. On directional antennas, he said a minimum height limitation on directional systems would seem to be inadvisable, particularly on the lower frequencies. Here again, he said, the additional cost of power should be compared with the actual fixed charges on the antenna system, and an antenna height selected that results in greatest economy.

As for synchronization, Mr. Byrne said that during night hours it might provide a solution for high-frequency regionals in large cities where sizable adjacent communities now receive no night service. If the engineering and economic phases of operation are carefully worked out, he said, it would seem that such operation should be permitted and in some cases encouraged. "The use of a directional antenna at the booster can greatly increase the feasibility of such schemes," he said, "as the areas of distortion can be chosen so as to include as little population as possible."

Caldwell's Defense of CLEAR CHANNELS



Mr. Caldwell

IN DEFENSE of the Clear Channel Group case, Louis G. Caldwell, counsel, on Oct. 19 presented rebuttal testimony designed to refute arguments advanced by other witnesses with respect to clear channel duplication.

He put into the record an analysis of the postcard responses in the recent FCC clear channel survey to show that listeners in the Far West generally are in favor of clear channel operation. Declaring that he had time to compile the responses to postcards from only a few states, he said these were almost unanimously in favor of retention of clear channels and that the general complaint was against interference on certain clear channels. A case in point which Mr. Caldwell emphasized was that of KNX, Los Angeles, operating on the 1050 kc. clear channel which has a low-powered station in Quebec on its frequency. The responses from western states, he said, rather generally protested against interference to KNX reception, and he said the impeding influence was the Quebec station with its low power and with only 40% modulation. He cited this as a glaring example of what duplication can do on a clear channel.

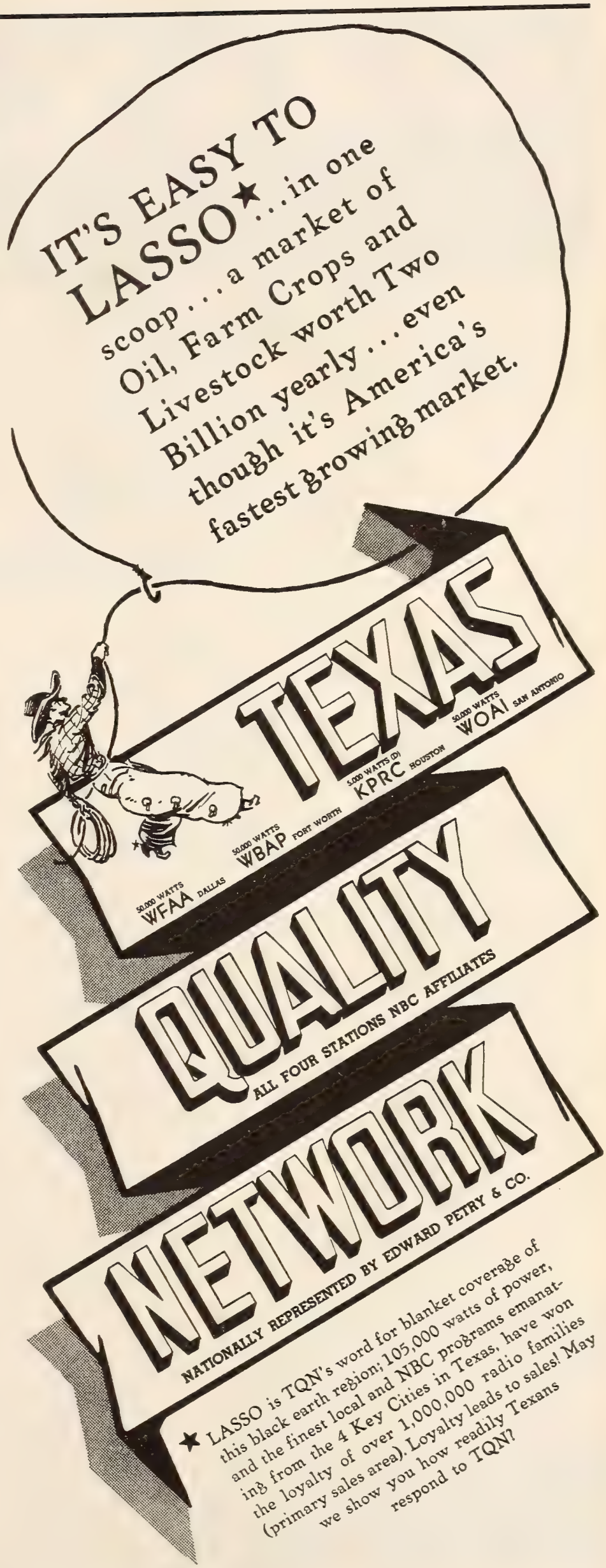
The listener comments on the clear channel survey postcards, Mr. Caldwell said, answered practically every question that has been raised, from the listener viewpoint, with respect to clear channel coverage. The farmers, he said, want more power and they are opposed to "interference on clear channels". Moreover, he declared, these comments reveal that farmers and rural residents generally are interested in news, market reports, weather reports and other services which they normally get from clear channel stations. The theory that they do not listen at night is fallacious also, he said.

Mr. Caldwell urged the FCC to make a complete analysis of these postcard returns because of the "wealth of information" they contain. He said that these comments are more important in allocation needs than all of the statistics, graphs and charts that economists can present.

Mr. Caldwell introduced for the record, maps of clear channel coverage, both day and night, in an effort to refute contentions made by Dr. Greenleaf Whittier Pickard for the Regional Group. He also commented upon the coverage maps of regional stations introduced by Dr. Pickard, declaring that they were inaccurate in that in many cases part-time stations were credited with their full-time audiences even though they were duplicated.

Recordings as Proof

SEVERAL transcriptions of programs on dominant clear channels were played by Mr. Caldwell to show the degree of interference resulting on such channels. One of these was the WTIC-KRLD duplication on 1040 kc. Then he also performed records of clear channel stations operating exclusively



WNAX

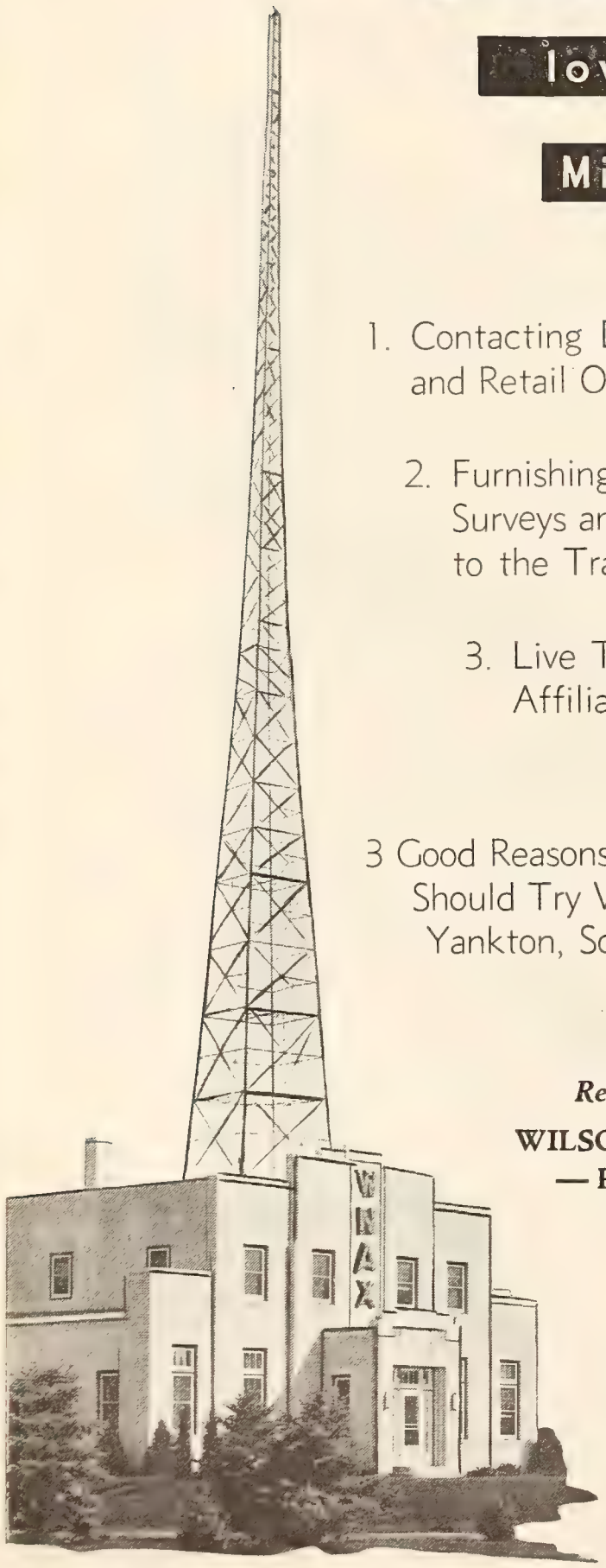
5000 WATTS (L.S) 1000 WATTS NIGHTTIME
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on those waves as received in Washington during the past week. Such stations as KSL, Salt Lake City; KOA, Denver; WFAA, Dallas, and WSB, Atlanta, came in with good signal strength.

Finally, there was performed a record of WLW programs recorded 300 miles from the transmitter. First the program was recorded with 500,000 watts and came in clearly. Then the power was stepped down to 50 kw. and it was marred by a high noise level.

Mr. Caldwell read into the record comments from listeners in Nevada, Utah, Iowa, Washington and California in connection with the postcard survey. The purport of these generally was support of clear channels and complaint against interference on them.

Under cross-examination by Chief Engineer Craven, Glenn D. Gillett, consulting engineer who aided in the preparation of the clear channel technical case, was called upon to answer numerous questions regarding the manner in which certain of the technical observations were made. Mr. Gillett declared that in his opinion a station in Los Angeles on a clear channel with a directional antenna would not seriously affect service of a 50 kw. station operating on the East Coast in the area east of the Mississippi River. Under further questioning, both by Mr. Craven and Mr. Caldwell, Mr. Gillett said he had in mind a 5,000-watt station on the West Coast. He added, however, that the service of the dominant station would be restricted by such duplicate operation.

Net-Press Ownership HIT BY NOCKELS

IN A STATEMENT similar to those he has delivered at other radio hearings, both before the FCC and before Congressional committees, Edward N. Nockels, secretary of the Chicago Federation of Labor, operating WCFL, on Oct. 20 leveled charges of "monopoly" against the major networks and decried other situations existing in broadcasting.

Although disclaiming any intention of pleading the case of WCFL, which operates on the 970 duplicated clear channel, on which KJR, Seattle, normally is the dominant station, Mr. Nockels asked the Commission to clear that channel for WCFL and to place KJR on another wave. Under cross-examination, he said he spoke also as the official representative of the American Federation of Labor.

In a detailed statement, Mr. Nockels attacked superpower and "duplication" of ownership of stations in the same community. He also criticized in vigorous terms newspaper ownership of stations, notably by Hearst.

Contending that public interest is not being served under existing allocations, Mr. Nockels said that radio has been placed "within the control of a few large corporations, or handed out as a free gift to a few private business concerns for commercial exploitation, or sucked into the maw of great metropolitan newspapers already in uncontrolled possession of power that threatens the welfare of this country."

Hits Network Holdings

MR. NOCKELS, as he has done in the past, struck particularly at power assignments to the major networks. He claimed that of the 40 clear channels, NBC owns or controls eleven 50 kw. stations which he listed as KPO, KOA, WENR and WLS, WMAQ, WBZ, WEAF, WJZ, WGY, WTAM and KDKA. "This company alone controls approximately 550,000 watts of aggregate power today as compared with the 220,000 that the total trust combination controlled in 1929," he said. He was not questioned on the accuracy of his statement as to the ownership or operation of the stations enumerated. It is generally known, however, that NBC does not own all of the stations he mentioned.

In the case of CBS, he said it owns or controls seven 50 kw. stations and one 10 kw. station. He listed these as WCCO, KMOX, WBBM, KNX, WABC, KFAB, WCAU and WBT. "Thus, they control 360,000 watts of aggregate power, which is almost one and one-half times as large as that controlled by all the organizations in the trust in 1929," he said.

There were further statements by the witness regarding purported network ownership of stations throughout the country.

He said that "Labor" is opposed to authorization of any additional 500,000 watt stations on the ground that it is contrary to public interest and opposed to the fundamental principles of accomplishing the greatest good for the greatest number. Any further authorization of superpower stations, he said, would be in line with the policy in the 1928 allocation "which amounted to nothing more or less than the cutting of a monstrous melon into 40 luscious slices. These were passed out to the gluttons of monopoly and dedicated to the furtherance of selfish interest, with little thought for the public interest, convenience and necessity.

"Division of the Swag"

"THE first allocation can only properly be described as the division of the swag, at which time all persons and organizations whose desire for radio facilities were actuated by a zeal for public service were forced to sit on the sidelines, while the monopolies and trusts and representatives of special privilege together with the monopoly-owned newspapers and magazines and the radio chains were well taken care of in the manner to which such economic royalists were accustomed."

Mr. Nockels argued that the cost of superpower stations would inevitably lead to increased advertising rates, and thereby load down programs with more advertising. He claimed that these "interests" would disseminate propaganda in times of national emergency, controversy, strikes or lockouts.

Labor, he said, appeals to the FCC that the demand for superpower stations be denied.

Reassign Clear Channels

INSTEAD of granting superpower, Mr. Nockels asked that the FCC reassign clear channels so they may be occupied and utilized in perpetuity for the public good. He then brought out that he was general manager of WCFL and that the station now is an applicant for 50,000 watts. He said that Labor was of the opinion that it is entitled to one national clear channel. Pursuing this argument, he recommended that KJR, Seat-

le. which he said was controlled y NBC, be placed on the 990 kc. hannel to operate simultaneously ith WBZ and WBZA, "thus freeg a channel for which Labor has riven and to which Labor is just- entitled."

On this score, he said that NBC lready has accommodated duplited assignments on clear chanels on which its stations operate. here is no reason why this furher duplication should not be auhorized, he asserted.

Newspaper Ownerships

E ARGUED that the holding of hese clear channels without dupcation on opposite coasts "shows monopolistic tendency". Discussng newspapers and their relationhip to radio, Mr. Nockels said nat at the advent of the art they ought to "kill the effect radio night have on the public."

"In later years," he went on, failing in this attempt and recogizing the fact that the printed ord might soon be outdone by the poken broadcast message, they hen sought to render their own pportunity of molding public pinion doubly secure by acquiring adio facilities. Then they operted these radio facilities in behalf f the same interests for which he kept press had been operated or years. Not satisfied with owng one station, some single newsapers have sought ownership or ontrol of two or more stations, nd in the last few years we have witnessed the development of a hain of radio stations owned and ontrolled by William Randolph Hearst and operated by him in the ame manner as his newspapers re operated for his personal benefit and aggrandizement."

Concluding, Mr. Nockels said hat Labor takes the position that here are but three ways out of he situation with which broadasting is confronted today. He numerated these as follows:

"(1) A reallocation of the wave engths and a revision of the reglations calculated to make sure adio broadcasting is to be on the asis of the greatest good for the reatest number; (2) a limitation f all stations to a power of 10 w., making them all virtually ocal stations, and serving only heir own locality, and with only ne station in any locality to any ne owner or controlling interest; (3) that the Government take over nd operate all radio stations in he United States. Labor hopes nd trusts that the necessity for he last named alternative will not e forced upon us, but we are eartily and thoroughly in favor f complete government control nd operation in preference to omplete control and operation by rusts, press, magazine, radio networks and their closely allied interests."

Mr. Nockels wound up with a hreat of Congressional action if "these trusts and monopolies and ested interests of an avaricious apitalistic group of corporations nd individuals, seeking special rivilege, are allowed to obtain heir ends."

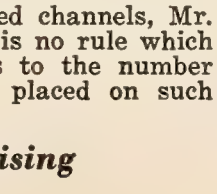
KJR-WCFL Don't Interfere

UNDER cross-examination by Chief Engineer Craven, Mr. Nockels explained that he was speaking on behalf of the A. F. of L. as well as WCFL. He brought out that WCFL is an outlet of NBC but stated that he is opposed to duplication of programs. In connection with the simultaneous operation of WCFL and KJR on the same channel, Mr. Nockels said that there has been no interference whatever. KJR, he declared, is owned by NBC but leased to Fisher's Blend Station Inc. for $1 a year.

Comdr. Craven asked the witness whether his testimony did not deal largely with the question "who should operate radio facilities" rather than the engineering considerations. To this, Mr. Nockels responded that Labor was opposed to "monopoly". James D. Cunningham, FCC attorney, then asked the witness why his station was applying for 50 kw. in Chicago. Mr. Nockels said that it wanted to get clearer reception in the Chicago area. Mr. Cunningham inquired whether 500 kw. would not improve WCFL's service even greater, and the witness replied that he was opposed to 500 kw. on the ground that it tended toward monopoly. Moreover, he said, the cost of operation would make it prohibitive.

Finally, he said the American Federation of Labor had approved his statement prior to its delivery.

Hogan Cites Advantage of HIGH FREQUENCIES



Mr. Hogan

OPENING of two additional frequencies in the 1500 - 1600 kc. "high - fidelity band" for regular broadcasting on the ground that experimentation on the three channels opened up two years ago has proved broadcast operation feasible, was recommended to the FCC at the hearing Oct. 20 by John V. L. Hogan, New York consulting engineer and president of W2XR, New York high-fidelity station.

In a presentation in which he supported retention of clear channels and superpower on them and offered opposition to proposals for duplication and for limitation of power, Mr. Hogan also gave his views on every question of engineering raised by the FCC in its notice for the hearings.

He disputed testimony of other witnesses that the lower frequencies in the broadcast band are much more desirable than those in the upper end of the spectrum. Both in his direct statement and under cross-examination by Chief Engineer Craven, he insisted that actual operating experiments disproved this theory.

Clear and Shared Channels

TAKING up the questions in the notice chronologically, Mr. Hogan said that he believed there were only two kinds of station service—clear channel and shared channel. He said he favored an increase in the number of clear channels and felt that there should be at least 40, as set aside in the original allocations. High frequencies, rather than the lower waves, he said, are desirable for clear channel service because of the value of sky wave propagation.

Discussing shared channels, Mr. Hogan said there is no rule which can be applied as to the number of stations to be placed on such waves. This is dependent entirely upon the relative location of the stations and the area to be served. Mileage and frequency separation tables of the FCC, he said, should be used as a "rough guide" but he advocated in their stead a "service standard analysis" rather than any averaged or arbitrary calculations.

He suggested there is probably no need for maintaining clear channels during the day unless situations develop where high power is used on low frequencies and where a second station in daylight might impair the rural coverage. He said he believed that all channels cleared at night could be shared during the day and suggested that no daytime stations on clear channels be permitted to operate at night. During the day, Mr. Hogan said, it is possible to put two 50,000 watt stations or even more on a channel without

RESULTS! COUNT MOST

Let us acquaint you with our work.



WEED & COMPANY



DURNED NEAR A SELL-OUT, BOYS & GIRLS!

Whoever it was that said time flies, he's right—time has practically flew at WDAY! A very few good mid-morning, mid-afternoon and after-10:30 periods are still available. Nothing else left . . . . So if you want to make your bid for this big Red River market, speak up, gents—speak up!

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

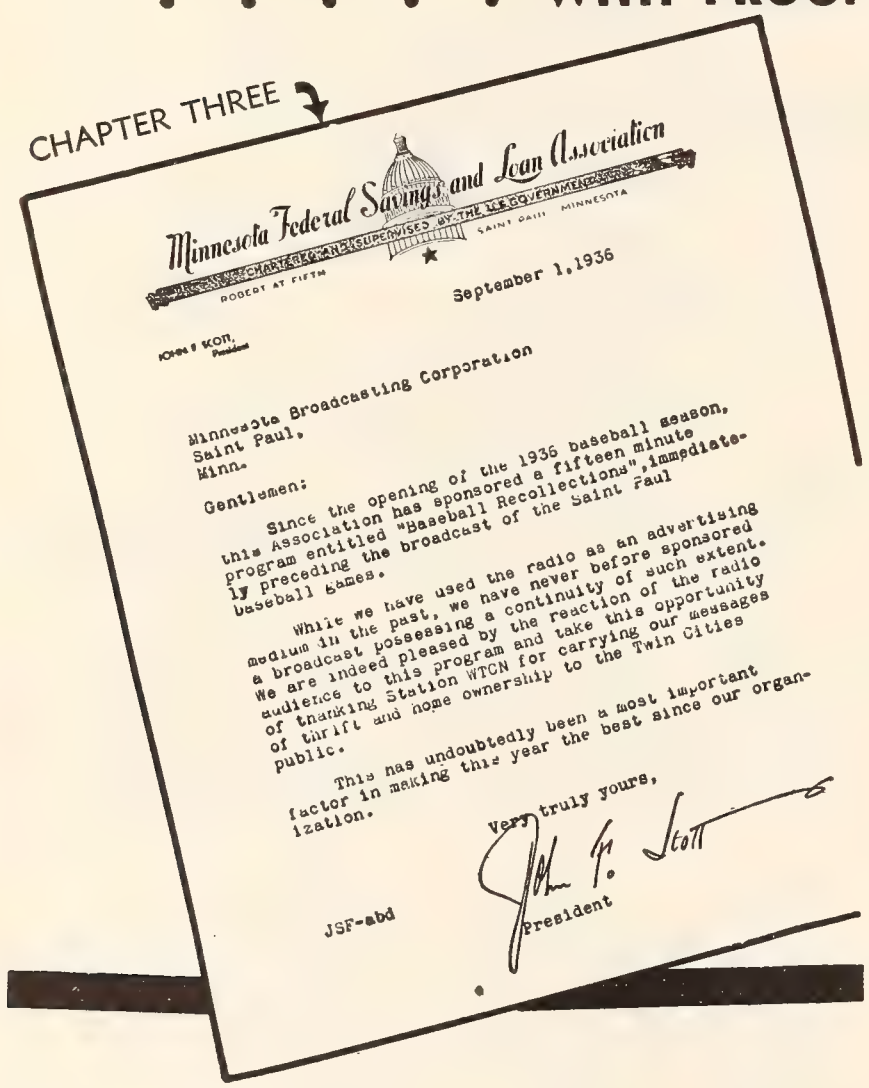
Good Reading for Alert Advertisers

A Serial Story Entitled

"WE ARE GOOD"

by WTCN

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CHAPTER THREE

Minnesota Federal Savings and Loan Association

SAINT PAUL, MINNESOTA

September 1, 1936

Minnesota Broadcasting Corporation
Saint Paul,
Minn.

Gentlemen:

Since the opening of the 1936 baseball season, this Association has sponsored a fifteen minute program entitled "Baseball Recollections", immediately preceding the broadcast of the Saint Paul baseball games.

While we have used the radio as an advertising medium in the past, we have never before sponsored a broadcast possessing a continuity of such extent. We are indeed pleased by the reaction of the radio audience to this program and take this opportunity of thanking Station WTCN for carrying our messages of thrift and home ownership to the Twin Cities public.

This has undoubtedly been a most important factor in making this year the best since our organization.

Very truly yours,

John F. Stott

President

JSF-abd

◆ ◆ ◆

WTCN

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.

National Representatives

reducing the urban or rural service.

Neither synchronization nor directive antennas can be accepted as the long-sought means of curing radio's ills, Mr. Hogan said. While they are valuable for particular types of service, he declared, they cannot be generally applied.

Discussing superpower, the witness said there is no reason to fear such increases but that they should be welcomed. However, he insisted that every application be considered on its own merits. In this respect he did not advocate hearings but suggested that the FCC engineering department is competent to judge such things. Day power can be increased 5 to 10 times that of night power with beneficial effects, he said.

Discussing man-made interference, Mr. Hogan advocated legislation to curb manufacturers of equipment and make mandatory the shielding of electrical apparatus which results in interference with reception. The desirability of power increases, he asserted, is largely that of overriding such noises in urban areas. In suburban and rural areas where these interferences are more or less absent, he said, the need for power increases is not so marked.

Favors 10 Kc. Separation

MR. HOGAN urged that the FCC retain the present 10 kc. separation between channels and the 50 kc. separation between stations in the same geographical area. These, he added, should be maintained as a service minimum. In practice they have not worked a hardship anywhere, he declared.

With regard to blanketing, Mr. Hogan said the Commission should consider a signal of not less than 1 volt, rather than the present standard 150 microvolts. Improved receivers as well as improved transmission technique, he said, have tended to reduce the so-called "blanketing" condition.

Mr. Hogan argued against any new quota system. He said it would be difficult to establish a system that would include all factors necessary for proper compliance with the provision of law. "There is no automatic or mechanical way of providing 'a fair, efficient and equitable distribution of radio service among the several states and communities', so far as I can see, except the progressive application of sound engineering principles and thereby the gradual evolution of such a distribution of service."

In connection with high-fidelity broadcast operation, Mr. Hogan said that at W2XR he believed he has demonstrated over the past two years that the 1500-1600 kc. band is adapted for regular broadcasting. He urged the Commission to preserve the present 20 kc. separation between 1510, 1530, 1550, 1570 and 1590 kilocycles and thus to permit the further demonstration of the value of high-fidelity.

He also urged an increase in power on the three existing high-fidelity channels from 1,000 watts to at least 5,000 watts and preferably to 10,000 watts. This increased power would help override electrical background noises, he argued.

Hogan's Recommendations

MR. HOGAN summarized his recommendations as follows:

"(1) That you retain the experimental privileges and requirements as to stations in the 1510-1600 kc. section of the broadcast band; (2) that you immediately open the 1510 and 1590 kilocycle channels for stations of a maximum power of 10 kw.; (3) that you immediately change the power limitation for stations on the 1530, 1550 and 1570 kc. channels from 1 kw. to 10 kw.; (4) that you study the advisability of opening the 1520 and 1580 kc. channels to a limited number of stations, possibly using directive antennas, at a later date; (5) that you similarly consider the advisability of opening the 1540 and 1560 kc. channels at a still later date; (6) that you immediately open the 1600 kc. channel for similar stations, or, in your judgment of listeners' requirements, to a number of local stations of 100 to 250 watts power; (7) that you encourage the study of the sky wave coverage that has been demonstrated to be useful on these high-frequency channels."

Under rigid cross-examination, in which each of the Broadcast Division members participated, Mr. Hogan threw additional light on his allocation views. Asked by Comdr. Craven whether he felt that 40 clear channels are necessary, Mr. Hogan said that nothing had developed to change his view that there should be at least 40 clear channels since they serve rural, residential and city districts while shared channels serve only city districts. He said there must be a balance in the band between 550 and 1500 kc.

Comdr. Craven asked about directional antennas and Mr. Hogan said that he felt they are in the nature of "a valuable medicine just like alcohol, but it can be abused." He argued that each case must be analyzed on its merits.

On the question of duplication, Mr. Hogan said that if the purpose of the FCC is to provide service to the greatest number of people, there could be duplication on clear channels. He insisted, however, that service should be rendered to the rural listeners and that it can only be accomplished through clear channel service.

Commissioner Case asked his views as to geographical location of clear channels. He replied that the location does not affect the amount of power that should be used by stations but that he was not in position to state precisely what locations should be employed. On this point also, he said, the FCC must take into account stations on adjacent channels.

For General Rules

MR. HOGAN declared he saw no reason for a top limit on power of any character or even a lower limit. He said he was opposed as a general thing to technical rules which may be unjust in their application. Responding to Commissioner Case, he said he believed general rules should be adopted as a guide but that actual applications should be dealt with by the Commission in its discretion.

Chairman Sykes queried the witness on his statement with regard to the transmission characteristics of various frequencies. Elaborating on this, Mr. Hogan said that an advantage in the lower wave band occurs in areas of bad radio conductivity. Ground absorption affects the higher frequencies more than the lower ones, he said. Moreover, he declared that static affects the lower frequency where it does not the higher frequencies to the same degree. At night there

is a slight difference in favor of the higher frequencies and he concluded with the statement that it was fair to say that channels generally are on a par.

Questioned regarding the experimental operation of W2XR, Mr. Hogan explained that the FCC rules permitted stations to sell time commercially but that it has been an uphill battle to convince advertisers that these channels are desirable. Another difficulty, he said, has been the use of the experimental call letters and he recommended that the numerals be eliminated from such station calls. In his own case, he said he would like to see the station designated WXR rather than W2XR. He concluded that a number of far-sighted sponsors are now using his station and that he hoped shortly to have it on a better financial basis.

Cites Experience in HIGH-FIDELITY BAND

THAT the use of the so-called high-fidelity band between 1500 and 1600 kc. has been justified technically, was claimed by W. J. Pape, publisher of the *Waterbury Republican & American*, operating W1XBS in Waterbury, Conn., in testimony Oct. 19. Technical aspects of the operation were discussed simultaneously by J. C. McNary, consulting radio engineer.

Mr. Pape said the station has operated for nearly two years on 1530 kc. and that while not yet operating at a profit, it will soon. Commercial disadvantages have occurred, he said, because too many advertisers question the commercial value of an experimental station as compared with a regular station.

Asserting that the situation has improved gradually, Mr. Pape brought out that the station has been publicized widely in his newspaper and that the disadvantage of experimental call letters partially has been reduced. He asked, however, that the regulations on call letters be changed and that stations in the 1500-1600 kc. band be permitted to use regular calls. Discussing the recent request for synchronized operation with three 250-watt "boosters" in the area around Waterbury, Mr. Pape said that the territory in which a satisfactory signal is laid down by W1XBS is "very restricted".

Under cross-examination, he brought out that the number of receivers capable of tuning the 1530 kc. band has been increased substantially during the two years in which the station has been on the air.

Costs of Operation

DISCUSSING business aspects, Mr. Pape said that during the first year net sales on the station represented 54% of the net operating expenses. For the first six months of this year, he said, net sales represented 79% of the net operating expenses. He emphasized the greater expense of construction and operation of a high-fidelity station. "We believe we have justified the use of these frequencies," he concluded.

Mr. McNary, supplementing the Pape testimony, declared that technically the use of the high-fidelity band has been proved for broadcast purposes. Stations in that band, he said, depending upon soil conductivity, can lay down a signal of one-half a millivolt in an area ranging from 22 to 50 miles. Discussing the proposed synchronization, Mr. McNary said that field tests indicated that the three proposed synchronized stations may be used to cover an area similar to that covered by a regular station with higher power with only 250 watts power. There would be a different coverage pattern, however, he said. Moreover, he said, it may be deduced that synchronized transmitters will be useful for distorting coverage areas to include populous districts which may not be symetrically placed with respect to a central point at which the transmitter is located.

He suggested synchronization research to determine the nature of the sky wave and the interference which might be caused by use of two or three on the same channel. Directional antennas, he said, also furnish a means for varying coverage areas and for control of intensity.

OFFICIALS of the Curtis Broadcasting Co., which has interests in WBOW, Terre Haute, and WEOA and WGBF, Evansville, have applied to the FCC for a new 100-watt night and 250-watt day station on 1500 kc. in Indianapolis.

Improved Receivers Can CUT SEPARATIONS

AS PART of the case presented by NBC, Arthur Van Dyck, engineer in charge of the RCA License Laboratory, New York, made an analytical study of receiving set characteristics in relationship to frequency separation and mileage frequency tables. Presenting a detailed statement, together with exhibits, he reached certain conclusions relating to separations. These briefly were as follows:

On frequency separation, the most serious interference limit resides in the 10 kc. heterodyne beat condition and it is the determin-

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis
to broadcast election returns.



. . . The character of a radio station, the nature of its program appeal, should be planned for the needs and interests of its audience.

WOWO has for years demanded of its production department programs tuned especially for the ears of its own immediate tri-state audience, a thriving, bustling, small town audience—a Hoosier audience.

A result of WOWO's intimate local character is its close affiliation with such important organizations as Purdue University, The Indiana Farmer's Guide and the Indiana Farm Bureau. To these Indiana institutions, as well as to scores of local and national advertisers, WOWO is *the* radio approach to Indiana.

J 99429

WOWO the HOOSIER STATION
Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.
E. KATZ, SPECIAL ADVERTISING AGENCY

WAVE WAVES A WAVING WAND!

Some of the results WAVE advertisers have been getting lately are nothing short of phenomenal—and if you're planning any programs in this area, *we ask only that you investigate them* . . . It's NOT magic, of course—it's the effect of using a station that carries the *best* of both Red and Blue Networks—to an audience *concentrated* in Kentucky's only big urban market.

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

ing 10 kc. factor rather than the 10 kc. cross talk. At lesser separation than 10 kc., this factor becomes increasingly worse and intolerably limiting.

Improved receiver selectivity existing today could be used to advantage either in reducing separation of stations in the same community to 40 kc. or by maintaining the 50 kc. separation and permitting higher field intensities. From the result of the clear channel survey conducted by the FCC, the latter alternative is obviously preferable, since it gives improved service in rural areas without causing objectionable interference close to the transmitter. Mr. Van Dyck said:

Revision of Tables

"IN SPITE of the fact that the broadcast system determination of overall performance involves consideration of numerous factors, it is possible to set up tables showing relations between essential factors, which will take satisfactory account of the great majority of allocation problems. There will of course be special cases where general, average condition tables are not suitable, but in the main, and used with discretion, averaged tables can be highly useful.

"We therefore believe that suitable tables may be set up if appropriate standards are utilized for their preparation. The standards must include those for wave propagation, including factors of attenuation, transmitter power, antenna efficiency and directivity, and those for receiver performance including selectivity, fidelity, percentage of receivers which may experience interference, and the lower limit of field intensity from desired station necessary to protect.

"It is believed that the frequency separation tables now used by the Commission can be reviewed and revised with advantage, in view of the additional and later data submitted herein, which was not available at the time when the present tables were set up."

NBC Research Chief CITES FIELD SURVEYS

SUPPLEMENTING the case presented by NBC, Charles W. Horn, chief of research and development for the network, presented a statement Oct. 15 describing the comprehensive studies made by NBC in connection with propagation. He made three recommendations: (1) an additional classification calling for 50 millivolts for metropolitan areas as a minimum signal necessary for good service (as against 10 to 25 millivolts provided in existing standards); (2) that the power measurements of stations be made by the direct method of antenna measurements, and (3) that field strength measurements be made of all stations.

Introducing a series of charts and graphs and other technical calculations, Mr. Horn brought out that experience during the last several years has removed a great deal of guesswork from station measuring data. He presented a map showing the ground conductivities in areas in which NBC had made measurements of 60 stations in different cities.

Based on these studies, Mr. Horn said that interference due to natural static varies with the seasons and is more prevalent in the southern part of the United States, especially in the summer. In the more built-up sections, particularly the larger cities, much static is caused by electrical devices. Diathermy machines lately have contributed to this interference. He pointed to efforts made by large industrial concerns to minimize it.

Minimum Signal Intensities

COVERING signal intensity necessary to render satisfactory service in various types of communities, Mr. Horn brought out that the standards published by the FCC engineering division have been observed for some years. These require 10 millivolts for good reception in cities, 2 millivolts in residence sections and .5 millivolts in rural localities. He said these figures are based on the fact that electrical noises are greater in cities than in residential and rural parts of the country. While they have proven quite satisfactory except in the case of metropolitan areas, he said that experience indicated that another factor should be added to take care of metropolitan areas. As a consequence, he recommended the signal intensity be not less than 50 millivolts.

A discussion of sky wave propagation with relation to sunspot cycles and the Heaviside Layer was given by Mr. Horn. Seasonal variations, he said, have a marked effect upon the sky wave, which furnishes secondary service, but has little effect upon the ground wave. The net results of these studies, he said, has been to show that the best service rendered the public is in the primary service areas which are less effected by atmospheric and cosmic changes. Citing the Radio Commission map of 1933 covering calculated night primary coverage of all broadcast stations, he said this showed that out of a total of 119,636,708 people, the population that resided within the primary coverage of the broadcasting stations was 76,662,000 or 64.2%. There were approximately 43,000,000 people living within the secondary area or 35.8% of the total. Receivers in this secondary area, which covers 70.6% of the total area of the country, are solely dependent upon the sky wave or secondary area signals of stations which have sufficient power and are free from interference.

While this map is dated December 1933, Mr. Horn said that there has been relatively little change in the number of stations since that time and while some of these stations may have increased their power they have not materially increased their primary service area because of the fading limitations.

"Long distance transmission or service to the secondary area," Mr. Horn continued, "is possible only on channels which are free from interference. The system we have adopted, that of using high power on clear channels and lower power on shared channels, is universally recognized and is in use in Europe as well as in other parts of the world."

Synchronization Factors

DISCUSSING synchronization, of which he was one of the early advocates, Mr. Horn said the belief exists in some quarters that stations can be synchronized and broadcast different programs. He declared, however, that this does not hold true until the separation between the stations is great enough to provide a signal ratio of 20 to 1, desired to undesired. Synchronizing a whole chain of stations is at present impractical, both technically and economically, he added, stating that synchronization is still in an experimental stage.

Mr. Horn described in detail the

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DAYTIME COVERAGE
INCLUDING A POPULATION OF
5,906,905
This is the total population of territory receiving one-half millivolt service or better based on measurements made by Jonsky & Bailey.
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POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles



WKZO
KALAMAZOO
"Western Michigan's Premier Station"

coverage surveys conducted by NBC in 1933 of more than 100 stations, declaring it was the largest undertaking of its kind ever attempted. This survey is being kept up to date, and is used along with a fan mail analysis. Part of this information, he explained, was made available through the publication of *NBC Network Aireas.*

Each station, he continued, was surveyed individually and in each case its own par rating is determined. He said: "This survey we are conducting is a continuous process. We have a staff which varies between 30 and 35 people to take care of this work, which is handled in New York, Chicago and San Francisco.

"These measurements took many months, and after all the information had been assembled we compared the signal field strength contour maps with our letter surveys. There was general agreement between the two results, and in those cases where there were any marked differences we found we could determine the reasons for the deviations. In some cases it was traceable to interference from some other station on the same channel, or from an adjacent channel and sometimes even to man-made static."

Jansky Proposes 590 Kc. POWER EXPERIMENT



Mr. Jansky

A PROPOSAL that the FCC authorize the three stations now on the 590 kc. regional channel to operate with power of 5,000 watts or more at night on a special experimental basis was made in a statement presented to the FCC Oct. 20 by C. M. Jansky Jr., consulting radio engineer of Washington.

Pointing out that WOW, Omaha, has been operating with 5,000 watts day and night with no appreciable interference to the other stations, he said that the logical conclusion from all technical evidence which has been gathered is that power assignments of 1,000 watts at night on this channel are too low for efficient service. The present nighttime assignments on 590 kc., are WEEI, Boston, with 1,000 watts; KHQ, Spokane, with 1,000 watts, and WOW, with 1,000 watts and 4,000 additional on a special basis.

"Power assignments at each of the stations of at least 5,000 watts at night are fully justified and it is quite possible that even higher powers are desirable if the maximum service on this channel is to be obtained," Mr. Jansky testified. "Therefore, that the fullest capabilities of 590 kc. may be developed and that there may be adequate engineering study of all the factors affecting the operation of regional broadcast stations at the lower end of the broadcast spectrum the following are proposed:

Six Steps Suggested

1. That the 590 kc. channel be removed from the regular regional classification and be made a special experimental channel under the provisions described below;

2. There shall be no set upper limit of power to be used by the stations on 590 kc., save as may be specified for given periods of time by the Commission after consideration of the joint applications of these stations for such powers as field study will substantiate;

3. Following the transmitter location and antenna changes now being made on this channel application will be made for such power assignment as it appears can be used with the greatest benefit;

4. If the Commission sees fit to grant the power assignment requested on an experimental basis, then using these assignments engineering studies will be made to determine the coverage areas obtained and also the limitation each station imposes upon the other;

5. At the time application for specific power assignments is made there will also be submitted to the Commission a research program involving the study of nighttime transmission phenomena on the channel as affected by both time and distance with the view of supplying to the Commission data of value in determining those power assignments on this channel and other low frequency regional assignments of similar characteristics which will make for the most efficient use of the channels in question.

6. It is respectfully requested that during the proposed experiments to determine the maximum power which is necessary at the present stations on 590 kc. to deliver the most efficient service, no other broadcast stations be assigned to this channel.

Neglecting Some Factors

PRELIMINARY to his recommendations, Mr. Jansky asserted that in engineering regulation too much emphasis has been placed upon certain factors of minor importance while others have been neglected. Power and distance have been given too much emphasis, he declared, because they are easy to define and understand, while altogether too little consideration has been given to such complex factors as antenna efficiency, frequency, attenuation, etc.

For example, he said, two stations of the same power and the same efficiency may easily have primary service areas whose radii vary from one another by a factor of over 8 to 1, and the areas served may well vary over a ratio of 64 to 1. Such factors as frequency assignment at the lower or higher end of the band, attenuation characteristics of the territory the signal must travel over, radiation characteristics or efficiency of the antenna system, and the power in use at the transmitter must be taken into account, he said.

Discussing the regional power limitation of 1,000 watts, Mr. Jansky said that in some instances, because of the characteristics of the various assignments, power of 1,000 watts may be too high for the legitimate purposes of the stations involved. In other instances 1,000 watts or even 5,000 watts may prove to be too low for efficient service.

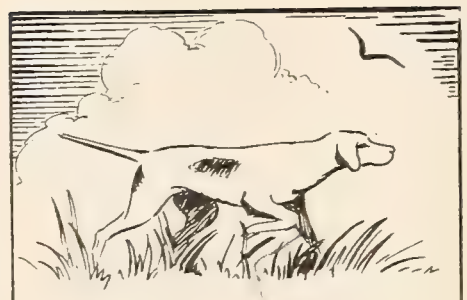
WOW with 5,000 watts has a primary day and night coverage in excess of 150 miles, Mr. Jansky testified. The average radius of the primary day coverage of KHQ with 5,000 watts is in excess of 100 miles, and at night with 1,000 watts it is greater than 75 miles. Primary day and night coverage areas of WEEI, while not so large as those of WOW and KHQ, are large compared with other stations in the same general area regardless of power, he said.

The primary daytime service areas of the three stations, Mr. Jansky contended, are larger than for most clear channel stations. The reason, he added, is the fact that the 590 kc. frequency is near the lower end of the broadcast spectrum.

Asks Higher Power on HIGHER FREQUENCIES

THE NEED for higher power on higher frequencies, to procure service comparable to that of stations on lower frequencies, was emphasized by Dr. Herbert L. Wilson, consulting radio engineer of New York, Oct. 19 in a statement filed with the FCC. Differences in attenuation on the various frequencies, he said, make such a differential in power desirable.

Basing his recommendations on a series of measurements made in New York City and other points, Dr. Wilson said that more power is required at the higher than at the lower end of the band. By using 1,000 watts on 550 kc. as a basis, he said, a station has a signal equal to that of 16,000 watts on the higher frequency, taking into account the attenuation in metropolitan areas and the difference between 550 and 1500 kc. "In other words," he said, "the broadcaster at the higher end of the broadcast band cannot hope to render the same field intensity



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1000 Watts KIRO 710 KC

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KIRO LOOIE says:

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KIRO, now celebrating its first anniversary, is carrying more business than any other independent station in the Pacific Northwest.

NEW YORK DETROIT

NATIONAL REPRESENTATIVES John Blair & Co.

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over a given area as can be done at the lower frequencies."

Measurements taken by Bell Laboratories in 1928 compared to his own measurements in 1936, Dr. Wilson said, show that man-made interference has increased some 300% in the metropolitan area of New York. He said it is logical to assume that it has increased in proportion throughout all the larger metropolitan areas.

Dr. Wilson brought out that diathermy equipment used in the medical profession has served to intensify radio interference. Actually, he said, such apparatus functions as a miniature transmitter. He recommended that the Commission should have control as to the design and shielding of this equipment to assure the listener who lives near or around such equipment freedom from interference.

Discussing his measurements in New York, he said that in order to procure good reception the signal must be at least 2½ millivolts per meter on 550 kc.; 3.2 millivolts on 640; 5.1 millivolts on 1,000; 11.1 millivolts on 1340, and 16 millivolts on 1500.

Horizontal Boosts Asked ON SOME REGIONALS

ON BEHALF of a group of regional stations which he represents, Ben S. Fisher, Washington radio attorney, made a brief statement in support of horizontal increases in power on certain regionals and also introduced in the record several engineering exhibits dealing with propagation conditions. He made a plea for horizontal increases for all stations on the 620 kc. regional channel, and on the 590 kc. regional. In behalf of KVOD, Denver, he asked that regulations be revised so as to permit operation of stations in the same city with a 40 kc. separation, instead of the present 50.

Los Angeles Uses Radio

LOS ANGELES COUNTY on Oct. 20, through its board of supervisors, voted $25,000 to be spent on cross-country programs over both national chains to advertise the city and county of Los Angeles. The Supervisors and the Los Angeles Junior Chamber of Commerce will administer the fund. The intial broadcast was tentatively scheduled Nov. 1 from the Pasadena Flower Show.

Sherley Sums Up CASE FOR THE CLEAR CHANNEL GROUP

THE HEARINGS concluded Oct. 21 with the presentation of arguments in behalf of the Clear Channel Group by Swager Sherley, wartime chairman of the House Appropriations Committee and a Washington attorney.

Appearing as cocounsel for the Clear Channel Group, Mr. Sherley argued for preservation of clear channels and for elimination of the present maximum as to power. His speech, which recalled the scene before the former Radio Commission in 1930 when 50 kw. applications were being argued, touched upon all aspects of broadcasting including service, monopoly, chain regulation and related issues.

Ignoring his prepared speech, Mr. Sherley spoke extemporaneously of what he felt to be the function of the FCC in the current hearings. He brought out that the Clear Channel Group of 13 stations is an entirely independent group representing diverse ownership and widely scattered. They have joined together, he brought out, for two purposes—to urge that the existing 30 clear channels be preserved and that the present maximum power of 50 kw. on clear-channels be removed.

Mission of Clear Channels

DISCUSSING the voluminous testimony presented at the hearings, Mr. Sherley emphasized that while he was not an engineer or an economist, three facts were developed that are in capable of dispute. He enumerated these as: (1) Radio reception is not as good at is can be in the present state of the art for America as a whole; (2) service cannot be given over the great rural areas except through clear channels upon which stations operate exclusively at night, and (3) in order to provide better reception, power must be increased not only for clear channel stations but for regionals and locals.

Elaborating, he declared radio in America is probably better than anywhere else in the world. Because it is the best available, he said, it should be left to individual enterprise rather than be placed under government control.

On the question of power, Mr. Sherley said that if the future is judged by the past, increased power represents the answer to better reception. He referred to the 1930 hearings on 50,000 watts and said that at that time there were cries of superpower. Some 45,000,000 people, representing 73% of the geographical area of the country, are dependent upon the secondary coverage of clear channel stations, he said. Even with the increased power, he added, there will not be complete daytime coverage of that area.

In an effort to kill the idea that 500 kw. represents "superpower" Mr. Sherley diverged into a discussion of the "tyranny of phrases". A false impression has been created by the use of the phrase "superpower", he said, declaring that it is totally misleading. In the early days of point-to-point communications on the long waves, he recalled, power of that magnitude was frequently used for long-range communication and he said he was advised by engineers that instances can be found where in lighting of entrances to theaters 500 kw. power is used. Printing presses of newspapers use energy of that order and a Douglas airplane employs over three times that power.

Will Superpower Pay?

ON THE practical question of the number of clear channels that should be employed, Mr. Sherley said it is impossible to cite an exact number necessary to cover the entire country. The weight of the testimony introduced, he said, did not undertake to show how there could be any reduction of the existing number. He referred to the testimony of Dr. Greenleaf Whittier Pickard for the Regional Group, declaring that he finally said that 5, 10 or perhaps 15 of the original 40 clear channels could be duplicated. John V. L. Hogan, the consulting engineer, had testified that he felt there should be the original 40. It was evident, he said, that a single clear channel could not provide national coverage.

If adequate service is to be provided, and consistent service is to be had during night throughout the year, the listener must have more than one high-power clear channel station available and for a variety of programs, there must be from 25 to 30 or more clear channel stations with 500 kw. Declaring that it is easy for men to talk about the little station and the intermediate station and their needs, Mr. Sherley said that the question involved is not simply the right of the station owner but the public's right to receive service. The pressure of individual station owners will always be toward lessening the number of clear channels, and toward additional facilities in populous areas. The FCC record of applications received, he added, show that few of them are for new stations in areas not now well served.

Referring to arguments of regional and local groups that 500 kw. power will mean their destruc-

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Transco has always given the most careful consideration to the selection of program subjects in order that you—the radio station, advertising agency and your clients may have only the best to offer the listening audience. Each feature presents the finest talent available, and is produced under the direction of a professional staff whose business has been the building of result producing radio programs for years.

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WDRC

"The Advertising Test Station In the Advertising Test City"

Maximum Coverage of the Major Connecticut Markets

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tion, Mr. Sherley declared that the initial contention was that superpower stations cannot be made to pay "and in the same breath they say that they will be so successful as to destroy the regional stations."

Discussing the cost of installing and maintaining 500 kw. stations, Mr. Sherley said that the amounts cited by the Regional Group were almost double those of the Clear Channel Group. He felt the Commission should consider the estimates made by the clear channel stations, since they were based on consideration of actual costs. But he added that he was not concerned either with the maximum or the minimum figures because he felt the increases in power would be economically justified. These costs, he said, do not represent any great investment that should make the Commission hesitate. He said he doubted the wisdom of a governmental body considering the "wisdom or lack of wisdom of those willing to make investments."

Dearth of Time

TURNING to the argument that national advertising will be monopolized by the clear channel stations in the event of power increase, Mr. Sherley contended that radio time is limited—a limitation peculiar only to radio and not to other advertising media. Actually, he said, there are only 300 or 400 national advertisers on the air while there are probably 6,000 or 7,000 national advertisers today using newspapers and magazines. He held that it is impossible for a group or 30 or 40 stations to monopolize national advertising by radio. Instead of seeing a dearth of national business, he said the time has already arrived where certain stations cannot give advertisers "bookings".

Referring to the testimony of CBS President Paley that some regional outlets of that network might be dropped if superpower were authorized, Mr. Sherley said this statement was not borne out by actual conditions. This "timidity", he said, was surprising since CBS, when it went into the network field, unquestionably figured on getting new business rather than taking it away from the existing network. It must have concluded that there was "room enough for both", he said. Further, Mr. Sherley said he envisioned the formation of additional networks of advertiser and listener demand. Elaborating on this point, he said:

"Dare this Commission deny better service to all America for fear that those with courage to make another advance will either find no advertising market or usurp that of other stations? Courage, not timidity, has made radio. Can the industry prosper by being denied the right to grow or increase its circulation? Is it a wise function of government to determine the wisdom or folly of private interests? Is it wise regulation to put a maximum on power that thereby limits not only the area to be served but also the service that can be rendered within that area?"

On the question of the possible international interference because of superpower, Mr. Sherley declared that when he heard that the power might involve "the peace of the nation", he became disturbed. However, he said that Dr. C. B. Jolliffe, former chief engineer of the FCC and now with RCA, cleared that point up in his testimony when he said that power of 500,000 watts or even of 5,000,000 watts would not cause any international interference of a character that would cause complications. Further, he added, while America wants to be the good neighbor, it cannot propose to "shackle the art". A nation obtains its rights best by having asserted them in advance of the controversy, he added.

Invading the subject of monopoly, Mr. Sherley declared that the law is clear-cut on this point and that monopoly in radio will not be tolerated. He then outlined the ownership of the various stations in the Clear Channel Group. Most of them, he said, are on the networks and carry chain programs, but they are not "subservient outlets for the chains". A number of them, he said, have reserved the right to choose what network programs they will broadcast and to replace them with programs of their own choosing. If all the stations went to 500 kw., he continued, this individuality would not only remain but be accentuated for with the increased power they would become less dependent on the chains. "If there be a danger of chain monopoly," the attorney continued, "the law gives you the right to regulate them and you should do it."

On the question of duplication, Mr. Sherley said the advertiser will see to it that he does not pay for unnecessary duplication of his programs.

Discussing the matter of station contracts with networks, Mr. Sherley declared that if "block-booking should become the menace that I think it has in motion pictures, you have the power to act. Just as soon as you make the independent strong, just so long do you prevent monopoly between chains. Monopoly comes through power over the weak."

Control of Contracts

IN FURTHER discussions of these points, Mr. Sherley held that if it be thought that contract arrangements between stations and chains gives control without ownership into the hands of the networks, the Commission has the power to cause necessary changes in such contracts. As for his own group of stations, he said, there is no danger of a monopolistic combination between them.

"Can you visualize a combination between *The Chicago Tribune* (WGN) and the *Louisville Courier-Journal* (WHAS)? My imagination is not that vivid," he declared.

Pleading for preservation of separate ownership, Mr. Sherley said that he could visualize the time, through use of higher power on clear channel stations, when groups of such stations would provide their own program service. As for duplication of programs, he said that he felt the FCC would not overlook the need for some duplication no matter how great the power assignments.

It is one thing, he added, to show overlapping areas by graphs depicting the area served by respective stations and quite another to prove thereby that there is in any true sense a duplication of programs to all listeners within the overlapping areas.

Coming to the issue of duplication of stations on clear channels, Mr. Sherley declared it resolves itself into the question "what price glory?" In fact, he pointed out, regional and local stations are operated on what amount to "duplicated" channels in that more than one station performs on them. Of course, he added, it is possible to use stations on opposite coasts on a common channel with some secondary coverage. But, he asserted, it is certain that neither of them or the two jointly will have the same amount of coverage as one station on a frequency. He charged



WABY

NBC

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PUBLIC DOMAIN
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that some of the opposition to superpower may be translated into the desire of stations to break down clear channels for the purpose of placing additional stations in the more populous areas that are now adequately served.

Protection of Clears

DECLARING that already 10 clear channels have been "robbed of their right" through breaking down, Mr. Sherley said that in every case of duplicated operation there is found the desire of the station to improve its status in a populous area. The clear channel issue, he said, is basically one of population and trade area against rural service and the high reward that comes from operation in the larger cities.

Asking that there be no further duplication on clear channels, Mr. Sherley said that the FCC cannot make any further reduction without hurting the service to the nation as a whole. "Don't confuse the public interest with the ownership interest," he implored.

As for quality of programs, generally, Mr. Sherley said that he felt that radio had not yet found itself in the way of program balance. Attributing this to the newness of the art, he said he looked forward to improvement in radio generally.

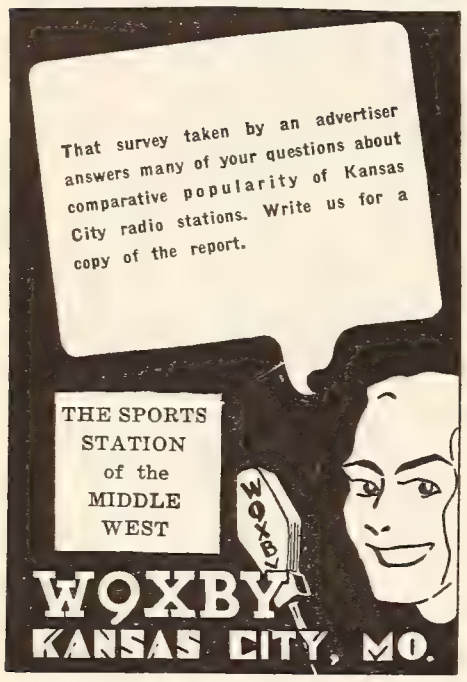
Drawing to the conclusion of his argument, Mr. Sherley said certain outstanding considerations must be taken into account in the improvement of technical radio service. Foremost, he declared, was that this improvement should develop through use of additional power by locals, regionals and clear channel stations. He added he was not arguing that 30 clear channel stations should immediately go to 500,000 watts. He was aware, he said, that all of the 13 members of the Clear Channel Group had not applied for 500 kw. His contention, he said, was that clear channel stations, having been given a great trust, should be required to live up to that trust and use 50,000 watts as minimum power on those channels.

"When you come to make your regulations," he advised, "do not fix the number of clear channel stations which may have that power (500 kw). When you limit the number you immediately force a fight for these power assignments. Do away with your maximum and consider each individual application."

Declaring he was asking that the art be continued free, Mr. Sherley said he did not harbor the view that the art should be kept entirely "flexible" as some witnesses had advocated. This depends upon the interpretation of the word "flexibility".

Rigidity in the preservation of any definitely established principles is necessary, he said, as a means of preventing the constant attack upon existing stations affording a public service. If flexibility means that all regulations are to be so elastic as to give no security as to the basic character of different classes of stations, he said, he opposed that definition.

In conclusion, Mr. Sherley declared that the work of the Commission has been "unusual" and that while many mistakes have been made, these have developed because of the different groups and classes with which the Commission has had to deal and because of the numerous complex problems. He urged the Commission not to think in terms only of station ownership but of the obligation that rests upon the station to serve the public.



Guessing Orchestras

SCOTT FURRIERS, through its local stores, is currently conducting over WDRC, Hartfortd; WEEI, Boston; WCSH, Portland, Me., and WJAR, Providence, a novel type of guessing contest. The idea is for listeners to guess the names of orchestras heard on the program through the medium of their recordings. The name of each selection with some slight cue as to the orchestra playing is given. Listeners must not only supply all the names correctly, but must also present their entries in as unique a manner as possible. Three prizes are awarded every week.

General's Bread Bits

GENERAL BAKING Co., New York, through Batten, Barton, Durstine & Osborn Inc., has taken a series of 26 half-minute dramatized commercials for a test campaign on KMBC and WDAF, Kansas City. The discs are from the radio programs division of the Walter Biddick Co., Los Angeles, under the caption of *Bread Bits*.

Murine Series on MBS Is Supplemented by Discs

MURINE Co., Chicago (eye wash), which last winter sponsored *Listen to This*, a quarter-hour program on a four-station MBS hookup, is bringing it back to the air as a half-hour feature Tuesday evenings over a six-station MBS hookup (WGN, WOR, KHJ, KGB, KFRC and KDB) and once weekly via transcriptions on stations WSB, WCAU, WTIC, WNAC, WJR, WLW, WFAA, KQV, WWL, KEX and KOL.

The program features Lew Diamond's orchestra, Johnny & Dotty, singers, and a guest artist chosen from the ranks of "deservers", professional radio performers who have pleased local audiences but who have never before had the opportunity to be heard on a national network. Each broadcast will also include a dramatized "lie", chosen from the files of the Burlington Liars Club, with which the program has an exclusive tieup. Agency: Vanderbie & Rubens Inc., Chicago.

Armco Back to NBC

AMERICAN ROLLING MILLS Co., Middletown, O. (Armco sheet iron), on Nov. 29 will return to the air for its regular fall series on 26 NBC-Blue stations, Sundays, 8-8:30 p. m. No announcement has been made concerning talent. WIRE, Indianapolis, is a part of the network despite previous announcement that it would become a basic Red network station. WIRE is also a part of several other newly-signed Blue network programs, but cancellable with ing 30 days. The Armco period is signed for 26 weeks through Gardner Adv. Co., New York.

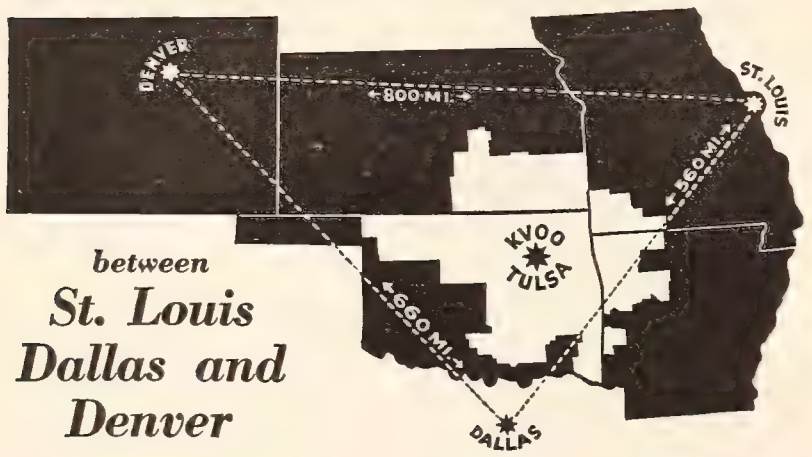
Health Products Adds

HEALTH PRODUCTS Corp., Newark, N. J. (Feen-A-Mint, Dillard's Aspergum), on Nov. 22 will add KWK, St. Louis, to its *National Amateur Night* program on MBS, Sundays, 6-6:30 p. m., and on Jan. 3 the program will extend to the Coast by adding KFEL, Denver, and the Don Lee network (KHJ, KFRC, KDB, KGB), a total of 16 stations. To accommodate delegates to the annual drug convention which convened in New York Oct. 19-24, the sponsor rented the National Theatre, New York, for four weeks. William Esty & Co. New York, has the account.

Power Increases Approved

POWER increases for several stations were authorized Oct. 27 by the FCC Broadcast Division as follows: WNOX, Knoxville, from 1,000 to 5,000 watts day, 1,000 watts night; KMA, Shenandoah, Ia., from 2,500 to 5,000 watts day, 1,000 night; WSMB, New Orleans, from 500 to 1,000 watts with provisions for a directional antenna to protect WADC, Akron; WROK, Rockford, Ill., from 500 to 1,000 watts day.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*
•
Sales Up 27%*
FIGURES just released by Bureau of Census show retail sales in North Carolina at $462,613,000* in 1935, as compared with $363,111,000 in 1933. And the improvement still marches on! Use WWNC —and blanket the rich resort-industrial section of this state!
* To be revised upward to take into account absence of certain data in preliminary Bureau of Census report.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

New Hot Springs Station Bought; KTHS Is Sold

CLOSE on the heels of the sale of KTHS, Hot Springs, Ark., from the local chamber of commerce to Radio Enterprises Inc., subsidiary of the Col. Tom Barton interests headed by Edward Zimmerman, an application was filed Oct. 22 with the FCC for a new daytime 100-watter on 1310 kc. by Associated Arkansas Newspapers Inc., Hot Springs. The KTHS sale still pends FCC approval, and its application to move into Little Rock has been set for hearing.

Heading the group seeking the new station is C. E. Palmer, publisher of the *Hot Springs Sentinel-Record* and *New Era*, the *El Dorado News* and *Times* and the *Texarkana Gazette* and *News* and chief owner of KCNC, Texarkana. He holds 41% of the stock in the new corporation, with his Hot Springs and El Dorado newspapers owning 17.7%. Other principals are Walter E. Husman, Hot Springs newspaperman; A. T. Wood, Union National Bank, Little Rock; H. T. Weigal, Texarkana National Bank; Louis Heilbrun, Texarkana realtor.

National Tea List

NATIONAL TEA Co., Chicago (food stores), on Nov. 2 starts a spot campaign in the Midwest, using daytime announcements daily except Sunday on the following stations: WHO, WOC, WEBC, WCCO, WTCN, KSTP, WTMJ, WISN, WROK, WBBM, WLS, WGN, WMAQ, WCFL, WIND, WJJD, WGES, WSBC, WAAF, WCRW. Dade B. Epstein Adv. Agency, Chicago, has the account.

Bauer & Black Discs

BAUER & BLACK, Chicago (Vesure hand lotion) is using three to five five-minute transcribed programs weekly on eight stations, starting the last week in October. The list may be enlarged after the first of the year. Stations are KOA, WMAQ, WFBM, WHO, WJR, WCCO, WOW, WTMJ. Ruthrauff & Ryan Inc., New York, is agency.

FATHER FLANIGAN'S Boys' Home, Omaha, Neb., through Ernest Bader & Co. of the same city, will place a series of 26 quarter-hour programs of *Father Flanigan's Boys' Hometown Band* on 25 stations. The discs, originally recorded on instantaneous material, in November were being re-recorded through the Walter Biddick Co., Los Angeles, on wax at the RCA-Victor studios in Hollywood.



RANGER — E. W. Thurston (in the 10-gallon hat), commercial sales engineer of Western Electric Co., looks over his commission as a Texas Centennial Ranger, in recognition of eminence in the electrical communications field. R. A. Riley, Graybar's Dallas manager, represented Gov. Allred of Texas in making the presentation.

Lucky Tiger in West

LUCKY TIGER MFG. Co., Kansas City (hair tonic) on Oct. 16 launched a series originating at KHJ, Los Angeles, and going to 11 Don Lee-CBS stations, with two other Don Lee stations for additional coverage, using a half-hour, Fridays, 9-9:30 p. m. (PST). Midland Adv. Agency, Kansas City, handles the account. Talent includes Evelyn Schmidt, coloratura; William Daze, tenor, and Frederick Stark conducting the orchestra. Wayne Griffin is producer. Thirteen programs form the series.

KELLY KAR Co., Southern California automobile firm, has started to use stations in San Diego and Los Angeles with custom-built dramatized transcription commercials produced by Walter Biddick Co., Los Angeles.

BUG AND MOUSE
Tiny Pests Choose Same Day To Harrass WHK

ENGINEERS of WHK, Cleveland, have learned how to "take the bugs out of the equipment."

The scene is the transmitter house, the time early forenoon. The circuit breakers open with a bang. The engineer on duty closes them and they open again. While he is frantically checking power equipment a man engaged for some landscaping around the transmitting tower comes in and reports he heard a queer buzzing in the tuning equipment, encased in a box some distance above the ground. Investigation disclosed the cremated remains of a bug.

The same day, along toward evening, the station again was knocked off the air. No, guess again! It wasn't another bug. It was just a little mouse, attracted by the warmth of a big transformer and the fine flavor of the insulating compound. He chewed enough to cause a shirt-circuit. WHK engineers figure the chances of the two mishaps occurring the same day are about 80,000 to 1.

GEORGE BURNS and Gracie Allen have signed a Paramount contract for two pictures, getting $500,000 for the first and $60,000 for the second.

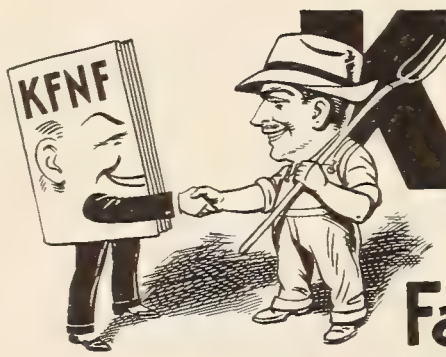
WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

Covering rich shipping, naval stores, tobacco and cotton markets with the cream of local and CBS presentations!

"Georgia's Seaport"

WTOC
SAVANNAH, GEORGIA
1260 KC

National Representative
PAUL H. RAYMER CO.

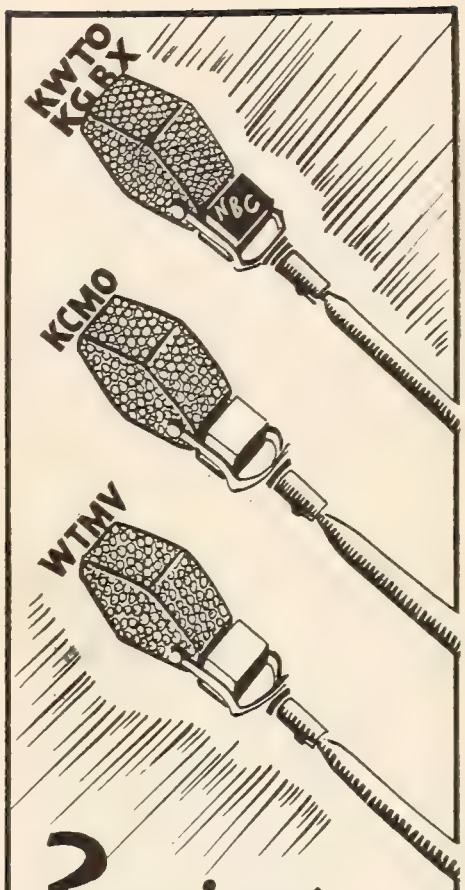


KFNF *is the* **Farm Magazine** *of the* **RADIO world!**

• With an established "circulation" (potential coverage better than 5 million —1936 survey) . . . reasonable "space rates" . . . proved acceptance . . . and a reputation built by consistent service to and for the farm people by the original farm broadcaster—HENRY FIELD.

NEWS NOTE: Over 50 thousand visitors attended Henry Field's Fall Jubilee and Festival, October 14th to 17th, making his 12th year of broadcasting.

KFNF SHENANDOAH, IA. *The Friendly Farmer Station*



3 voices speaking the language of 3 major Missouri markets at

ONE *low* RATE

National and regional radio advertisers are finding these three stations increasingly productive.

Their products advertised over the "Missouri Triangle" have experienced a remarkable "over-the-counter" acceptance.

Your product, too, will gain turn-over and distribution if featured over these *Three Stations* at *One Low Rate.*

KWTO-KGBX
NBC • SPRINGFIELD, MO.
KCMO
KANSAS CITY, MO.
WTMV
EAST ST. LOUIS

STUDIO AND PROGRAM NOTES

KOIL, Omaha, broadcast hunting dog trials when the Missouri Valley Retriever Trials were held in October. Two quarter-hour broadcasts were arranged with Bob Cunningham, and Emerson Smith in charge. Immediately following the first broadcast, the crowd of spectators increased by more than 500. According to L. C. Hawley, field trial secretary, this increase was directly attributable to the interest shown in the KOIL broadcasts. Sheriff Hopkins, of Douglas County, in which Omaha is located, received eight telephone calls from persons requesting him to stop the wanton killing of birds that they were hearing about over their radios. The sounds of the gunfire and the splash of the water as the dogs came out with their birds were both plainly heard over the air.

KHJ, Los Angeles, celebrated its annual picnic at the Valley Park Country Club, Van Nuys, in October.

KFWB, Hollywood, has effected a working agreement with the Bryan Foy production unit at Warners-First National whereby the picture unit will produce a weekly play with Robert White writing the radio adaptations. Leo Forbstein's Vitaphone Orchestra, now on location, will return Nov. 1 and present an hour's program each week on the station.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO !

201 N. WELLS ST, CHICAGO, ILL.

NATIONAL REPRESENTATIVES WEED & CO. 350 MADISON AVE, N.Y.C.

UNDER the auspices of *The Detroit News*, WWJ, Detroit, has started a campaign to give new or used radios to the city's blind, crippled and bedridden at Christmas time. Known as the "Give-a-Radio" campaign, the movement met with immediate interest, a local dealer announcing that he would start the drive off with a new set out of his stock. Radio Jake, interference expert of the *News*, is in charge. Inspiration for the idea came from 22-year Lucille King, who, blind and paralyzed, has spent all but three of her years in bed. The gift of a radio strengthened her desire to live and provided impetus for the drive.

A NEW series of America's *Town Meeting of the Air* will start on NBC-Blue network, Thursdays, 9:30-10 p. m. under the auspices of the League for Political Education, with Dr. Harry Woodburn Chase, chancellor of New York University, and George V. Denny Jr. in charge.

WEXL, Royal Oak, Mich., sent out a radio call for aid in a simulated hurricane disaster and some 600 boy scouts in the district responded. It was the first attempt to stage an emergency mobilization on a large scale by radio in the Midwest.

THE BARNSTORMERS weekly sustaining dramatic half-hour on KFI, Los Angeles, has returned for the winter season with Forrest Barnes producing. The cast is changed for each production.

TELEVISION broadcasts experimentally from W6XAO, Los Angeles television station of the Don Lee Broadcasting System and KHJ, on Oct. 18 were changed to 4 p. m. (PST) Sundays for a quarter-hour. The station had previously been on the air for evening broadcasts, with KHJ broadcasting the sound accompaniment of the sight program transmitted by W6XAO.

WBNX, New York, has started *Uptown Baby Contest*, with entries ranging from 10 months to 10 years. Winners are given a chance to face the microphone. Baby songs are featured in the musical portion of the program.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green

NEWS is your best bet this fall.

TRANSRADIO



RADIO FAMILY RIGDON—With Louis T. Rigdon as director, and his wife Edythe Miller as assistant, the WSB-Atlanta Journal *School of the Air* in October entered its sixth year with an enrollment of over 300,000 students in 400 Georgia public schools. For competition in declamation, recitation, piano and violin, scholarships in Georgia colleges and free trips to Radio City are annually awarded. Cooperating with WSB in carrying the school broadcasts are WTOC, Savannah; WMAZ, Macon, and WRDW, Augusta.

KFOX, Long Beach, Cal., has inaugurated a *Phone in Folks* Sunday afternoon request program for two hours. Hal Nichols, president of the station, answers the request calls with two-way conversation amplified and broadcast.

WITH auto show season approaching, WGAR Cleveland, is beginning for its third successive year a series of interviews with representatives of motor car companies. Carl George interviews them on safe driving and new models.

AT THE national corn-husking contest to be held Nov. 10 in Licking County, Ohio, NBC will have Hal Totten and Everett Mitchell on the scene to collaborate in describing the "battle of the bangboards" on the *National Farm & Home Hour*.

WLBF, Kansas City, Kan., used the local police shortwave system to broadcast a running account of President Roosevelt's visit in the city. Announcer Evan Fry described the events from a squad car equipped with two-way apparatus.

WOOD, Grand Rapids, broadcast the local speeches of the presidential candidates of both major parties within 14 hours. At 7:30 on the evening of Oct. 14, Gov. Landon was rushed from his train to deliver an address which was broadcast by WOOD. As his train pulled out of the depot the following morning, President Roosevelt's train arrived, and the Chief Executive drove directly to Campau Square for his scheduled speech.

WPAY, Portsmouth, O., covered the 17th session of fox hunting at nearby Jackson, using a 42-mile remote telephone line, with Boss Johnson, WLW raconteur, at the microphone, assisted by Judge Fields and Hillburn Lloyd of the WPAY staff. The daybreak casting of hounds for the all-age event was missed due to difficulty in getting lines to the outlying valley from which the hunt started.

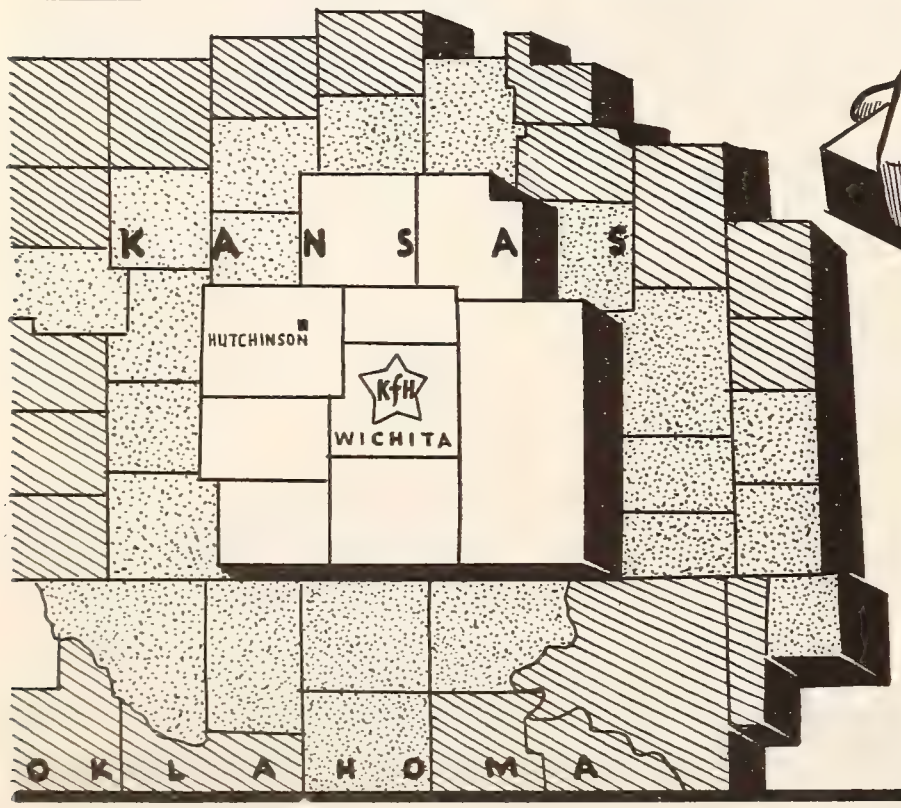
WCPO, Cincinnati, broadcast an appeal for blood transfusion volunteers following a caesarian operation and within 15 minutes nine persons were at the hospital while many others phoned or arrived later. Lives of both the mother and baby were saved. Attempts to reach the patient's relatives had failed until the attending physician called WCPO and asked for help.

WAAB, Boston, and Colonial Network will carry hockey games of the Boston Bruins, with Frank Ryan announcing. a post he has filled since 1923. WNAC and Yankee Network will carry out-of-town games.

CHICAGO, Northwestern and De Paul university professors will discuss current trends in education, business, art, music, economics, government and similar subjects in a new series of quarter-hour programs broadcast every evening except Saturday and Sunday on WIND, Gary. Mondays will be devoted to education, Tuesdays to business, Wednesdays to art, Thursdays to government, and Fridays to the "news behind the news". The series is presented under the auspices of the University Broadcasting Council, organization for research in the field of education by radio maintained by the three universities.

WNEW, New York, in conformity with the current trend among commercial broadcasters, has discontinued its national advertising rate. The announcement was made Oct. 21 by Herman Bess, vice president in charge of sales and Hugh Boice, Jr., national sales director.

WBT, Charlotte, N. C., invites stage-struck actors in the South to audition for appearance on air, doing bits from any play they think is suitable for their talents. The idea is to give amateur thespians opportunity to satisfy themselves as to their ability and furnish invisible audience with chance to do whatever they think is correct when the act is in progress.





TAKE THESE BLOCKS TO BUILD YOUR SALES . . .

The KFH audience is many times greater than that of any station heard in this "ready-to-buy" market. And its lead has sharply increased with the KFH increase in power to 5,000 watts. Your program to the vast KFH listening audience in South-Central Kansas and Northern Oklahoma, will build your sales and increase your distribution.

An excellent merchandising service is available to augment your sales efforts over KFH.

KFH
WICHITA • KANSAS

MIDAS LAND

A Domain of WEALTH Within Sound of Your Voice!

• WEALTH IS LITERALLY FLOWING in East Texas. The oil fields alone produce over $500,000 a day. You can reap in dividends by catering to this receptive market with "money in their jeans". Take a long view on Longview and select KFRO as your Spokesman and Star Salesman. Send for "The Story of KFRO".

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — All America Cables

Mackay Radio

NBC Pacific Fee Stopped

SPECIAL charges heretofore assessed by NBC for keying of programs from the West Coast were abolished as of Oct. 19, placing the studios in San Francisco and Hollywood on the same basis as those in New York, Chicago, and Washington for the free origination of network programs. The announcement was made Oct. 17 by Roy C. Witmer, sales vice president. Extra charges were $175 for San Francisco origination and $200 for Hollywood programs.

Flex-O-Glass Spots

FLEX-O-GLASS Co., Chicago (flexible glass-like material), is sponsoring a quarter-hour of the WHO *Barn Dance*; four daily announcements on WIBW, KMMJ, KMA, and is one of four advertisers assuming participating sponsorship of the *Morning Round Up*, broadcast 8:30-9 a. m., daily except Sunday, over ABC network. Presba, Fellers & Presba Inc., Chicago, is agency.

Aurora Using Spots

AURORA LABORATORIES, Chicago (Clear Again cold remedy), is sponsoring a quarter-hour of the *Musical Clock* on WBZ, Boston, daily except Sunday, and daily announcements in the evening; an early morning quarter-hour of recorded music on WGN, Chicago, Mon., Wed., Fri., and a quarter-hour of the Sunday morning *Sunshine Hour* on WMAQ, Chicago, and daily announcements in the afternoon. Agency: Aubrey, Moore & Wallace Inc., Chicago.

Not Table Talk

EDWARD PAULIN, man-on-the-street for WROK of Rockford, Ill., has learned not to be quite so insistent when he asks women personal questions. "I suppose you have a most embarrassing moment?" Eddie asked a yound lady. "Indeed I have," she replied. "I've had one very embarrassing moment, but I won't tell you about it here." "Why not?" Paulin insisted. "Well," she observed, "if I did, we'd both be embarrassed!"

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Pittsburgh Marches To The Polls

And elects WCAE in this fashion:

22% more listeners than the second station.

82% more listeners than the third station.

Ross Federal checked the ballots.

We admit patronage. A look at the sales curves of our advertisers proves we hand out results. There still is a little room on the WCAE Band Wagon! Climb aboard!

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KMOX, St. Louis

Kroger Grocery & Baking Co., Cincinnati, 4 weekly *t*, direct.
Valier & Spier Milling Co., St. Louis (Dainty flour), 6 weekly *sp*, direct.
Studebaker Sales Corp. of America, South Bend, Ind. (autos), 3 weekly *t*, direct.
Pontiac Motor Corp., Detroit, 39 *sp*, direct.
American Gas Machine Co., Albert Lea, Minn. (heaters), weekly *t*, direct.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 104 *t*, thru Wade Adv. Agency, Chicago.
Continental Oil Co., Ponca City, Okla. (Conoco), weekly *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Pinex Co., Ft. Wayne, Ind. (cold remedy), 260 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Mantle Lamp Co. of America Inc., Chicago (Aladdin lamps), 26 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Republic Steel Corp., Youngstown (farm fence), 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
International Shoe Co., St. Louis (shoes), 26 *sp*, direct.

KGO, San Francisco

Colgate - Palmolive - Peet Co., Jersey City, N. J. (Palmolive soap), 26 *sa*, thru Benton & Bowles Inc., N. Y.
American Tobacco Co., New York (Rio-Tan cigars), 4 weekly *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt - O - Meal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Swift & Co., Chicago (Sun - Brite Products), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
E. Fougera & Co., New York (Vapex), 3 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Pacific Gas & Electric Co., San Francisco (electrical products), weekly *sp*, placed direct.
Duff - Norton Mfg. Co., Pittsburgh (jacks), 3 weekly *ta*, thru Walker & Downing, Pittsburgh.

WBT, Charlotte

Globe Brewing Co., Baltimore, 16 *sa*, thru Joseph Katz Co., Baltimore.
Dorothy Perkins Co., St. Louis (cosmetics), 26 *ta*, thru Ridgway Co., St. Louis.
M. L. Clein & Co., Atlanta (Mentho-Mulsion), 2 weekly *sa*, thru Loeb Adv. Agency, Atlanta.
L. Greif & Bros., Baltimore (Chatham Homespun), 5 *sp*, thru Cahn, Miller & Nyburg Inc., Baltimore.
Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co. Inc., N. Y.
Standard Candy Co., Nashville, 26 *t*, thru C. P. Clark Inc., Nashville.

WADC, Akron

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Kroger Grocery & Baking Co., Cincinnati (stores), 780 *sa*, thru Ralph H. Jones Co., Cincinnati.
Sherwin - Williams Co., Cleveland (paint), 52 *sa*, thru T. J. Maloney Inc., N. Y.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 26 *sa*, thru Alsop Radio Recording, N. Y.
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.

WENR, Chicago

E. Fougera & Co. Inc., New York (Vapex), 28 *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Parker Bros., Boston (games), 84 *sa*, thru John W. Queen, Boston.
Duart Sales Co., San Francisco (face cream), 42 *t*, thru Howard E. Williams, San Francisco.

WBAL, Baltimore

Ironized Yeast Co., Atlanta (proprietary), 26 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rel, Rem), 130 *sa*, thru Joseph Katz Co., Baltimore.
Crosse & Blackwell Inc., Baltimore (food), 75 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
Crazy Crystals Co., Mineral Wells, Tex. (proprietary), 145 *sp*, thru Luckey Bowman Inc., N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 78 *sa*, thru DeForest Merchandising Bureau, Springfield.
C. F. Mueller & Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.
Pinex Co., Fort Wayne, Ind. (cold remedy), 330 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Armin Varady Inc., Cleveland (cosmetics), 111 *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.

KNX, Los Angeles

Union Pacific Railway, Omaha, 2 weekly *sa*, thru Ernest Bader & Co., Omaha.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.
Dr. Miles California Co., Los Angeles (Alka-Seltzer), daily *sp*, thru Associated Adv. Agency, Los Angeles.
Washington State Apples Inc., Seattle, 7 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
Sherwin - Williams Co., Cleveland (paint), 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.

WEAN, Providence

Standard Milling Co., New York (Ceresota Flour), 5 weekly *ta*, thru Benton & Bowles Inc., N. Y.
Colt Shoe Company, Boston, 7 weekly time signals, thru Broadcast Adv. Inc., Boston.
Gibson's Inc., Kalamazoo (musical instruments), 6 weekly *sa*, thru George W. Danielson, Providence.

KDYL, Salt Lake City

Interstate Transit Lines, Omaha, 4 *sp*, thru Beaumont & Hohman Inc., Omaha.
Roman Meal Co., Tacoma, 26 *sa*, thru Milne & Co., Seattle.

WBZ-WBZA, Boston-Springfield

Utica Knitting Co., Utica, N. Y. (textiles), 3 weekly *sa*, thru John Thomas Miller, N. Y.
Colgate - Palmolive - Peet Co., Jersey City, N. J. (Palmolive soap), 5 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Boston & Maine Railroad, Boston, 7 weekly *sa*, thru Doremus & Co. Inc., Boston.
Kinox Co., Rutland, Vt. (Callous-Ease), 3 weekly *sa*, thru Hays Adv. Agency, Burlington, Vt.
Williamson Candy Co., Chicago (O'-Henry Candy Bars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chattanooga Products Co., Chicago (Sunsol Products), 5 weekly *ta*, thru Vanderbie & Rubens Inc., Chicago.
Rival Packing Co., Chicago (Rival dog food), 6 weekly *sp*, *t*, thru Charles Silver & Co., Chicago.
Good Luck Food Co., Rochester, 2 weekly *sp*, thru Hughes, Wolff & Co. Inc., Rochester.
M. J. Breitenbach Co., N. Y. (Gude's Pepto-Mangan), 3 weekly *ta*, thru Brooke Smith & French Inc., N. Y.

WEEI, Boston

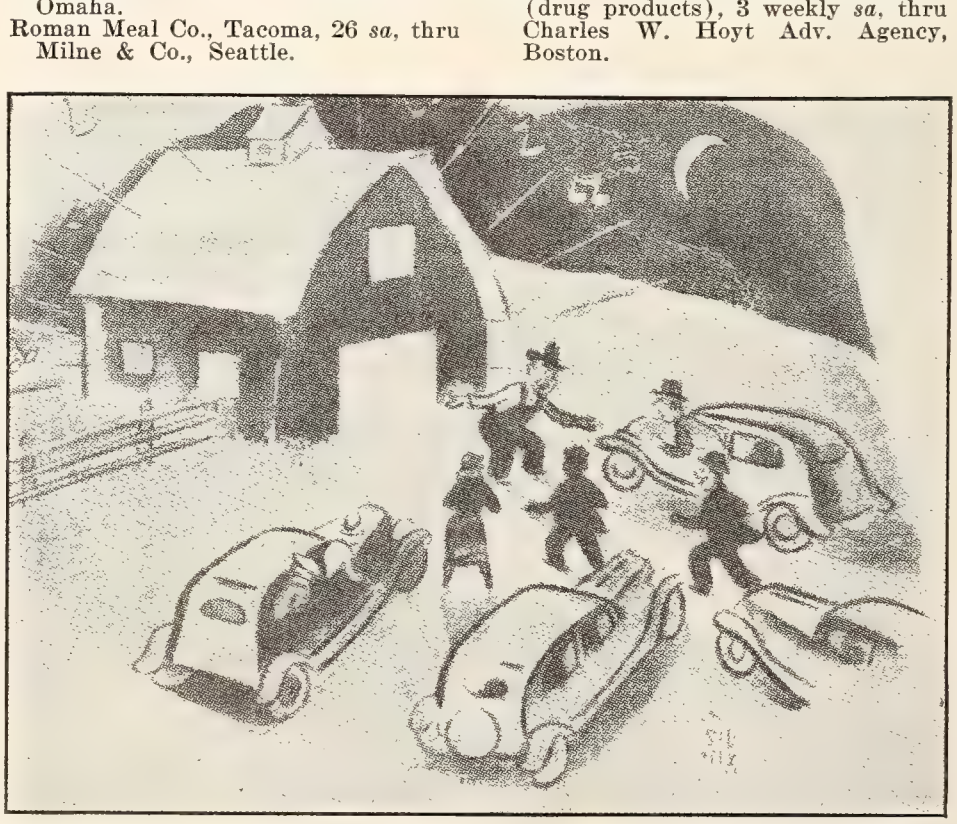
E. A. Raphael Co., Boston (New England Royal typewriter distributor), weekly *sa*, thru Louis Glaser Inc., Boston.
Maryland Pharmaceutical Co., Baltimore, (Rem and Rel), 4 weekly *sa*, thru Joseph Katz Co., Baltimore.
Acousticon Co., Boston (apparatus for the deaf), 3 weekly *sa*, thru Harry M. Frost Co. Inc., Boston.
Sears, Roebuck & Co., Boston (retail), weekly *sa*, thru Chambers & Wiswell Inc., Boston.

WICC, Bridgeport

K. A. Hughes Co., Jamaica Plain, Mass. (Salicon), daily *ta*, thru Badger & Browning, Boston.
Sears, Roebuck & Co., Boston, 2 weekly *t*, thru Chambers & Wiswell Inc., Boston.

WJAR, Providence

Minard Co., Framingham, Mass. (drug products), 3 weekly *sa*, thru Charles W. Hoyt Adv. Agency, Boston.



Rural Progress Magazine

"I tell you there's no barn dance here—I just turned on my radio while I was working!"

WHK, Cleveland

Sterling Products Inc., New Yor (Phillips toothpaste, etc.), 5 weekl *t*, thru Blackett - Sample - Hummer Inc., Chicago.
Sterling Products Inc., New Yor (Cal. Syrup of Figs), 4 weekly thru Stack-Goble Adv. Agency, Ch cago.
Kroger Grocery & Baking Co., Cir cinnati (bread), 3 daily *sa*, thr Ralph H. Jones Co., Cincinnati.
Grabosky Bros., Philadelphia (Roya ist cigars), 3 weekly *sa*, thru A Paul Lefton Co., Philadelphia.
American Chicle Co., Long Island Cit (Sen-Sen), 26 *sa*, thru Badger Bowning Inc., N. Y.
Parker Bros., Salem, Mass. (fountai pens), 5 weekly *sa*, thru John W Queen, Boston.
Chrysler Corp., Detroit (Plymouth) 9 *ta*, thru J. Stirling Getchell Inc Detroit.
Chevrolet Motor Co., Detroit (autos) 76 *sa*, thru Campbell - Ewald C Inc., Detroit.
Beneficial Management Corp., Ne York (personal loans), weekly *s* thru Albert Frank - Guenther Law N. Y.
U. S. Industrial Alcohol Co., Ne York (Super - Pyro), 5 weekly *s* thru Lambert & Feasley Inc., N. Y
Larus & Brothers Co., Richmon (Edgeworth tobacco), weekly thru Marschalk & Pratt Inc., N. Y

WOR, Newark

Procter & Gamble Co., Cincinna (Crisco), 5 weekly *t*, thru Blackma Adv. Inc., N. Y.
Sears, Roebuck & Co., Newark, week ly *sp*, direct.
Glame Co., Hoboken (nail polish) weekly *sp*, thru Franklin Bruc Adv. Corp., N. Y.
General Cigar Co., New York (Whit Owl), weekly *sp*, thru J. Walte Thompson Co., N. Y.
Justin-Haynes & Co. Inc., New Yor (Aspirub), weekly *sp*, 2 weekly *s* thru Redfield-Johnstone Inc., N. Y
Rieser Co., New York (shampoo weekly *sp*, thru Franklin Bruc Adv. Corp., N. Y.
American Gas Machine Co., Albe Lea, Minn. (stoves), weekly *sp*, thr Greve Adv. Agency Inc., St. Pau
Armin Varady Inc., Chicago (co metics), 3 weekly *sp*, thru Ba galey, Horton & Hoyt Inc., Chicag
Manhattan Soap Co. Inc., New Yor (Sweetheart soap), 3 weekly *s* thru Peck Adv. Agency Inc., N. Y

KYA, San Francisco

Wander Co., Chicago (Ovaltine), weekly *t*, thru Blackett - Sampl Hummert Inc., Chicago.
Carter Medicine Co., New Yor (Carter's little liver pills), 7 week ly *ta*, thru Street & Finney Inc N. Y.
Maryland Pharmaceutical Co., Balt more (Rem—cough syrup), 7 week ly *ta*, thru Joseph Katz Co., Balt more.
Gilmore Oil Co., Los Angeles (oil 7 weekly *ta*, thru Botsford, Co stantine & Gardner, Los Angeles.
Associated Oil Co., San Francisc (gas & oil), weekly *sp*, thru Lor & Thomas, San Francisco.
Chevrolet Motor Co., Detroit (aut mobiles), 14 weekly *sa*, thru Cam bell-Ewald Co. Inc., Detroit.

WMAQ, Chicago

Armand Co., Des Moines (cosmetics 43 *sp*, thru H. W. Kastor & So Adv. Co. Inc., Chicago.
Peter Fox Brewing Co., Chicago, *sp*, thru Schwimmer & Scott, Ch cago.
Rival Packing Co., Chicago (Riv dog food), 39 *sp*, thru Chas. Silv & Co., Chicago.
E. Fougera & Co. Inc., New Yor (Vapex), 13 *ta*, thru Small, Klep ner & Seiffer Inc., N. Y.

WENR, Chicago

M. J. Breitenbach Co., New Yor (Pepto-Mangan), 3 weekly *ta*, thr Brooke, Smith & French Inc., N.
Maryland Pharmaceutical Co., Balt more (Rem), 26 *sa*, thru Jose Katz Co., Baltimore.

PROMOTION FOR PILLSBURY

Premium Offer for Children, Successful in Spring — To Be Repeated on NBC-Red Program

By H. K. PAINTER,
Vice-President,
Hutchinson Advertising Co.

INFLUENCED by a continuing demand by children in all parts of the country, the Pillsbury Flour Mills Company is renewing its offer to send a "Play Bakery" to anyone who sends ten cents and a wrapper or label from any baker's bread. The offer will be broadcast, starting Nov. 16, over a 45-station hookup of the NBC-Red network.

Behind this announcement is an impressive story of the highly effective promotional work carried on by Pillsbury in the interest of the baking industry, and especially of the way in which an outstanding radio program is being used to stimulate sales of bakery products.

Impartial radio surveys show that the Pillsbury program, *Today's Children*, broadcast every weekday morning except Saturday, is one of the most popular sponsored daytime programs on the air, and actually has more listeners than many of the best-known evening programs. When the Play Bakery offer was broadcast on this pace-setting program last spring, it brought a deluge of bread wrappers and labels, each representing a sale for some baker or grocer. Since that time, a change has been made in our NBC hookup so that the November announcements will be broadcast over many new stations and reach millions of new listeners.

A Steady Demand

AS THE Play Bakery is a toy intended primarily for indoor use, it was assumed that interest in it would drop off sharply during the outdoor months. Contrary to expectations, however, the demand for it continued steadily throughout the summer, indicating that the toy had made an even greater hit with the children than its sponsors had hoped. Repeating the offer, now that colder weather has returned, will further stimulate demand for bakery products.

While the Play Bakery creates immediate sales for bakers because anyone wishing to obtain it must send in evidence of the purchase of bread, its greatest value is educational. It teaches children—and, through them, their parents—the sanitary equipment and methods used by modern bakers, and impresses upon them the wholesomeness, variety and appetite-appeal of bakery products. It develops new patrons for bakers and grocers, and persuades present patrons to buy more.

The novel toy comes in the form of a press-out folder, printed in full-color on heavy cardboard. When the various pieces are pressed out and folded according to directions, the child is equipped to play wholesale baker, retail baker, or house-to-house baker. Accompanying notes explain the purpose of the various pieces of bakery equipment.

As was the case when the offer was originally announced, Pillsbury pays the whole cost of the promotion, which is designed to benefit the entire baking industry. For telling the public about the offer, the Pillsbury company not only uses its NBC radio program, but provides bakers and grocers with attractive display material.

Pillsbury does all the work as well, as anyone wishing to get a Play Bakery mails his dime and bread wrapper direct to the Pillsbury Flour Mills Co., in Minneapolis. The only request made of bakers is that they refrain from advertising the offer over their own names, because of the general conviction in the industry that individual bakers should not offer premiums.

Long Commercial

WHAT it believes to be a record commercial has been signed by KMLB, Monroe, La., which has sold 10 hours of continuous sponsorship of the election returns Nov. 3 to the Ouachita Coca Cola Bottling Co. The same company is also sponsoring 27 football games, five from out of town, over that station. KMLB has just completed modernizing its transmitter, with a new 246-foot vertical radiator, and has subscribed to the NBC and WBS transcription libraries and to Transradio Press.

Edgeworth Tests

LARUS & BROTHERS Co., Richmond (Edgeworth tobacco), is launching a series of 13 weekly half-hour WBS transcriptions on nine stations from Boston to Los Angeles in a test campaign. John B. Kennedy will serve as master of ceremonies with guest stars and music completing the program. Capt. Bob Bartlett is being featured in the first program, and is introduced by Lowell Thomas. *Moments You Never Forget* is the title. Stations and starting date follow: Oct. 22 WRVA (owned by sponsor); Oct. 24 WOR, KYW; Oct. 26 CKLW; Oct. 28 WGN; Oct. 31 WHK; Nov. 5 KNX, KOA; Nov. 8 WBZ-WBZA. Marschalk & Pratt Inc., New York, placed this account, the rest of the account remaining with Batten, Barton, Durstine & Osborn Inc., New York.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH

WMFG
HIBBING, MINN.



Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

This is your column, too — so send along any item you have!

As this issue of Broadcasting goes to press (November 2nd, to be exact) WCBD becomes designated as a CHICAGO station. It means better service to the millions who have found a real friend in this pioneer station of radio.

* * *



Believing Chicago rightfully should have Eastern Standard Time, WGES, WSBC and WCBD are carrying on an active campaign to keep the city on its present schedule. On the other side of the fence are our friendly competitors WLS and WCFL. The verdict: November 3!

* * *

Announcement is made that WEMP, Milwaukee, is now under the active commercial management of the author of this column. Hence you see a slight change in the heading of these items—and you'll read news notes here often about WEMP, a station that is headed to the forefront, we modestly believe.

* * *

The certain radio station that boasts its refusal to have its collegiate football games sponsored, comes on the air each Sabbath with a commercially sponsored professional game! Is this consistent dignity?

* * *

WSBC's new location at the very center of Chicago (Madison at Western) draws visiting crowds larger than the ample accommodations of the station. Fortunately the Warren Avenue police station is in the same block and is helpful in taking care of the overflow.

* * *

Hardly will the ink be dry on this than we'll know the outcome of the national election. This much we feel certain of as we write this: WGES carried more paid political time prior to the election than any other Chicago station.

* * *

We're glad someone liked our plan of allotting radio facilities in proportion to the number of receiving sets at various points. There isn't much logic in broadcasting where there are no sets. "Circulation" has as much to do with radio as with newspapers.

* * *

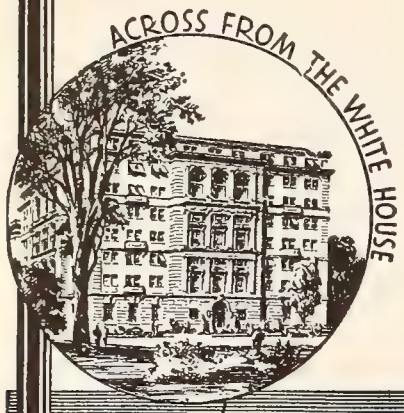
Then there are still a few advertisers who overlook the "foreign millions" of Chicagoland when they're looking for "circulation."

Gene T. Dyer

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.



The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

New Chicago Agency

SELVIAIR Broadcasting System Inc., advertising agency dealing exclusively in advertising by radio, has opened offices on the 34th floor of the Mather Tower in Chicago. Principals are Irving Rocklin and Arthur A. Kohn, formerly partners in the Rocklin-Kohn Advertising Agency. Kenyon Linn, who has been heard as announcer on Silvercup's *Lone Ranger*, Barbasol's *Singin' Sam*, Mantle Lamp's *Smiling Ed McConnell*, and various other programs, has been placed in charge of continuity and production. Selviair is at present handling the broadcasting of Nelson Bros. Furniture & Warehouse Corp., Chicago, which is probably the largest Chicago user of local radio time, sponsoring 16 programs daily.

Now Inter-City System

KNOWN from its inception as the Inter-City Group, the regional network of eastern stations headed by WMCA, New York, has announced a change in name to Inter-City System. The network comprises, in addition to WMCA, stations WIP, Philadelphia; WOL, Washington; WDEL, Wilmington; WCBM, Baltimore; WPRO, Providence; WMEX, Boston; WLNH, Laconia, N. H.; W1XBS, Waterbury.



From exciting and thrilling adventures with the Mounties and similar groups, Col. Rhys Davies, soldier, adventurer, writer, has picked personal highlights and through this fascinating series makes them happen all over again for radio audiences. Each fast-moving episode is a complete story. The list covers the period from the Yukon Gold Rush of '98 to the Great War -- ranging from fur stealing and mining in Alaska, to yarns of espionage service in Canada and France during the War. Mysteries that took years to work themselves out are telescoped into a few minutes for your entertainment. Atmosphere and detail are colorfully and faithfully drawn.

LENGTH: 15 min. ACTION: 12½ min. 39 Episodes ready. 13 Episodes minimum sale. Complete merchandising suggestions are available.

RADIO PROGRAMS DIVISION, Walter Biddick Co.
568 Chamber of Commerce, Los Angeles

SEND FOR "BLAIR OF THE MOUNTIES" Audition record. Deposit of $2.50 required. Money refunded if record returned in thirty days.

AGENCIES AND REPRESENTATIVES

R. LYNN BAKER, vice-president of J. Walter Thompson Co. in charge of West Coast activities has been transferred to New York to assume an executive position. Arthur C. Farlow, formerly manager of the agency's St. Louis office, succeeds Mr. Baker on the Coast.

JAMES E. BINGHAM has joined the Chicago sales staff of Wilson-Dalton-Robertson, radio station representatives. Mr. Bingham was formerly with Mitchell - Ruddell - Rudden Inc., publishers representatives in Chicago.

PAUL A. BELAIRE, WOR's newly appointed New England sales representative, is located at 80 Federal St., Boston.

ADRIAN SAMISH, formerly of Cleveland B. Chase agency, has succeeded Eric Barnouw as director of the *True Story Court of Human Relations* on NBC-Red network.

WILSON - DALTON - ROBERTSON has been appointed national sales representative for four Texas stations: KFDM, Beaumont; KRGV, Weslaco; KXYZ, Houston; and KGFI, Corpus Christi.

RALF M. SPANGLER, for the last two years vice-president and radio executive of Hixson-O'Donnell Inc., Los Angeles, has resigned to form General Adv. Agency at 672 South Lafayette Place, Los Angeles. The Hixson-O'Donnel firm cooperated by turning over its drug accounts to the new agency.

TED CATE, radio department head for Mayers Co., Los Angeles, was operated on for appendicities at the Hollywood Hospital late in October.

NELSON SHAWN, formerly with NBC Artists Service, Chicago, on Oct. 19 joined Neisser-Meyerhoff Inc., Chicago agency, as radio director. At present Neisser - Meyerhoff has programs on the air for Mickelberry's Food Products Co., Chicago (sausage); Fitzpatrick Bros. Inc., Chicago (Kitchen Klenzer); and Sawyer Biscuit Co., Chicago (cakes and crackers).

WILLIAM G. RAMBEAU Co., station representatives, has doubled its space in the Tribune Tower, Chicago. The organization recently took over representation of the Don Lee Network.

CHARLES J. COWARD has resigned as radio director of the Moss-Chase Co., Buffalo, to join the radio staff of The Ralph H. Jones Co., New York. Mr. Coward was in charge of radio for Moss-Chase for four years. Prior to that time he was copy-writer with Lyddon, Hanford & Kimball, Buffalo.

BROOKS H. BEITLER, formerly city editor of the *Chicago Daily News* and more recently associated with Mayor Kelly's *Keep Chicago Ahead* campaign, has been appointed publicity director of Stack - Goble Adv. Agency, Chicago.

STELLI

Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15 - minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand - lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

WALTER JOHNSON, former radio actor, has joined the Hollywood office of Young & Rubicam Inc., in a production capacity on the Packard and Jello broadcasts.

JACK LEIGHTER, former New York radio booker, in October opened a Hollywood talent office at 9123 Sunset Blvd. as Jack Leighter & Associates.

TOM HARRINGTON, radio producer in the Hollywood office of Young & Rubicam Inc., flew to New York late in October on a brief business trip.

LOUIS DEAN, radio director of Campbell - Ewald Co. of New York, arrived in Hollywood late in October.

E. H. BOWERS, radio director of N. W. Ayer & Son Inc., Chicago, is spending a few weeks at home in a combination convalescence from influenza and vacation.

Joscelyn to Chicago

TRANSFER of A. E. Joscelyn, account executive of Free & Sleininger Inc., and of Free, Johns & Field Inc., from the New York to the Chicago offices, was announced Oct. 24 by H. Preston Peters, vice president. Mr. Joscelyn will act in the same capacity in Chicago. He has been in New York for nearly three years, and prior to joining the firm was with Williams, Lawrence & Gresmer, publishers' representatives, and with the *Chicago Tribune*. Simultaneously, Mr. Peters announced that W. Donald Roberts, formerly of *Today*, had joined the New York office in a sales capacity. He formerly was on the *New York Times*.

Cartier Joins Agency

JACQUES N. CARTIER, former member of Canadian Radio Commission, and a widely known radio expert and newspaperman, has been appointed director and executive member of Stevenson and Scott Ltd., Montreal advertising agency. Mr. Cartier's radio career dates back from 1907 with the Canadian Marconi Co., when he was a colleague of David Sarnoff, RCA head, and was identified with CKAC, Montreal, Canada's first high-power station, when it started on the air.

ABC Sponsors Shift

SPONSORS participating in the *ABC Barn Dance*, half-hour program formerly broadcast on Wednesday evenings over the ABC network, have shifted their sponsorship to the *Morning Round Up*, broadcast over ABC daily except Sunday, 8:30-9 a. m. Advertisers using this period are American Book Mart, Chicago (rare books), through E. H. Brown Adv. Agency, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance), through Frankel-Rose Co., Chicago, and Picture Ring Co., Cincinnati (novelty rings), through Frederick W. Ziv Inc., Cincinnati, and a new sponsor, Flex-O-Glass Co., Chicago (window material for henhouses, etc.), through Presba, Fellers & Presba Inc., Chicago.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS

RADIO ADVERTISERS

PITTSBURGH PLATE GLASS Co., Pittsburgh, has named Maxon Inc., Cleveland, to handle advertising for its paint division.

NU-EZ Corp., Detroit (Protexkin) has named George A. Mason Adv. Agency, Detroit, to service its account. Radio will be used to develop the Detroit and Buffalo markets.

COMMANDER LARABEE Corp., Minneapolis (flour etc.) has placed its Sunfed flour account with Cramer-Krasselt Co., Milwaukee.

DAVID G. EVANS COFFEE Co., St. Louis, is advertising through Gardner Adv. Co., St. Louis.

IOWA SOAP Co., Burlington, Ia., has transferred its account to Critchfield & Co., Chicago.

McKESSON & ROBBINS Inc., New York (proprietary, etc.) has named Gardner Adv. Co., New York, to place all advertising.

MILK FOUNDATION Inc., Chicago, has appointed Aubrey, Moore & Wallace Inc., Chicago, to service its account.

COPINOL Co., Los Angeles (proprietary) has placed its account with General Adv. Agency, Los Angeles.

CRANBERRY CANNERS Inc., South Hanson, Mass., is advertising through Harry M. Frost Co. Inc., Boston.

DOROTHY GRAY, New York (cosmetics) after Jan. 1 will advertise through J. Walter Thompson Co., N. Y.

RICHARD PAUL Inc., Los Angeles (stockings) has appointed Dana Jones Co., Los Angeles, to place advertising.

A. J. KRANK Co., St. Paul (cosmetics) has selected Cramer-Krasselt Co., Milwaukee, to place advertising.

LA TOJA PRODUCTS Inc., New York (cosmetics) has placed its account with H. W. Fairfax Adv. Agency Inc., N. Y.

BALLARD GOLDEN OIL Co., Old Towne, Me., planning to use radio, has named Vox Co. of Advertising Inc., New York, as agency.

MARLIN FIREARMS Co., New Haven (razor blades) on Oct. 11 began a new series of dramatizations of stories from *True Detective Mysteries magazine* on WGY, Sundays, 4-4:30 p. m. Franklin Bruck Adv. Corp., New York, is agency.

SEVEN-UP DISTRIBUTING Co., St. Louis, Mo. (health beverage), has appointed Beaumont & Hohman Inc., San Francisco, to direct its California advertising, and a spot radio test campaign is contemplated along with other media.

PARAPET Co., San Francisco (cleanser), has appointed Emil Brisacher & Staff, San Francisco, to service its advertising and along with other media, on Oct. 1 started a 13-week test campaign on KJBS, that city, using three spot announcements weekly on the participating *Stamp Club* program. King Extract Co., San Francisco (King Vanilla), has also placed its national advertising with Emil Brisacher & Staff, and is using spot announcements three times weekly on the participating Stamp Club program over KQW, San Jose, Cal., in a 13-week test campaign which started Oct. 1.

Good for Children

MAKING every effort to please their juvenile audiences without offending anxious mothers, two sponsors are submitting all of their radio scripts to child psychologists for approval before broadcasting them. Dr. John Morgan of Northwestern University passes on the Wander Co.'s *Little Orphan Annie* scripts on NBC-Red, while Angelo Patri puts his OK on those of Swift's *Sunbrite Junior Nurse Corps* on CBS.

CHESTER H. LANG, manager of the General Electric Co. publicity department, has been placed in charge of the consolidated advertising sections of the appliance and merchandise departments located at Bridgeport and Cleveland. Mr. Lang also is manager of broadcasting for GE and chairman of the board of the Advertising Federation of America.

HAROLD R. DEAL, advertising and sales promotion manager of the Associated Oil Co. of California, San Francisco, which has pioneered sponsorship of sports broadcasts on the Pacific Coast, was guest of honor and principal speaker at the Oakland (Cal.) Advertising Club on Oct. 27, having for his subject, "Following Through on the Nation's Greatest Radio Advertising Program".

BAKON YEAST Inc., New York (seasoning), radio user, is advertising through Wortman, Barton & Co. Inc., N. Y.

VIVINY PERFUMES Inc., West Haven, Conn. (Swedish Frost cosmetics), contemplating radio, has appointed White-Lowell Co. Inc., New York, as agency.

ALASKA PACKERS Assn., San Francisco (salmon) has placed its account with J. Walter Thompson Co., San Francisco.

CURRIER LABORATORY, Los Angeles (proprietary) has named General Adv. Agency, Los Angeles, as agency.

NATIONAL BISCUIT Co., New York, has appointed Federal Adv. Agency, New York, to service its Wheatsworth account.

POLORIS Co. Inc., New York (Inthol pain relivant) has named Metropolitan Adv. Co. Inc., New York, to handle advertising.

New Spry Tests

LEVER BROS Co., Cambridge, Mass., is running a test campaign for Spry shortening on WBNS, Columbus, and WFEA, Manchester, N. H., using the Lemurian sequences of the *Chandu* serial five days a week.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

NEHI PLANS DISCS ON 100 STATIONS

NEHI Inc., Columbus, planning an extensive campaign to attain national distribution for its soft drinks, will stage a transcription drive on about 100 stations starting the first of the year.

A series of half-hour programs featuring Jack Dempsey and titled *The Idol of Millions* is being recorded by Jean V. Grombach Inc. A line has been run direct to Dempsey's restaurant in New York for his part as master of ceremonies.

The program will present reenactments of Dempsey's fights and in many cases persons who played parts in his career will participate in the recordings. Kelvin Keech will announce, and well-known fight announcers will handle boxing sequences. Guest stars, sports celebrities and Frank Ventre orchestra will participate.

James A. Greene & Co., Atlanta agency, is directing the advertising campaign and promotion effort, which recently included an address by Dempsey to a Nehi sales meeting in Chicago, wired from Binghamton, N. Y. Grombach Productions Inc. is producing the series. Newspapers, magazines and outdoor media will be included in the campaign.

TRANSCONTINENTAL & Western Air Inc. (TWA Lines), Los Angeles, early in November, contracted with 2GB, Sydney, Australia, for three spots a week, 52 weeks, calling the attention of American-bound Australians to the TWA service from Los Angeles eastward.

Foreign Program Rule Issue in Texas Courts

LITIGATION of first importance insofar as operation of so-called "renegade" stations along the Mexican border are concerned is pending before Federal courts in Texas, and the FCC has dispatched a number of its legal and technical officials there for trial this month.

Constitutionality of Section 352b of the Communcations Act, which provides that programs, whether transcription or by wire, may not be transmitted to stations in other countries without express authority of the FCC, when the programs are designed for reception in the United States, is raised in a proceeding before the U. S. Federal District Court in Houston Oct. 31. The issue was raised by Norman T. Baker, former American broadcaster who now operates XENT, Nuevo Laredo, Mexico, across the border from Laredo, Tex. An indictment against Baker's station was returned last April.

Assistant General Counsel George B. Porter of the FCC is in Houston to assist the United States Attorney in the case.

Should the Houston court uphold the opinion, then a jury trial for Baker and his associates will occur Nov. 9 in Laredo. In addition to Mr. Porter, Andrew D. Ring, assistant chief engineer; William P. Massing, chief of the

Constitutionality of Section 325b radio inspectors will be witnesses at the trial. The Communications Act carrier a provision for criminal violations of not more than $10,000 fine or two years imprisonment or both.

KOMO 5000 Watts L.S. NBC Red

SEATTLE WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

WHN

THE STATION OF THE STARS

When an advertiser elects to approach the World's Largest Market—Greater New York—through the channels of WHN, he is fortifying his sales message with TRIPLE Showmanship Insurance . . .



The entertainment resources of the giant Metro-Goldwyn-Mayer motion picture studios, WHN Artists' Bureau, and the great chain of Loew's Theatres . . . Showmanship experience as vast as that offered by these three sources spells SALES . . . The services and stars of these three treasure-chests of talent are at the disposal of our advertisers . . . A limited group of choice program periods are still available for the Fall and Winter season . . .

WHN

1540 Broadway, New York City

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LACO PRODUCTS Inc., New York (cosmetics) on Oct. 20 started *What's On Your Mind* on 12 CBS stations, Tues., Thurs., 1:15-1:30 p. m. Agency: Joseph Katz Co., Baltimore.

NATIONAL JEFFERSONIAN DEMOCRATS, Boston (political) sponsored the second radio address by former Gov. Alfred E. Smith over 21 NBC-Blue network stations and WOR, Newark, on Oct. 31, 8:30-9 p. m. Agency: Publicity Associates, N. Y.

SOCIALIST PARTY, New York (political) on Nov. 1 scheduled for two one-time programs over the NBC-Blue network, the first on 28 stations, 3:15-3:30 p. m., the second, 4:45-5 p. m. on 29 stations.

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) on Nov. 14 starts *Ed Wynn* on 27 NBC-Blue stations, Sat., 8-8:30 p. m. Agency: Young & Rubicam Inc., N. Y.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes) on Nov. 9 starts *Jack Pearl* on 40 NBC-Blue stations, Mon., 9:30-10 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

NUMISMATIC Co., Fort Worth (coins) on Oct. 20 started *Money & Music* on 4 MBS stations (WOR, WLW, WGN, CKLW), Tues., 7:45-8 p. m. Agency: Guenther Bradford & Co., Chicago.

AMERICAN Bank's Cooperative Campaign on Nov. 13 starts *Philadelphia Orchestra* on 33 CBS stations, Fri., 10:30-11 p. m. Agency: Wessel Co., Chicago.

AMERICAN ROLLING MILLS Co., Middletown, O. (sheet iron) on Nov. 29 starts an unannounced program on 26 NBC-Blue stations, Sun., 8-8:30 p. m. Agency: N. W. Ayer & Son, N. Y.

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, etc.) on Nov. 16 starts *Ray Sinatra's Orchestra* on 22 CBS stations, Mon., Wed., Fri., 1-1:15 p. m. Agency: E. W. Hellwig Co., N. Y.

Renewal Accounts

BOWEY'S Inc., Chicago (Dari-Rich milk) on Jan. 5 renews *While The City Sleeps* on 22 NBC-Red stations. Tues., Thurs., 5-5:15 p. m. Agency: Russell C. Comer Adv. Co., Chicago.

WANDER Co., Chicago (Ovaltine) on Nov. 2 renews *Little Orphan Annie* on 29 NBC-Red stations, Mon., thru Fri., 5:45-6 p. m. with repeat 6:45-7 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

WANDER Co., Chicago (Ovaltine) on Oct. 19 renews *Molly of the Movies* on 14 MBS stations (WOR, WGN, WLW, CKLW, WFIL, WAAB, WBAL, WICC, WGR, WSPR, WGAR, WCAE, WEAN, KWK), Mon., thru Fri., 3-3:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

Network Changes

PONTIAC MOTOR Co., Pontiac, adds WBT, KLRA, WIBW, KTUL, WBRC, KFBB, to *News Through a Woman's Eye*, on CBS.

MURINE Co. Inc., Chicago (eye wash) postpones debut of *Let's Listen to This* on MBS to Nov. 10.

GENERAL FOODS Corp., New York (Minute Tapioca) on Oct. 18 added WFBC, WCSC to *Stoopnagle & Budd* on NBC-Red.

LAMONT CORLISS Co., New York (Pond's creams) on Oct. 20 added WABY to *Husbands & Wives* on NBC-Blue.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm) on Oct. 23 shifted origination point of *First Nighter* on NBC-Red, to Hollywood.

HEALTH PRODUCTS Corp., Newark, N. J. (Dillard's Aspergum & Feen-A-Mint) on Nov. 22 adds KWK to *National Amateur Night* on MBS and on Jan. 3 adds KFEL, KHJ, KGB, KDB, KFRC.

JOHN MORRELL & Co., Ottumwa (Red Heart Dog Food) on Nov. 6 will shift *Tea Time at Morrell's* to Fri., 4-4:30 p. m., on NBC-Red.

NBC Chronology

(*Continued from page 12*)

the Zeppelin *Hindenburg*. Beginning with a description of the take-off, the program was switched to an announcer on board, and broadcasts continued throughout the flight. The broadcasts included a piano concert while the *Hindenburg* was high over the Atlantic, the first time such a radio feat had ever been attempted.

In June, NBC broadcast the arrival in New York of the *S. S. Queen Mary*, after having presented broadcast from on board all during the maiden voyage. Less than an hour after the ship docked, Commodore Sir Edgar T. Britten, the master, rushed to NBC headquarters to broadcast for American and British listeners history of the trip. Later in June NBC presented an exclusive ringside description of the Louis-Schmeling fight in the Yankee Stadium, New York.

This completes the first six months of the present year. Foreign broadcasts and multiple pick-ups are no longer a novelty, being more in the nature of routine programs, and with reception almost as good as local programs.

C-P-P Uses 82 Station To Introduce New Soa

COLGATE-PALMOLIVE-PEE Co., Jersey City (concentrated s per suds) the week of Oct. launched a series of one-minu live announcements on 82 station Announcements are broadcas three to seven time weekly ar campaign runs until Nov. 2 Schedule is being used to introdu the new concentrated super-su just placed on the market.

Stations are WNAC, WEN WGN, WBBM, WBZ-WBZA, WCS WJAR, WTIC, WICC, WOR WMCA, WINS, WHN, WFB WHAM, WGY, WGR, WCAU, KY WGBI, WEEU, KDKA, WLE WFBR, WRC, WIS, WMA WOWO, WTMJ, WEBC, KST WJR, WTAM, WSPD, WCK WFBM, WBNS, WHIO, WHA WSB, WAPI, WNOX, WDO WRVA, WTAR, WWNC, WB WPTF, WJAX, WQAM, WFL WSUN, WMC, KLRA, WLA WWL, KMBC, WKY, WIB KVOO, KFH, KWK, WOW, KS KSCJ, WMT, KOA, WFAA-WBA WOAI, KPRC, KFRC, KFI, KSF KSL, KOL, KGW, KVI, KFP KTSM. Benton and Bowles In New York, placed the account.

Florida Citrus Series

FLORIDA CITRUS COMMI SION, Lakeland, Fla. (orang grapefruit, tangerines) during t first week of November will sta a series of quarter-hour music programs, three times a week, some 25 stations in the East. Rut rauff & Ryan Inc., New Yor handles the account.

EVERY BROADCAST ALMOST NATIONAL

BEFORE YOU CONTRACT FOR TIME ON THE AIR, GET THE NEW WHAS SURVEY SHOWING THE PROVEN PRIMARY LISTENING AREA, DEFINED BY MEASURED GROUND WAVE INTENSITY.

WHAS
LOUISVILLE-KENTUCKY
CBS BASIC OUTLET

★DAY AND NIGHT WHAS SELLS MILLIONS OF BUYERS A TREMENDOUS VOLUME OF MERCHANDISE IN THIS MARKET OF KENTUCKY, INDIANA AND OHIO

OWNED AND OPERATED BY THE COURIER-JOURNAL & LOUISVILLE TIMES

REPRESENTED BY EDWARD PETRY & CO.



MILTON KIEBLER

Benton & Bowles, Inc.

Here we are again!... but this time in print instead of in person . . . telling you the story of WMBD's complete coverage in Peoria and Central Illinois, the prosperous market . . . and of the results secured by 295 local and 96 national advertisers. At the first opportunity, send through your contracts and let us show you the same kind of results.

MEMBER CBS NETWORK

WMBD
PEORIA, ILLINOIS

Give the Boys A Bucket Full of Kilowatts . . . . and Lots of Kilocycles ! . . but . .

"the determining factor in the size of a station's audience is its program policy, rather than its wattage. The more grade A programs it broadcasts, the larger its habitual audience".

●

A Station that Loyally Serves its area, becomes a part of its community, and can be depended upon to cooperate with its local audience every day of its existence, will always have and hold the major influence! . . . that's why

WBIG in Greensboro, N.C.
EDNEY RIDGE, Director
is
"The Favorite Station in the Favored Region"

An Announcement

The Management, Personnel and Studios of

W J A Y

Have Been United With Those Of

W H K

WJAY now has the latest in modern studio equipment and within a very short time will have a new modern transmitter, located at Seven Hills Village, Cleveland, Ohio.

This consolidation of WHK and WJAY has resulted in one of the finest dual station operations in the United States.

We now have available for national advertisers desirable time at virtually any hour—we suggest immediate reservations.

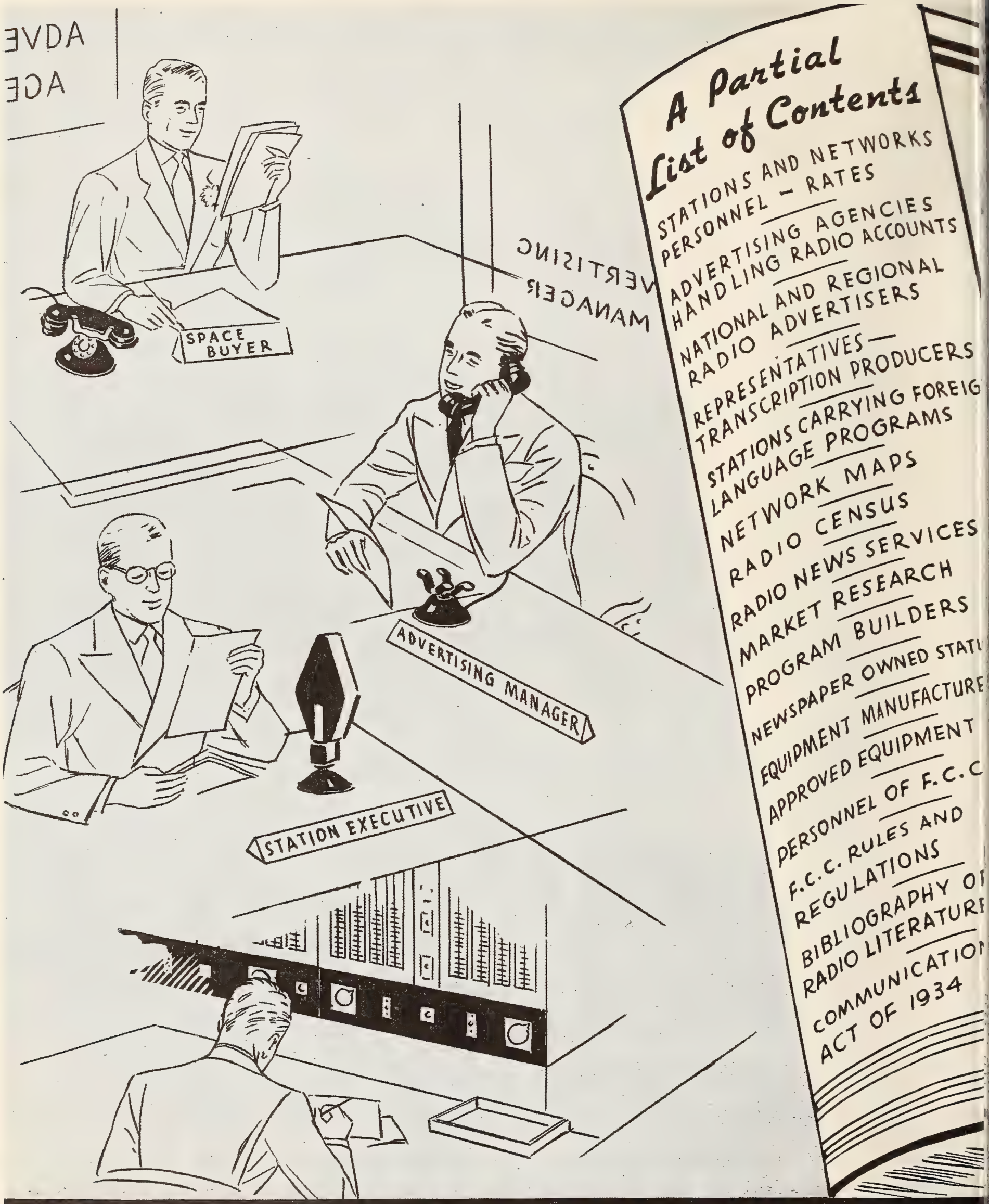
WHK = WJAY

In The City of

CLEVELAND

H. K. CARPENTER,
Vice-President & Gen. Manager

C. A. McLAUGHLIN,
Sales Manager



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The Year's Best Opportunit

BROADCASTING
Broadcast Advertising

1937

YEAR BOOK

NUMBER

ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1937 BY BROADCASTING PUBLICATIONS, INC.

Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as a business and art, will be answered in the 1937 YEAR BOOK Number of broadcasting and broadcast advertising — indexed and cross-indexed.

Your advertising message in this important issue will reach every element in the radio broadcasting industry.

MAKE YOUR RESERVATIONS TODAY!

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING
WASHINGTON D.C.

Final Advertising Forms Close December 15, 1936

for Effective Promotion!

The Other Fellow's Viewpoint . . .

Agencies and Discounts

To the Editor of BROADCASTING:

One of our clients has a number of five-times a week 15-minute programs on the air. Some of these programs are network only, some are transcription only, and others are a combination of the two.

Many factors determine the method and extent of coverage used for each of these programs.

This results in our client using on many stations one or more 15-minute daytime programs, five days a week, via electrical transcriptions.

Where we have such a five-time a week program we use a total of 260 broadcasts a year. Where we have two such programs on a station we use a total of 520 broadcasts a year.

While the great majority of stations have discounts up to 300 or more broadcasts a year, a certain few are operating on rate cards which provide no discounts beyond 52 broadcasts a year. We are asking all those stations with whom we do business, whose maximum discount is based on fewer than 300 broadcasts a year, to establish a sliding scale in line with the practice of the majority of stations.

In one way or another all of the principal networks and the great majority of the stations of the country individually recognize this as a sound principle by establishing a rate structure which gives the advertiser using a multiplicity of broadcasts a better rate than the advertiser who uses relatively fewer broadcasts.

Somewhere back during the years of radio's infancy as a vehicle for commercial broadcasting, the very nature of the medium apparently made it impossible to accept broadcasts of less frequency than once a week. As a result, the industry has adopted a rate structure (and wisely, I believe) which requires weekly broadcasts. This puts radio as an advertising medium on a different basis than either magazines or newspapers. In the latter media an advertiser can use as much or as little space as he wishes in a single issue without regard to what, if any, space he uses in subsequent issues.

To compensate the advertiser for this required frequency of insertion the radio industry adopted a sliding scale on the basis of more insertions used within a year the greater the discount, with most of them fixing 300 broadcasts a year for their maximum discount.

We believe that for radio broadcasting such a rate basis is sound and just. In the case of the relatively few stations who do not have a 300 time discount, and which our client patronizes to that extent or more, we are asking that they establish such a discount basis.

We believe that the success of the radio industry as a whole has justified the rate structure which exists in the majority of cases, and that it is to the interest of those stations not having such a discount to adopt it.

LEONARD T. BUSH,
Secretary-Treasurer
Blackman Advertising Inc.
Oct. 24, 1936

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

Mr. Evans Objects

To the Editor of BROADCASTING:

In the Oct. 15 issue of BROADCASTING you give an excellent review of the viewpoint of education as expressed at the recent reallocation hearings. I appreciate this and wish to commend you for it.

Unfortunately you preface the review with an introduction of me which creates a very false impression. I cannot ignore this as I have overlooked similar misrepresentations previously because in this case you are not only giving an erroneous impression of my own convictions but you are also opening the way for a misunderstanding of the position of the National Committee on Education by Radio which I represented officially at the hearing.

The specific error occurs in your reference to the *Ventura Free Press*. I have no objection to your connecting me with that paper because the relationship was entirely respectable. I do object, however, to the assertion that the *Free Press* was "one of the foremost proponents of government ownership." That statement is false. H. O. Davis, publisher of the *Free Press* during the period of my connection with it, is absolutely opposed to government ownership as I am. The only condition under which government ownership would be acceptable to either of us would be as an alternative to a private monopoly towards which many people believe the present broadcasting system is headed.

What Mr. Davis and I do believe is that the present system of broadcasting is unsound. We want to see that unsoundness eliminated. We hope the issue can be kept free from such confusion as your reference to government ownership injects. Therefore I must request that you correct in your columns the erroneous impression created by the reference to government ownership.

S. HOWARD EVANS, *Secretary*
National Committee on
Education by Radio
New York City
Oct. 20, 1936

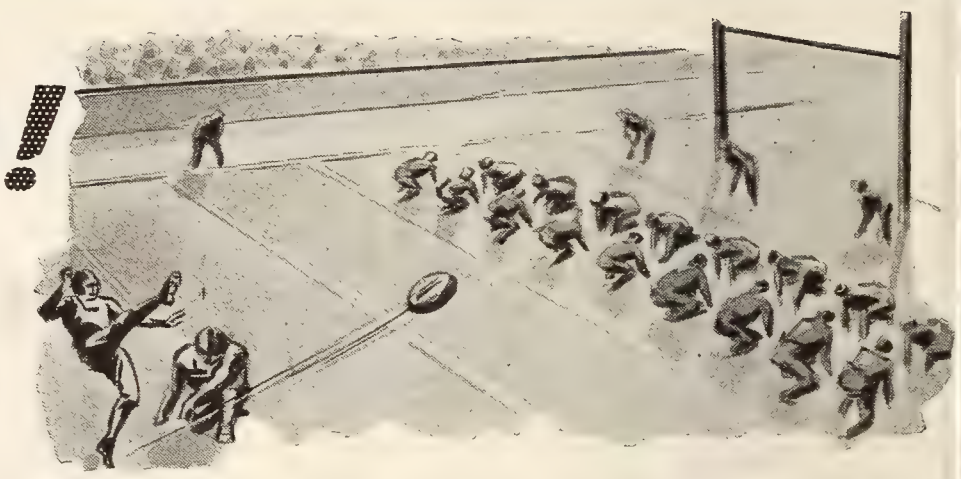
EDITOR'S NOTE—The past attitude of Mr. Evans and statements published and widely circulated by the *Ventura* (Cal.) *Free-Press* are matters of record too well known to practically every one in the field of radio and the press to be reopened for argument again. That Mr. Evans is now opposed to government ownership we are gratified to learn.

For Posterity

THE 1935 Yearbook of BROADCASTING was placed in the cornerstone along with other papers at the dedication of the new West Orange, N. J. municipal building on Oct. 31. It was selected because of its Chronology of Radio.

FOCUSED ATTENTION!

all year round



Maybe it DOES take a presidential campaign to arouse interest in Terre Haute from Key West, Halifax, Yankton, and Nome—enough to start every news commentator discussing some of the election campaign activities on WBOW—enough to give every cross-roads in the land something to talk about.

But, in the Wabash Valley, attention is focused every day on WBOW. People who live in this resourceful area of the Middle West, long have known that each sunrise will bring something from Terre Haute's radio station that will interest them.

Recent survey shows that 72.2 per cent of the families in the Wabash Valley listen to WBOW every day. Seventeen hours a day—all year 'round—and not just passing incidents at election time—make it possible for us to build such a record audience.
That's why WBOW SELLS!

W. W. Behrman
Director
Terre Haute, Indiana

Member Affiliated Broadcasting Company

National Representatives
FURGASON and ASTON
Chicago Detroit New York

250 WATTS

WBOW

on the banks of the Wabash

1310 KILOCYCLES

EQUIPMENT

ORK on the new transmitter of STP, St. Paul, is under way. The tion expects to be on the air with new installation early in Novem-. Its features include: A 363-foot tical uniform cross-section anten-, which will replace the present 168-t self-supporting tower; an exten-e trouble supervisory system; in-llation of a 1,000-watt auxiliary nsmitter for emergency use; inclu-n of room for additional transmit-rs. The new transmitter will be ntrally located between the two ies, about two miles outside the St. ul city limits. The elaborate trouble-pervisory system was designed by ector Skifter, technical supervisor, d Lester H. Carr, chief engineer. e installation includes direct super-sion of all circuits and equipment. addition, a new 1,000-watt auxili-y transmitter, powered by a gaso-ne-driven alternator, will be installed.

MA, Shenandoah, Ia., is installing new RCA 5 kw. transmitter and uscon antenna as part of a $100,000 nstruction program which includes w studios, studio equipment and her apparatus.

KRC, Cincinnati, has purchased a emler remote amplifier and RCA locity microphones for use at the incinnati Conservatory of Music, here symphony programs are fed to BS.

OCKE INTERNATIONAL ELEC-RIC Corp., New York, announces rmation of U. S. Transmitter Corp., anufacturing all types of communi-tion apparatus for the government d export market. Transmitters, re-ivers and amplifiers now are being anufactured at their new plant, 75 rosby St., New York. A. Pleasanton, rmerly of the Marine Radio Co., plant manager. Frank Edmonds, rmerly of Meissner and United ransformer Corp., is chief engineer.

CA MFG. Co., Camden, N. J., an-ounces development of a triamplifier, o. 58A, which provides complete ree-channel preamplification, mix-g and switching and simplifies speech put assemblies for high-fidelity. A lletin covering the triamplifier has en issued. Also published by RCA e bulletins covering new speech in-t equipment and the 74A junior locity microphone.

YPE 350A crystal oscillator and ffer amplifier with temperature con-ol has been announced by Premier rystal Laboratories Inc., New York, a new bulletin.

XCAVATION has been completed d work started on the building to use the new studios of WKRC, incinnati. Work is to be completed the first of the year.

JRD, new station in Tuscaloosa, la., is on the air with a quarter-ave vertical antenna designed and nstructed by J. G. Cobble, chief gineer of WMFO, Decatur, Ala. static crystal microphones and pick-p equipment are used.

RUNO LABORATORIES Inc., an-ounces its removal from 20 W. 22nd t. to new quarters at 30 W. 15th St., ew York City. The company thus mbines under one roof the various tivities of the laboratories, but re-ins its laboratories at Teterboro, J.

OMMERCIAL RADIO EQUIP-ENT Co., Kansas City, has moved to new and larger quarters at 216 . 74th St.

These National Advertisers Getting Results on WJBY This Month:

Standard Oil Co.; Rexall Drug Stores; Chattanooga Medicine Co.; White Wonder Co; Carter's Little Liver Pills; BC; Chevrolet Co.

WJBY - Gadsden, Alabama

Swallows on Air

THE ANNUAL flight of the swallows from San Juan Capistrano Mission in Southern California was again broadcast over NBC with Clinton Twiss announcing the birds' preparations Oct. 22 and their exodus Oct. 23. The birds arrive at the mission annually on March 19, St. Joseph's Day, and fly across the Pacific each year on St. John's Day, Oct. 23.

WABY, Albany dedicates its new transmitter plant Nov. 1, with a formal ceremony to be participated in by officials of five surrounding cities and by Governor Lehman of New York. General offices are maintained in the Ten Eyck Hotel, Albany, with studios in the Strand Theatre building. The new 100-watt transmitter station is located just outside the Albany city limits, occupying a model Cape Cod type cottage.

CLYDE E. BAKER, chief engineer of WMC and WNBR, Memphis, went to Boston where he made an inspection of broadcast equipment of John Shepard 3d to study the system of feeding two transmitters into one antenna and the use of an ultra-high frequency antenna atop a regular antenna to widen coverage.

WTCN, Minneapolis, about Nov. 1 will begin operating with its new 329-foot vertical Blaw-Knox radiator, replacing its former tower which was demolished in a 100-mile gale last August. The installation was supervised by John M. Sherman, WTCN technical director.

KFJM, Grand Forks, N. D., is installing a new Collins Radio Co. 1,000-watt transmitter, and will shortly begin operating with 1,000 watts day and 500 watts night. A 165-foot vertical radiator of fabricated wood construction has been erected.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., on Nov. 1, issued a four-page illustrated instruction sheet for its new portable recording machine and, at the same time, announced a price reduction for its line of professional black recording discs.

WDSU, New Orleans, has placed in service its new Western Electric high-fidelity transmitter. Installation was completed Oct. 20 by Bell Laboratories.

KARK, Little Rock, Ark., is constructing a new transmitting plant and vertical radiator, and expects to join the NBC-Blue network when lines are extended to include KGKO, Wichita Falls, now being moved to Fort Worth.



WORTHY of the splendid modern transcripions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City



WATCHFUL eyes see the second-hand move into the closing minutes of any network broadcast. "On the nose" is good news.

In telephone offices through the country, eyes are on the time . . . ears are cocked for a pre-arranged cue. Equipment and trained men in 65 centers stand by to send programs over various routes, in all directions, to different radio stations. In addition, there are hundreds of telephone offices where, at special telephone panels, technicians test, adjust, monitor, and rearrange broadcast networks.

The telephone laboratories have developed special facilities to guard every syllable and every sound of a radio program. In this and many other ways the telephone industry has contributed to the rapid progress of radio.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

Windup of the Election Campaign

(*Continued from page 9*)

night, Oct. 22, the Rev. Gerald L. K. Smith, who calls himself heir to the Huey Long share-the-wealth movement, was attacked by three men who broke into the studio of WDSU, New Orleans, after he had finished a radio talk. There was a short scuffle, and the intruders fled without doing Mr. Smith any great harm.

Then, on the night of Oct. 23, a mob of some 200 men entered KXO, El Centro, Cal., in the Imperial Valley where strike trouble has been rampant, and beat up E. L. Richardson, Communist candidate for Congress, while he was broadcasting. Much of the station's mechanical apparatus was wrecked by the invaders, who fired some shots into the equipment, and Richardson was badly beaten and driven out of town.

The Vandenberg Affair

SENATOR VANDENBERG'S speech, delivered at the Medinah Athletic Club, Chicago, the night of Oct. 17, was shrouded with deep secrecy before he made it, with the G. O. P. radio headquarters making much ado about their "new technique" but declining to divulge its details to anyone. From the best available sources, the situation reconstructs itself as follows:

Senator Vandenberg, whose word is not disputed on any hand, asserted he was informed beforehand that the use of phonograph records or transcriptions violated neither federal law nor network rules. H. Leslie Atlass, CBS Chicago vice president, asserted that he learned only 10 minutes before the Senator was to go on the air that the CBS policy against transcribed programs was to be violated. The Republicans use their own engineers and pickup devices, and have been doing so throughout the campaign.

Unable to dissuade those in charge of the broadcast, Mr. Atlass ruled it should not go on the air and ordered an announcement to that effect. Meanwhile, he contacted New York and just before the scheduled time of the Michigan Senator's speech it was decided to allow the broadcast to proceed. Thus the announcement from Chicago that the speech would not be carried was immediately succeeded by the speech itself.

Voice From the Past

ORIGINAL recordings of President Roosevelt's inaugural address, from which Senator Vandenberg took excerpts for his Chicago broadcast of Oct. 17, were furnished by the Republican National Committee by Gennett Record, Richmond, Ind., which points out that they were taken from Gennett's extensive library of historical recordings. Gennett places its off-the-air recordings on 16-inch discs for 33⅓ r.p.m. turntables, and its library includes most of the major political speeches of the current campaign as well as speeches by Herbert Hoover, Huey Long and William Jennings Bryan, among others.

Before Mr. Atlass could flash word to master control in New York, WABC and some 20 stations of the 66-station network controlled from New York were cut off. The rest carried the address, and, according to reliable reports, some of the eastern stations also got it but plugged in late.

The cry of partisanship on the part of the network was immediately raised, and streamer headlines featured the story in the metropolitan press the next day. Republican leaders charged censorship and partisanship, and it was asserted CBS acted under the fear of Washington where the FCC issues station licenses for only six months. They demanded a repeat for the program but Mr. Klauber, announcing that CBS would cancel the charge for the broadcast, declined to permit it, stating that CBS has always refused to broadcast phonograph records or transcriptions on the network. Mr. Klauber added that he felt "no issue of free speech" was involved but insisted the network, believing its transcription policy right, would not allow any speaker or any party to dramatize or simulate voices.

A "New Technique"

THE Republicans, notably Mr. Blackett, were quoted in the press at length as insisting no rules were violated and that CBS acted under fear of reprisals from the administration. Confident of the "new technique", which simply consisted of excerpting portions of the President's recorded utterances and having Senator Vandenberg answer them, they pointed out that WGN, Chicago, had carried the program and, placing the entire colloquy on transcriptions, immediately proceeded to buy time locally for spot broadcasts.

Never one to overlook an opportunity for publicity, Telegraph Commissioner Payne immediately after the event occurred made public a telegram he said he had received from Ralph Beaver Strassburger, Pennsylvania publisher, in which Mr. Strassburger charged the use of recordings was a "flagrant attempt to deceive the public into thinking that an actual debate was in progress." Mr. Payne then received a telegram from Mr. Vandenberg in which the Senator denied anything "unethical or disrespectful" to the President was broadcast and in which he stated that "the incident is closed so far as I am concerned."

Three nights later Mr. Vandenberg went on the air from Wilmington, Del., again using a CBS network, and in the course of a political address declared the new technique he used will "become standard practice in years to come." Senator Vandenberg denied that anything had been done or said to deceive the public in thinking the President himself was speaking, and he added:

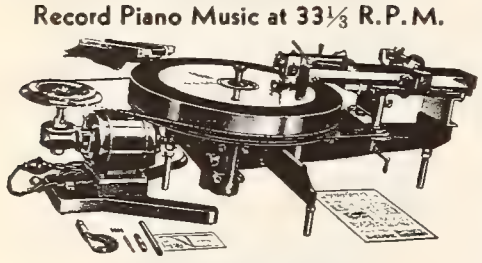
"I can understand the nervous perturbation of a radio station which must answer for its life to Washington beaureaucracy every six months in the presence of a sudden decision such as had to be made last Saturday night, and I do not complain. But I cannot understand a radio commissioner in Washington who hastens to condemn my broadcast without even having heard a word of it, while at the same time his Commission orders all radio stations to carry the voice of the Communist candidate for President of the United States."

A complete transcript of the entire broadcast was then requested by Mr. Payne and delivered to CBS, and it was announced officially at the FCC that all of the data had been turned over to the Broadcast Division, which would conduct its own inquiry. (See page 87.)

Rejected by Al Smith

AFTER the heat of the affray had cooled somewhat, it was learned that the same technique idea had been offered to Al Smith for his first anti-New Deal broadcast from Carnegie Hall in September but that he had rejected it as undignified. It was also announced by Harry C. Butcher, CBS Washington vice president, that Chairman Anning S. Prall of the FCC had made a recording of a speech to be delivered over CBS during a program saluting KTSA, San Antonio, when he discovered that it would not be convenient to go to the studio the night of Oct. 4 but that the transcription had been

Record Piano Music at 33⅓ R.P.M.



with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S. A.

No. 2 of a Series On the New York Market



LOWER EAST SIDE, only 1.72 square miles, but larger in population than St. Paul, Minn.

PREDOMINANTLY Polish and Russian Jews, the lower East Side is also the mecca of foreign born. But the Jewish market of metropolitan New York goes considerably further.

WITH 1,765,000 people, the Jewish population is the largest ranking nationality. Their purchasing power varies from $1,706 per family per year in the lower East Side to $5,728 in other sections.

They Listen and Support 31 Programs Weekly On WBNX!

1,000 Watts Day and Night

Assisting Staff Available for Foreign Language Productions

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

jected as contrary to the net-ork's rules. "The chairman made complaint," said a CBS state-ent, which pointed out that "the ct that Columbia barred a re-rding by the Democratic chair-an of the FCC would hardly em to support published infer-ces that our action in the face Senator Vandenberg was dic-ted by fear of either the Demo-atic Administration or the FCC."

From Chicago headquarters of e G. O. P. radio division, the de-al came unofficially that Mr. At-ss was not notified of the tran-riptions until 10 minutes before e broadcast. It was stated that e G. O. P. radiomen did not want eir idea discovered by the Dem-rats in time for the Democrats buy up the preceding half-hour nd thus "spoil the show". Mr. lackett, it was said, tried for two ays to get in touch with William Paley, CBS president, but was nable to do so. It was claimed e told Mr. Atlass about the plan ver the telephone a half-hour be-ore the broadcast, and it was al-ged Mr. Atlass then called New ork and thereupon decided not carry the program. This, how-ver, does not square with the of-cial account as given out by the BS Chicago offices.

For the most part, transcrip-ons of the Vandenberg broadcast ere being offered during the last days free to stations that would ccept it but time was being ought for it on other stations. ne of the first stations to get e account was WOL, Washing-on, whose manager, William B. olph, is radio director of the emocratic National Committee. OL carried the transcription the ight of Oct. 25.

President's Voice

(*Continued from page 9*)

n person. Through the miracle of cience his voice has been preserved. herefore, whenever you hear him alk again during this broadcast it ill be his own actual voice, taken rom the air in 1932 and 1933 at the ime his statements were made and rought to you tonight in this most nusual radio program. I now turn he microphone back to you, Senator andenberg.

It is the contention of the .O.P. that Mr. Pratt's statement, ertainly the second, made it quite lear that recordings were being sed. Throughout the "debate", Senator Vandenberg did most of the speaking; the recorded voice of President Roosevelt probably did not consume more than five minutes in all out of the 30-minute broadcast.

When the G.O.P. offered the entire "debate" on a spot basis to various stations the following week, the transcriptions omitted the Pratt portions, presumably because the Republican radio managers assumed the stations themselves would make the requisite announcement that it was a mechanical reproduction. WGN, Chicago, which independently carried the Oct. 17 broadcast which CBS had cut off, repeated it again from transcriptions the following Saturday night. Among other stations which carried the transcribed version were WOR and WMCA in New York and WOL, Washington. WOL is managed by William B. Dolph, who also is radio director of the Democratic National Committee. Mr. Dolph made certain that his listeners would not get the impression that the President was actually debating with the Senator by having the following announcement carried before the broadcast of the half-hour disc:

Certain radio interests have occasionally been accused of partisanship in the present political campaign. WOL does not agree that there are real merits to such accusations, for it has been our observation that the broadcasters as a whole have leaned over backward to accommodate all sides. Last week a considerable furore was aroused over the refusal, later withdrawn, of one of the networks to carry a program sponsored by the Republican National Committee with Senator Arthur H. Vandenberg as the speaker. This program employed what the Republicans describe as a new technique in broadcasting, for it consists of a colloquy between Senator Vandenberg and President Roosevelt—with the President's voice dubbed, as we radio people term it, off recordings of his inaugural address and other speeches.

Much ado has been made of the fact that the introduction to Senator Vandenberg's radio speech did not make clear that President Roosevelt is not actually speaking in person but is speaking from recordings. We doubt whether any actual deceit was intended, for it must be manifest to any intelligent listener that President Roosevelt would not engage in any excerpted debate such as this.

While WOL does not impose any prohibitions on the broadcasting of recordings or electrical transcriptions, it does believe in complete freedom of expression on the air. More than that, it believes in remaining non-partisan in any political campaign and its facilities are available for all legally qualified candidates for office, as required by law, and for their spokesmen.

In this spirit of non-partisanship, WOL offers a half-hour broadcast of an electrical transcription of the so-called "Roosevelt-Vandenberg" debate under the sponsorship of the Republican National Committee, which is paying our regular commercial rates for this time. WOL wishes to make it clear, that this is an electrical transcription and the voice of President Roosevelt is produced from recordings. WOL's presentation offers a transcription of Senator Vandenberg's actual voice and President Roosevelt's recorded voice.

Sunsol in New England

SUNSOL PRODUCTS Co., Chattanooga (Sunsol tasteless cod liver oil), is using one-minute announcements, daily except Sunday, on WBZ, WBZA, WTIC, WELI, WICC. Agency: Vanderbie & Rubens Inc., Chicago.

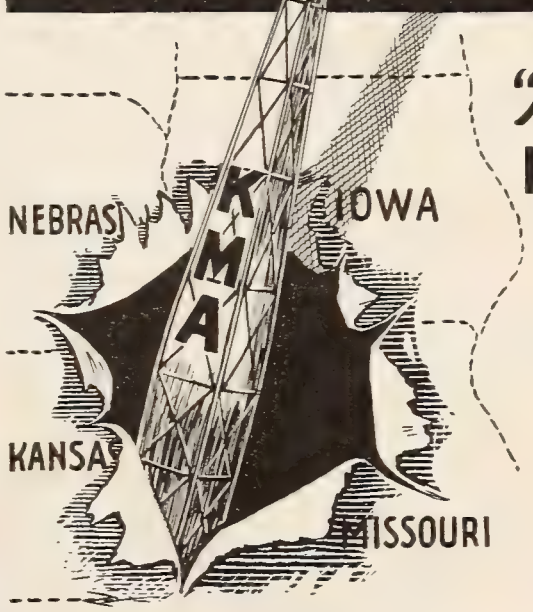
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The national account which sponsors "Sidewalk Interviews" will move into a ready made audience. This popular program is the talk of Toledo and Northwestern Ohio, and pulls mail from some 38 cities in our major market. Sidewalk Interviews is broadcast daily over WSPD at 12:45 p. m., Monday through Friday, and simply "smacks" of human interest. This program has a proven audience in Northwestern Ohio and Southern Michigan, and is a "natural" for the account which has national distribution.

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Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1936.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared F. Gaither Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.
Editor — SOL TAISHOFF, Washington, D. C.
Managing Editor — J. FRANK BEATTY, Silver Spring, Md.
Business Manager — F. GAITHER TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel. Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. GAITHER TAYLOR.

Sworn to and subscribed before me this 2nd day of October, 1936.

JULIE M. MAYER,
(Seal) *Notary Public.*
(My commission expires July 15, 1941.)

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Experienced radio time sa man with successful record for regi network station. Liveable drawing acc against commission. Station will give sa man several active accounts to start. full particulars first letter. WKZO, K mazoo, Michigigan.

Experienced salesman for network tion in city fifty thousand. Must h outstanding record of productivity, g references. Airmail photo, complete sonal information, stations where emplo minimum starting salary. Box 568, BR CASTING.

Situations Wanted

Experienced Engineer-Announcer des connection; College degrees; First class censes. Box 572, BROADCASTING.

Sales Manager affiliated network sta four years desires change. Past sales ord best recommendation. Prefer locate South. Now employed; can furnish g references. Box 571, BROADCASTING.

Program Director. Experience in C tinuity Writing, Publicity Directing, nouncing. Years experience on Netwo and Independent Stations. Now emplo College education. Total abstainer. Box BROADCASTING.

Engineer with 8 years experience, q ified for Design and Construction of broadcasting equipment, including H Fidelity Speech and Remote Short W Pickup apparatus. Four years announci Desire position with aggressively mana station. Box 569, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time tion in city over 100,000. Box 567, BR CASTING.

Station Brokers

Our brokerage service speeds the sale and p chase of radio stations. No advance fees. C fidential negotiations. L. Parker Likely, Pr

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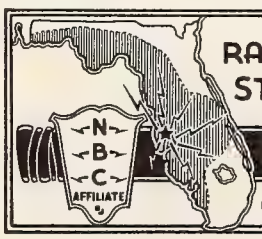
For Rent—Equipment

Approved equipment, RCA TMV-7 field strength measuring unit (ne direct reading; Astiline Angus Autom Recorder for fading on distant statio GR radio frequency bridge; radio osci tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Str New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Tra mitter. This transmitter is in excel condition, being recently retired from s ice due to a power boost. Sold comp with "low hours" set of tubes. Avail immediately and can be inspected at time. KGFF, Shawnee, Oklahoma.

One Western Electric 6-B Transmi for sale, complete with motor genera and spare armatures, two sets of tu and special insulating base for gen tors made by Johns Manville. Excel condition. Price $2500. Also one H marlund Comet Pro Receiver with cry filter, $50. Address: W. E. Hudson, tion WAVE, Brown Hotel, Louisv Kentucky.



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THE TAMPA TRADE TERRITORY
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CBS Is Absolved in Vandenberg Case

HAT CBS was within its legal ights in cutting off Senator Vanenberg's now famous Oct. 17 eech "debating" with recorded cerpts of President Roosevelt's ice, was the official opinion exessed by the FCC in a letter ade public Oct. 29 by John B. eynolds, acting secretary in re-y to protests of "censorship" by e W. R. Church, New York City. he FCC found that the Senator, ot being himself a candidate for blic office, could not claim rights nder the "equal opportunity" ause of the radio act. The FCC ply stated, in part:

In reply, you are advised that the lection and arrangement of broadst programs in the public interest a duty which the Communications ct of 1934 places solely upon the censees of the respective broadcast ations, and the matter of whether will broadcast mechanical reproducon is, therefore, a question for the cision of each station licensee. If echancial reproductions are used, owever, they are required to be anounced as such in accordance with e Commission's Rule 176.

Section 3(h) of the Communicaons Act of 1934 provides that a pern "engaged in radio broadcasting all not, in so far as such person is engaged, be deemed a common carer". It follows, therefore, that a oadcast station is not under a pubc utility obligation to accept all proam material offered and the Comission has no authority to direct a ation to accept any specific program. he only exception to this rule is conained in Section 315 of the Communications Act of 1934 * * * [Here follows the section dealing with equal opportunity for candidates.]

Since Senator Vandenberg was not a candidate for public office, the broadcasting of his speech does not appear to come within the provisions of Section 315 of the Act, and the station was under no compulsion of law to permit the broadcast of his address.

Neither the Communications Act of 1934 nor the Rules and Regulations of the Commission prohibit the use of mechanical reproductions on broadcast programs, and Section 326 of the Act expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any radio station. It provides further that no regulations or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

I am sure you will appreciate that since the station was under no compulsion of law to broadcast the speech, and the Commission has no power to compel it to do so or to take the station to task for cutting the program in question the Commission can take no action upon your protest.

IN THE CONTROL ROOM

WALTER WIDLAR, formerly of WGAR, Cleveland, on Nov. 1 joins WJAY, Cleveland, as control engineer.

ART TOPP, sound effects man at WBBM, Chicago, was married Oct. 17 to Miss Rose Kuzma.

STANLEY LUCAS, formerly chief engineer of KFYR, Bismarck, N. D., has joined the engineering staff of WTCN, Minneapolis.

HARRY SEILS, formerly chief engineer of WNAX, Yankton, S. D., has joined the engineering staff of KSTP, St. Paul. He was succeeded at WNAX by Clifton Todd, chief operator.

E. H. CARTER, formerly with KLZ, Denver, and lately doing theatre sound installations for RCA Victor Co., has joined the new KOBH, Rapid City, S. D., as chief engineer.

FLOYD JONES, formerly of WFBM, Indianapolis, and George Wilson have joined the engineering staff of WKRC, Cincinnati.

H. W. HOLT, chief engineer of WSPR, Springfield, Mass., is the father of a baby girl born in October.

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WRITE FOR BULLETIN NO. B-14

COMMERCIAL RADIO EQUIPMENT CO.

216 EAST 74th STREET KANSAS CITY, MO.

Election

FLASH!

IT'S IN THE BAG for the party that controls the electoral votes in these doubtful key areas—How's *your* campaign coming? You can win hands down if you can swing these important markets—and you can!

WOR Area

WOR area—Lots of voters here—don't know how many. You wouldn't care anyway—but you would be interested in the fact that they and their families eat almost a fourth of all the food consumed in the U. S.

DON LEE SYSTEM Area

DON LEE SYSTEM area—The Golden Group covers a doubtful state in the election but a sure shot in sales and a billion and a half dollar market. And that's a lot of money even in Hollywood!

MICHIGAN RADIO NETWORK Area

MICHIGAN NETWORK area means most of the best of Michigan. My, but wouldn't Mr. Hamilton or Mr. Farley like to be as sure of this state as you can be, if you get the idea. Programs, ideas, merchandising, stations — it's a neat package.

WIRE Area

WIRE area — the Heart of Indiana! Those Hoosiers are individualists. It's hard to tell how they'll vote. But we can tell you what station they listen to—"Plug" Kendrick takes care of that.

WILLIAM G. RAMBEAU CO.

Radio's First Special Representatives

CHICAGO

NEW YORK SAN FRANCISCO

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 13 TO OCTOBER 30, INCLUSIVE

Decisions . . .

OCTOBER 13

(Summarized in Oct. 15 issue of BROADCASTING)

APPLICATIONS GRANTED:

WMC, Memphis—License for CP directional antenna increase 2½ to 5 kw D, move trans. locally.

WJAY, Cleveland—CP move trans. locally, vert. radiator, new equip.

KOBH, Rapid City, S. D.—Modif. CP re equip.

WDWS, Champaign, Ill. — Modif. CP trans., studio sites, equip., antenna, amended to correct trans. site.

KRMD, Shreveport, La. — CP change equip., vert. radiator, increase 100 to 250 w D 1310 kc.

KMO, Tacoma—CP vert. radiator, increase 250 w to 1 kw.

WTMV, E. St. Louis, Ill.—Amended CP new equip., increase to 250 w D.

WKBN, Youngstown—CP move trans. site locally, vert. radiator.

SET FOR HEARING—NEW, Daily News Corp., St. Paul, CP 580 kc 1 kw D; NEW Walter H. McGenty, Rice Lake, Wis., CP 1210 kc 250 w D; NEW, WRBC Inc., Cleveland, CP 950 kc 1 kw unltd. directional; NEW, Trenton Times, Trenton, N. J., CP 3 synchronized stations 1570 kc 250 w unltd., also booster trans. at Burlington and Princeton; WNBC, New Britain, Conn., CP directional antenna increase power, hours; WHAT, Philadelphia, amended CP directional antenna, change 1310 to 1220 kc, increase 100 w to 1 kw, change time to unltd.; KOOS, Marshfield, Ore., mod. CP 250 w D to unltd.; NEW, Sharon Herald Brdcstg. Co., Sharon, Pa., CP 780 kc 250 w D; WBNS, Columbus, CP increase 500 w to 1 kw N 5 kw D; WBTO, Cumberland, Md., increase 250 w D to unltd; WKZO, Kalamazoo, Mich., mod. license D to LS Omaha; NEW, Vancouver Brdcstg. Co., Vancouver, Wash., CP 1500 kc 100 w D; WEDC, Chicago, change spec. hours.

ACTION ON EXAMINERS' REPORTS:

NEW, Robert K. Herbst, Moorhead, Minn.—Granted CP 1310 kc 100 w D unltd., Sh.-N Roberts MacNab Co., sustaining Examiner Seward in part.

NEW, Roberts MacNab Co., Jamestown, N. D.—Granted CP 1310 kc 100 w D unltd., Sh.-N Robert K. Herbst, sustaining Examiner Dalberg.

NEW, Edwin A. Kraft, Fairbanks, Alaska—Denied CP 950 kc 250 w unltd., sustaining Examiner Hill.

NEW, John A. Stump, Fairbanks, Alaska—Denied CP 1210 kc 100 w 250 w LS unltd., reversing Examiner Hill.

NEW, J. Laurence Martin, Tuncumcari, N. M.—Denied CP 1200 kc 100 w unltd., reversing Examiner Seward.

WOL, Washington—Granted CP (Com. Case dissenting) change equip., move trans., studio locally, change 1310 to 1230 kc, increase 100 w to 1 kw unltd., reversing Examiner Dalberg.

WJAC, Johnstown, Pa.—Granted CP change equip., move trans. locally, increase 100 w to 100 w 250 w D 1310 kc Sh.-WFBG, sustaining Examiner Dalberg.

NEW, Duluth Brdcstg. Co., Duluth—Dismissed with prejudice applic. CP 1200 kc 100 w unltd., sustaining Examiner Seward.

MISCELLANEOUS — NEW, Skagit Brdcstg. Assn., Whitney, Wash., permitted file appearance etc. with applic. CP 1420 kc 100 w unltd.; NEW, Ted R. Woodward, permitted file answer applic. Lancaster & Birdwell CP Johnson City, Tenn., 1200 kc 100 w 250 w LS unltd.; KGIW, Alamosa, Col., permitted file answer applic. Mile High Radio Corp., CP Denver 1210 kc 100 w 250 w D unltd.; WTAL, Tallahassee, Fla., permitted file answer applic. Metropolis Co. CP Jacksonville, Fla. 1310 kc 100 w unltd.; NEW, Southwest Brdcstg. Co., denied reconsideration order for hearing on applic. CP La Junta, Col., 1370 kc 100 w unltd.; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia., denied partial cancellation order take depositions issued to Iowa Brdcstg. Co. and sustained demurrer filed on behalf of Iowa Brdcstg. Co., granted petition Stanley Reid take depositions applic. CP Cedar Rapids 1310 kc 100 w unltd., granted continuance hearing; J. L. Statler M. D., d/b Baker Hospital, granted auth. take depositions applic. to transfer programs to Canada and Mexico; Edwin A. Kraft, Juneau, Alaska, granted auth. take depositions; KHSL, Chico, Cal., granted auth. take depositions re applic. mod. license; Asheville (N. C.) Daily News granted auth. take depositions re applic. CP 1370 kc 100 w unltd.; WGPC, Albany, Ga., permitted file answer etc. applic. H. Wimpy new station at Albany 1420 kc 100 w N 250 w D, facilities WGPC; Johnson City Brdcstg. Co., Tenn., granted permission take depositions applic. new station.

OCTOBER 20

APPLICATIONS GRANTED:

WLBF, Kansas City—CP change equip.

WIBU, Poynette, Wis.—CP new equip.

WRBL, Columbus, Ga. — CP change equip., increase to 250 w D, new antenna.

WCBS, Springfield, Ill.—CP vert. radiator, new trans. site, change equip.

WEXL, Royal Oak, Mich.—CP change equip.

WHDF, Calumet, Mich.—CP new equip.

KTSA, San Antonio — License for CP new equip.

WHA, Madison, Wis.—License for CP change equip., increase 2½ to 5 kw.

WHLB, Virginia, Minn. — License for CP new station 1370 kc 100 w unltd.

KIDO, Boise, Id.—License for CP trans. site, new equip., vert. radiator.

WMAZ, Macon, Ga. — License for CP new equip., reduce aux. power 1 kw to 500 w.

KALE, Portland, Ore.; KGMB, Honolulu—Renewal license.

KFQD, Anchorage, Alaska—Extension license 30 days.

KVEC, San Luis Obispo, Cal.—Mod. CP trans., antenna sites.

KTEM, Temple, Tex.—Mod. CP trans., studio sites, change equip., vert. radiator.

KBST, Big Springs, Tex. — Mod. CP change equip.

WNEW, Newark—Mod. license change studio Newark to New York City.

KVOR, Colorado Springs—Vol. assign. license to Out West Brdcstg. Co.

WHBI, Newark—Ext. license 90 days.

WWNC, Asheville, N. C.—Vol. assign. license to Asheville Citizen-Times Co. Inc.

WOCL, Jamestown, N. Y.—Vol. assign. license to James Brdcstg. Co. Inc.

W6XKG, Los Angeles—License for CP increase 100 w to 1 kw.

WTCN, Minneapolis—Ext. auth. temp. antenna.

WWVA, Wheeling—Same.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N.

KWKH, Shreveport, La.—Temp. auth. reduced power of 2½ kw 10 days.

KLRA, Little Rock, Ark.—Temp. auth. reduced power of 1 kw Þ 30 days.

SET FOR HEARING—NEW, John D. Fields Inc., Los Vegas, Neb., CP 1370 kc 100 w unltd.; NEW, Peninsula Newspapers Inc., Palo Alto, Cal., amended CP 1160 kc 250 w D; NEW, KLZ Brdcstg. Co., Denver, CP 1210 kc 100 w 250 w D unltd.; NEW, Louisville Times Co., Louisville, CP 1210 kc 100 w unltd.; NEW, Okmulgee Brdcstg. Corp., Okmulgee, Okla., CP 1210 kc 100 w D; New, Times Pub. Co., Okmulgee, CP 1200 kc 100 w D; NEW, Paul B. McEvoy, Hobart Democrat-Chief, Hobart, Okla., CP 1420 kc 100 w D; NEW, J. Leslie Doss, Sarasota, Fla., CP 1390 kc 250 w D; NEW, Voice of the Times, Raleigh, N. C., CP 1210 kc 100 w D; NEW, Clarence A. Berger, Coeur d'Alene, Id., CP 1200 kc 100 w D; NEW, Richard M. Casto, Johnson City, Tenn., CP 1200 kc 100 w 250 w D unltd.; NEW, Falls City Brdcstg. Corp., Falls City, Neb., CP 1310 kc 100 w unltd.; KLPM, Minot, N. D., auth. move trans. locally, new antenna, change 1360 to 1240 kc, increase to 1 kw, spec. to unltd.; KWBG, Hutchinson, Kan., CP move trans. locally, directional antenna, change equip., freq. 1420 to 550 kc, increase to 250 w unltd. directional N; WSJS, Winston-Salem, N. C., CP change 1310 to 1250 kc, increase 100 w to 1 kw, move trans. locally; WJBW, New Orleans, CP new equip., radiator, increase to 250 w D, from Sh.-WBNO to unltd.; WMBD, Peoria, Ill., CP increase to 1 kw N, 5 kw D unltd.; NEW, West Texas Brdcstg. Co., Wichita Falls, Tex., CP 1380 kc 1 kw unltd. directional N; KUOA, Siloam Springs, Ark., mod. CP increase 2½ to 5 kw D, added hours; WJBR, Gastonia, N. C., mod. CP extend completion; KFKA, Greeley, Col., mod. license 880 to 1450 kc, increase to unltd; WHN, New York, mod. license increase 1 to 5 kw N; WORL, Needham, Mass., CP increase 500 w to 1 kw, increase D to unltd., directional; KMPC, Beverly Hills, Cal., trans. control to George A. Richards.

APPLICATIONS DISMISSED — NEW, Auburn Pub. Co., Auburn, N. Y., CP 1420 kc 100 w unltd.; NEW, Maine Brdcstg. Co. Inc., Portland, Me., CP 620 kc 500 w 1 kw LS unltd.; WLBZ, Bangor, Me., mod. lic. 970 kc 500 w 1 kw LS; NEW, Clarence C. Dill, Washington, D. C., CP 1310 kc 100 w unltd.; WBIG, Grensboro, N. C., exp. auth. 1440 kc 1 kw unltd.; NEW, St. Michael's P. E. Church, Brooklyn, CP 1130 kc 1 kw D, facilities WOV; NEW, Voice of Corsicana Assn., Corsicana, Tex., CP 1310 kc 100 w D.

APPLICATIONS DENIED (as in default)—NEW, Paul Sullivan Andrews, Lewiston, Me., CP 560 kc 250 w D; NEW, I. Martin Courtney, Toledo, CP 1420 kc 100 w unltd.; NEW, Bay State Brdcstg. Corp., Providence, R. I., CP 720 kc 1 kw ltd.

MISCELLANEOUS — NEW, J. W. Plame, Los Angeles, applic. CP Vernon, Cal., asking facilities KVOE, Santa Ana, dismissed, petition of KVOE to strike appearance sustained; NEW, Pacific Acceptance Corp., Los Angeles, reconsid. action 9-22-36 granting CP 1200 kc 100 w D and redesignated for hearing; NEW, Navarro Brdcstg. Assn., Corsicanna, Tex., denied request call letters WOLF; NEW, Philip J. Wiseman, Lewiston, Me., granted pet. intervene applic. Paul Sullivan Andrews for new station; WTCN, Minneapolis, reconsid. and granted mod. license to full time; WCAL, Northfield, Minn., reconsid. and granted change 1250 to 760 kc, increase to 5 kw D, Sh.-WLB, using one-third daytime; WLB, Minneapolis, reconsid. and granted 1250 to 760 kc, increase to 5 kw D, two-thirds daytime; WGPC, Albany, Ga., granted postponement hearing on renewal to 11-19-36; NEW, John S. Braum, Waco, Tex., granted postponement hearing re applic. CP 1500 kc 100 w D for 90 days; WACO, Waco, Tex., granted petition intervene hearing of John S. Braun.

OCTOBER 27

APPLICATIONS GRANTED:

KJR, Seattle—CP move aux. trans.

WGBB, Freeport, N. Y.—CP change equip.

WEBR, Buffalo—CP new trans., vert. radiator.

WDGY, Minneapolis; WFAM, South Bend; WBAX, Wilkes-Barre — CP new equip.

WLAP, Lexington, Ky.—CP move locally, new equip.

WROK, Rockford, Ill.—CP new equip., increase to 5 kw D, move locally.

WNOX, Knoxville, Tenn.—CP new equip., increase to 5 kw D, move locally.

WALR, Zanesville, O.—CP new equip.

KVOE, Santa Ana, Cal.—License for CP change trans., studio sites, vert. radiator.

KRRV, Sherman, Tex.—License for CP new station 1310 kc 100 w D.

WMIN, St. Paul—License for CP new station 1370 kc 100 w 250 w D unltd.

WSAY, Rochester—License for CP new station 1210 kc 100 w D.

KMED, Medford, Ore.—Amended CP move trans. locally, vert. antenna, chan equip., change spec. hours to unltd. 1 kc 100 w 250 w D.

WBLK, Clarksburg, W. Va.—Mod. trans. site, equip., antenna.

WHFC, Cicero, Ill.—Mod. CP new equ

KMA, Shenandoah, Ia.—Mod. license crease D to 5 kw.

WSMB, New Orleans—Mod. license unltd. present trans. site, increase to kw, power limited in direction of Akr

KUJ, Walla Walla, Wash.—Auth. char equip.

WATL, Atlanta—Vol. assign license J. W. Woodruff, d/b Atlanta Brdcstg.

WCHS, Charleston, W. Va.—Vol. assi license to Charleston Brdcstg. Co.

KGLO, Mason City, Ia.—Mod. CP trar studio sites, new equip., vert. radiator.

SET FOR HEARING—NEW, Northe Brdcstg. Co., Traverse City, Mich., 830 kc 500 w D; NEW, Twin C Brdcstg. Corp., Longview, Wash., 1500 kc 100 w N 250 w D unltd.; NE Charles Porter, Edw. T. Eversole, Fest Mo., CP 1420 kc 100 w D; NEW, D. Thornton, near Chehalis, Wash., CP 1 kc 100 w 250 w D unltd.; KDON, M terey, Cal., CP new equip., change 1210 1280 kc, increase 100 w to 250 w 1 kw KFIO, Spokane, CP change equip., fr from 1120 to 1110 kc, increase 100 w D 500 w unltd., move trans., vert. radiat WTAQ, Green Bay, Wis., CP increase to 5 kw D; WGY, Schenectady—CP kw, move trans. locally; WBAL, Baltimo CP directional N, increase from Sh.-WT to unltd.; KTHS, Hot Springs, Ark., move trans. to McAlmont, Ark., studio Little Rock, new equip., directional 1060 kc 10 kw unltd.; KROY, Sacramen mod. CP change 1210 to 1340 kc, char equip., increase from 100 w D to 250 w 1 kw D unltd.; WDBJ, Roanoke, Va., m license 1 to 5 kw N; WSPR, Springfie Mass., mod. license to LS at Tul WHBB, Selma, Ala., mod. license 100 D to 100 w unltd.; KFXR, Oklaho City, vol. assign. license to Plaza Co Brdcstg. Co.; KSFO, San Francisco, assign. license to Columbia Brdcstg. S tem of Cal. Inc.; KGDY, Huron, S. renewal license.

MISCELLANEOUS — WNEW, Newa denied reconsid. denial of applic. incre 2½ to 5 kw D; WCAP Asbury Pa N. J., denied reconsid. action setti applic. increase power for hearing: NE Daily News Corp., St. Paul, granted p tion to appear hearing of Natl. Batt Brdcstg. Co.; KIDW, La Junta, Col., p mitted to file answer on applic. Mile H Radio Corp.; NEW Lenawee Brdcstg. Adrian, Mich., granted postponement 12-15-36; NEW, Richard M. Castro, Jo son City, Tenn., denied postponem hearing on applic. Johnson City Brdcs Co.

SPECIAL AUTHORIZATION — WF Philadelphia, granted extension temp. au 1 kw N for November.

APPLICATIONS DENIED — KA Portland, Ore., temp. auth. unltd. ti NEW, Valley Brdcstg. Co., Cleveland, 980 kc 1 kw unltd. (as in default); NE James G. Bourus, Everett, Wash., 1500 kc 100 w unltd. (as in default).

APPLICATIONS DISMISSED — NE C. W. Snider, Wichita Falls, Tex., 1500 kc 100 w 250 w LS unltd.; WRD Augusta, Ga., CP 1240 kc 250 w 500 LS unltd.; NEW, ITU Radio Sta. I Indianapolis, CP 560 kc 1 kw 5 kw unltd. (facilities WIND); WKZO, K mazoo, Mich., mod. license to LS Oma KOOS, Marshfield, Ore., CP 1390 kc 250 unltd.

RATIFICATION—NEW, Walker Jam Duluth, denied request CP applic. be wi drawn from docket without prejudice.



Kansas City Star

One Night of Plenty

Examiners' Reports . .

NEW, Tribune Co., Tampa, Fla.—I aminer Bramhall recommended (I-3 that applic CP 550 kc 1 kw 5 kw unltd. be denied.

NEW, Theodore E. Johnson, Housto Examiner Walker recommended (I-3 that applic. CP 1210 kc 100 w unltd. denied as in default.

NEW, S. George Webb, Newport, R. NEW, E. Anthony & Sons Inc., P tucket, R. I.; WTHT, Hartford, Conn Examiner Hyde recommended (I-303) t applic. WTHT for full time be gran that auth. heretofore granted S. Geo Webb to construct station be determined allocation of frequency to WTHT and t applic. W. Anthony & Sons for CP 1 kc 100 w 250 w LS unltd. be denied.

pplications . . .

OCTOBER 14

WBZA, Springfield, Mass. — CP new ans., directional antenna, change 990 to 0 kc, move trans. to Agawam, Mass., ange hours to unltd., amended to ask cilities WDEB, suggests WDEY be as- ned 560 kc.

NEW, Troy Brdcstg. Co. Inc., Troy, Y.—CP 1240 kc 500 w D, amended to 0 kc 1 kw.

WABY, Albany, N. Y.—Mod. CP new uip., move trans., studio, asking further anges equip., increase 100 w to 100 w 0 w D.

WSAY, Rochester—Mod. license D to ltd., asks facilities WOCL.

WCAX, Burlington, Vt.—CP change uip., vert. antenna, increase 100 w to 0 w 250 w D, change spec. hours.

NEW, Valley Brdcstg. Co., Youngs- wn, O.—CP 780 kc 1 kw unltd., amended equip., vert. antenna, change to 1370 100 w 250 w D.

NEW, John H. Stenger Jr., Wilkes- arre, Pa.—CP 1260 kc 1 kw unltd.

WCHS, Charleston, W. Va.—Vol. as- gn. license to Charleston Brdcstg. Co.

WSOC, Charlotte, N. C.—CP new trans., rectional antenna N, change 1210 to 600 increase 100 w 250 w D to 250 w 1 w D, move trans. locally.

WGCM, Mississippi City, Miss.—CP new ans.

KCMC, Texarkana, Ark. — Mod. CP ange antenna, move studio, trans. lo- lly.

WTAD, Quincy, Ill. — Mod. CP new ans., antenna, increase 500 w to 1 kw.

KROY, Sacramento—Mod. CP change uip., approval antenna, trans. site, move udio locally.

OCTOBER 16

NEW, Geo. W. Taylor Co. Inc., Wil- amson, W. Va.—CP 1210 kc 100 w D.

WALR, Zanesville, O.—CP new trans.

WBNO, New Orleans—CP new equip. c., amended 1200 to 1500 kc, omit re- est facilities WJBW.

NEW, Frank M. Dunham, Fort Dodge, .—CP 1210 kc 100 w unltd., amended 1500 kc D.

NEW, Edgar L. Bill, Peoria, Ill.—CP 40 kc 250 w D.

WKBV, Richmond, Ind. — Mod. license ec. to unltd.

WDGY, Minneapolis—CP new trans.

KFNF, Shenandoah, Ia.—CP new trans., rt. antenna, increase 500 w 1 kw D to 1 w 5 kw D.

WCAZ, Carthage, Ill.—CP change equip., crease 100 to 250 w.

KLS, Oakland, Cal.—CP vert. antenna, ove studio, trans. locally.

KFEL, Denver—Mod. license Sh.-KVOD unltd., contingent granting KVOD ap- lic. change freq., hours.

KVOD, Denver—Mod. license 920 to 630 c, change hours Sh.-KFEL to unltd., con- ngent granting KFEL applic.

NEW, Earle Yates, Las Cruces, N. M.— P 930 kc 1 kw D, amended re equip., ntenna, change 930 to 1500 kc, 1 kw to 00 w 250 w D unltd.

KSLM, Salem, Ore. — Mod. CP new ans., re equip.

NEW, S. H. Patterson, Denver — CP 570 kc 1 kw unltd., amended re trans., quip.

W6XKG, Los Angeles—License for CP kw. high-freq. station.

OCTOBER 17

NEW, Paul J. Gollhofer, Brooklyn—CP 500 kc 100 w spec., facilities WMBQ.

NEW, James D. Scannell, Lewiston, Me. —CP 1210 kc 100 w unltd., amended to 1420 kc.

WPEN, Philadelphia — Auth. transfer control to John Iraci; mod. license Sh.-WRAX to unltd., facilities WRAX.

WRAX, Philadelphia — Auth. transfer control to John Iraci.

NEW, Voice of Detroit Inc., Detroit— CP 1120 kc 500 w 1 kw D unltd., amended trans. site, directional N.

WSPA, Spartanburg, S. C. — CP new trans., vert. antenna, increase 1 to 5 kw, amended to 970 kc.

NEW, Charles Chambers & Jack Hawkins, d/b Alpine Brdcstg. Co., Alpine, Tex.—CP 1370 kc 100 w unltd.

KRSC, Seattle—Mod. CP re equip., increase power, change hours, for auth. vert. antenna.

KGY, Olympia, Wash.—License for CP new equip.

KYOS, Merced, Cal.—License for CP as mod. new station.

OCTOBER 19

WBAX, Wilkes-Barre, Pa. — CP new trans.

WFAM, South Bend, Ind. — CP new trans.

KSUN, Lowell, Ariz.—License for CP change equip., new antenna, increase power.

KALE, Portland, Ore. — Mod. license spec. to unltd.

KGA, Spokane—Mod. license 1470 to 950 kc, 5 kw to 1 kw 5 kw D.

KUJ, Walla Walla, Wash.—CP change equip.

OCTOBER 20

NEW, Washington Post, Washington, D. C.—CP 1310 kc 100 w N 250 w D unltd., amended to be contingent grant of WOL applic. change 1310 to 1230 kc.

NEW, Elmira Star-Gazette Inc., Elmira, N. Y.—CP 1200 kc 250 w D.

WCAE, Pittsburgh—Mod. license 1 kw 5 kw D to 5 kw N & D.

WCOC, Meridian, Miss. — CP change equip.

WGPC, Albany, Ga. — Mod. CP new equip., move studio, trans., new trans., etc., to change equip. and antenna further.

WAYX, Waycross, Ga.—License for CP as mod. new station.

WFBM, Indianapolis — License for CP change equip.

KLZ, Denver—Mod. license 1 kw 5 kw D to 5 kw N & D.

OCTOBER 21

NEW, Citizens Brdcstg. Corp., Schenectady—CP 1240 kc 1 kw 5 kw D unltd., directional N.

WCPO, Cincinnati—CP new trans., vert. antenna, move trans. locally.

NEW, N. Ga. Brdcstg. Co., Rossville, Ga.—CP 1200 kc 100 w unltd., amended to D.

KGFG, Oklahoma City—CP new trans., vert. antenna, move trans., studio locally.

WACO, Waco, Tex. — CP new trans., vert. antenna.

WAAF, Chicago—CP new trans., change D to unltd., increase D to unltd., 1 kw to 1 kw 5 kw D.

WMBH, Joplin, Mo.—License for CP new trans.

KHQ, Spokane—Mod. CP as mod. re equip.

OCTOBER 22

NEW, Mid-Atlantic Corp., Washington —CP 1570 kc 1 kw unltd.

WBIG, Greensboro, N. C.—Mod. license 500 w 1 kw to 1 kw N & D.

NEW, Radio & Television Research Co., Los Angeles—CP 1530 kc 1 kw unltd., amended to 1570 kc.

NEW, Nichols & Warinner Inc., Long Beach, Cal.—License relay station 200 w.

OCTOBER 24

WMBO, Auburn, N. Y.—CP new trans., vert. antenna, increase 100 w to 100 w 250 w D, move trans. locally.

WKZO, Kalamazoo, Mich.—Exp. auth. unltd. 250 w N.

NEW, Associated Arkansas Newspapers Inc., Hot Springs — CP 1310 kc 100 w unltd., amended to D.

NEW, Richard S. Gozzaldi, d/b Oak Cliff-Dallas Co. Brdcstg. Co., Dallas—CP 1500 kc 100 w D.

WSMB, New Orleans — CP new trans., directional.

NEW, Ruth W. & S. E. Adcock, d/b General Broadcasters, Johnson City, Tenn. —CP 1370 kc 100 w 250 w D unltd.

KGNC, Amarillo, Tex.—CP change equip.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd., directional N.

KGNF, N. Platte, Neb.—License for CP change equip.

WSBT, South Bend, Ind. — License for CP new equip.

KOIL, Omaha—CP change equip., install vert. antenna, increase 1 kw 2½ kw D to 1 kw 5 kw D, move trans. locally.

NEW, Bend Bulletin, Bend, Ore.—CP 1310 kc 100 w 250 w D.

OCTOBER 26

WDEV, Waterbury, Vt. — CP increase 500 w to 1 kw, amended to change name to Mary M. Whitehill, executrix estate of Harry Whitehill, further equip. changes.

WBEN, Buffalo — License for CP as modif. new equip., increase power, move trans.

NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J. —CP 640 kc 5 kw D.

NEW, Petersburg Newspaper Corp., Petersburg, Va.—CP 1370 kc 100 w D.

WADC, Village of Tallmadge, O.—Mod. license 1 kw 5 kw D to 5 kw N & D.

KFYO, Amarillo, Tex.—CP new trans., antenna.

NEW, Charles Greenblatt, Waterbury, Conn.—CP 1190 kc 250 w D, amended to ltd. time 250 w D & N, asks facilities WATR.

WMT, Cedar Rapids, Ia.—Mod. license 1 kw 5 kw D to 5 kw N & D directional N.

NEW, Central Brdcstg. Corp., Centralia, Wash.—CP 1440 kc 1 kw unltd.

KGHL, Billings, Mont.—License for CP increase power, move trans.

OCTOBER 28

WLWL, New York—Mod. license from spec. to unltd., asks facilities WOV, requests WPG be assigned to 1130 kc unltd.

WCKY, Covington, Ky.—CP new trans.

KTAT, Fort Worth—CP new trans., vert. antenna.

WGRC, New Albany, Ind.—License for CP as mod. new station.

WIBW, Topeka—Mod. license change 1 kw 5 kw D to 5 kw N & D.

KMO, Tacoma, Wash.—Mod. CP increase power, move trans., new antenna, asking new equip., approval trans. site.

KGAR, Tucson, Ariz.—Mod. license 1370 to 890 kc, from 100 w 250 w D to 250 w N & D.

CBS Adds to Press Staff

WITH John Drake Fitzgerald transferred from Chicago to New York headquarters of CBS as assistant to Paul White on special events broadcasts, CBS in latter October also announced the appointment of William A. McGarry to its press department in New York in charge of institutional publicity and the addition of Luther J. Reid to its press staff. Mr. Fitzgerald, while publicity director of WBBM, inaugurated the *Other People's Money* program which won the national award of the social workers' organization. Mr. McGarry for the last two years has been with the *Rockefeller Center Weekly*. Mr. Reid formerly was with the *Okmulgee* (Okla.) *Times*. Jack Roche has resigned as assistant to Mr. White, to join Kate Smith as contact man.

Diamond Salt on NBC

GENERAL FOODS Corp., New York (Diamond Crystal salt), on Nov. 15 will inaugurate a new series of sea stories on NBC-Blue network, Sundays, 3:15-3:45 p. m., to be titled *Cape Diamond Light*. Benton & Bowles Inc., New York, is the agency.

TRUE.. as a Bell



Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies*. Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-1161 for price list.

Scientific
RADIO SERVICE

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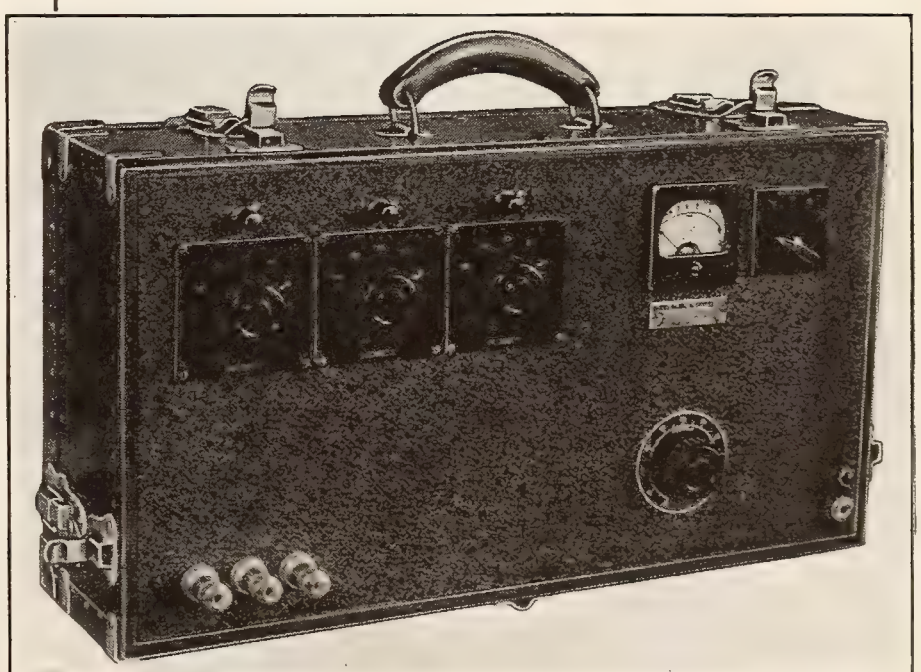
Remote Amplifier B-94

—*can give you*

1—Mixing of three Velocity, Dynamic or Inductor microphones with wiping contact controls.

2—A 100 Db. gain amplifier with level indicator. A.C. or Battery operation.

3—Smart appearance—Complete portability.



GATES RADIO & SUPPLY CO.
Manufacturing Engineers,
QUINCY, ILL., U.S.A.

Merchandising & Promotion

For Homemakers—Pulling Power—Choral Plaque—Oil and House Organs—Watch Prizes

FIRST NATIONAL STORES Inc., New England chain grocers with general offices in Somerville, Mass., is staging an exploitation campaign through various media for its 120 homemakers programs on WNAC, Boston, and six Yankee Network stations. Special radio flash letters were sent to all First National Store managers, announcing resumption of the thrice-weekly program, and informing the manager of the forthcoming receipt of a store poster, and also a list of the participating manufacturers. The poster makes the announcement of the new program, stations that carry it, pictures of talent and a description of program. A special pamphlet measuring a width of 25 inches and a length of 19 inches contains a myriad of information, statistics, unsolicited excerpts from customer testimonials, etc.

To First National customers, a specially printed letter is sent, along with talent photographs. The essence of the letter deals with an invitation to attend the broadcast from WNAC in Boston, stressing the thrill of being present during a real broadcast, and being part of its production. Because of the shortness of the regular broadcast, the signer of the letter, Imogene Wolcott, commentator, invites the customer to remain for a 45-minute studio party at the close of the program. This gives her an opportunity to meet the customer and discuss meal planning in person. During this session, prizes, samples and free recipe booklets are given. A specially printed admission ticket for two, good for any of the three broadcasts of any week, is enclosed in the letter.

Another publicity angle is the inclusion of radio program news in the *First National News*, a weekly tabloid, and newspaper advertising. Richardson, Alley & Richards Co., Boston, is the agency handling the account.



LISTEN — To Jack Armstrong, suggests KSFO, San Francisco, on the above wandering billboard. The General Mills disc series also is promoted on the screen of the Paramount Theatre by a short animated trailer, a clip of which is illustrated here. The roving billboard, with loudspeaker, gets around schools at recess and noon hour and is at playgrounds after school. Westco Adv. Agency, San Francisco, services the General Mills account on the Coast.

LUM & ABNER, who broadcast for Horlick's Malted Milk nightly except Saturday and Sunday over an NBC-Blue network, underestimated the pulling power of radio and now they are paying the penalty. On Sept. 28 they suggested that listeners organize "Lum for President" clubs and offered to send lapel buttons to every club reporting the names and addresses of more than 20 members. They did not expect any great response to their little joke, but just to be safe ordered 2,000 buttons.

Then the mail began to stream in and they increased the order to 10,000. The mail continued. They ordered a second 10,000 and broadcast a frantic plea to desist. The letters continued to flow in, from clubs with 50, 100, even one with a thousand members. By Oct. 20 more than 160,000 requests for buttons had been received. Clubs have been formed in 35 States and in Canada and Nova Scotia. Several clubs have even had special stationery printed, identifying them as "Demo-publican Headquarters".

The pay-off is that the sponsor had and has nothing to do with the offer. The whole idea—and the expenses—belong to Lum and Abner.

* * *

CROWLEY, MILNER & Co., large Detroit department store, is making a strong drive on Christmas toy business through a new program developed and sold by WJBK. Since Oct. 19, the advertiser has used six hours of the station's time weekly, in a Santa Claus series featuring Ruth Loveland, soloist, the Story Book Lady, a dialectician as Santa, and an assortment of props from Toyland, including an electric train on which the juvenile listeners will be transported at the opening of each program, to the land in which the particular episode takes place. The plan calls for the featuring of one toy item at a time, which enables the sponsor to place selling emphasis where it is specifically needed, right through the entire Christmas buying season. The series will be a daily feature until Christmas.

* * *

OWENS V. DRESDEN, general sales manager of Don Lee Golden Group, backs up his claims for California wine by sending a fifth of burgundy as an exhibit with the latest Don Lee promotion piece. The circular tells how California produces 90% of all the wine in the nation, 90% of which is sold outside the state. It reproduces in color an advertisement carried in BROADCASTING. The bottle of burgundy speaks for itself.

* * *

WHP, Harrisburg, presented an eight-page supplement in cooperation with the affiliated *Morning Telegraph*. Besides program and talent information, the supplement carried numerous advertisements of radio dealers.

* * *

A POCKET-SIZE promotion booklet titled *Put It in Quotes* has been issued by Mutual network. It contains thumbnail success stories and a list of Mutual clients.

TO MERCHANDISE its *Foolish Questions* program six mornings weekly, on WAAF, Chicago, Thos. J. Webb Co., Chicago (coffee), is using streamers for grocery store windows, space in its car cards, small radio-page spotlight advertisements reading "Be sure to listen to Bob Hawks. 10:45 a. m. WAAF", and less frequent 200-line ads divided equally between the product and the program. Listeners are offered $1 for "foolish" questions used on the program; persons interviewed receive pound cans of coffee.

"The most effective merchandising for the program has been that done by Webb salesmen," says Edwin Conn, account executive of J. L. Sugden Adv. Co., Chicago, in charge of the Webb account. "Each salesman tries to arrange his calls so that 10:45 finds him in a store with a radio, which he tunes to the Webb program, with the dealer's permission, of course, explaining that he is required to listen to every broadcast. Usually the dealer listens with the salesman, enjoys the program, and orders a supply of the coffee. More than 20 orders have been secured in this way from grocers who had never before handled Webb coffee but who, after hearing the broadcast, thought they ought to have some on hand to meet the demand from their customers."

* * *

A GOLD PLAQUE will be awarded as first prize to the outstanding male glee club heard on the *Male Chorus Parade* series, sponsored by Sperry Flour Co., subsidiary of General Mills Inc., over the CBS-Don Lee network.

Each week a different Pacific Coast male chorus is presented from its home city. The contest started Sept. 10 and a group of judges will decide the winner, following the last broadcast of the series, Dec. 17. Two other trophies, one of silver and the other bronze, will be awarded for second and third place. In addition, the station from which the first place winning program originates, will be awarded a plaque. Westco Adv. Agency, San Francisco, services the account.

* * *

WIP, Philadelphia, is cooperating with Gimbel Brothers store during the Radio Hall of Fame conducted by the store, beginning Oct. 26. Several studios were constructed, together with a master control room, on the sixth floor of the store, where WIP orginated five hours of programs daily for a week. Beside actual programs and rehearsals, WIP had its staff give brief talks and demonstrations of actual work done by the various departments of a radio station, including a specially planned sound effects demonstration; methods of orchestral setup; microphone demonstrations.

Kools Adding Discs

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes) will take its *Jack Pearl* NBC-Blue program [see page 20] off the line for 18 Southern and Western stations. RCA-Victor will do the recording. Starting Nov. 16, the discs will be placed on WFAA, WBRC, KTRH, KSTP, KOA, KDYL, KOIN, KLRA, WKY, WIRE, WEBC, WSJS, WCHS, WNOX, WDBJ, WTOC, WMBD, WTMJ. Batten, Barton, Durstine & Osborn Inc., New York, is agency.



SANKA DISPLAY—This 13½x1 inch four-color three-dimensio cutout for the Helen Hayes *Ban* program on NBC-Blue has ca tured display positions in ma windows and counters. A pou can of Sanka slips into the fr cutout portion. Outline of M Hayes' head and the Sanka c are silhoutted against a blue ba drop formed by bending a seco piece of colored cardboard into semicircular shape and tucki into place.

Roesler and Howar Form Firm for Foreig LanguageRepresentatio

FORMATION of the firm of Ro ler & Howard to handle exclus foreign-language program rep sentation for a national list stations was announced Oct. by George Roesler, prominent m western representative, and E Howard, former radio buyer Campbell-Ewald Co., Detroit. M Roesler, who is relinquishing l present general representation bu iness, will retain his offices at 3 Michigan Ave., Chicago, while M Howard is establishing offices 40 E. 42nd St., New York.

With a list of 15 stations ready aligned, the new partnersh will confine its representation forts to foreign-language accoun on an exclusive basis. Where ne essary, it was said, arrangemen are being made with present re resentatives of stations to cle the way for the foreign-langua representation. Arrangements ha also been made with several tra scription companies for producti of foreign language transcriptio Herbert Shinnick, Washington a torney, has been retained to pr cure Federal Trade Commissi clearance on all questionable co for the protection of both accoun and stations. Linguists also ha been retained in New York a Chicago for translations.

The list thus far aligned was a nounced by Mr. Roesler as follow WBNX, New York; WWAE a WHIP, Hammond, Ind.; WJBK, D troit; WJW, Akron; WBNY, Bu falo; WSAY, Rochester; WOC Jamestown, N. Y.; WSPR, Sprin field; WIBX, Utica; WORL, Bo ton; WPEN-WRAX, Philadelph WCBM, Baltimore; WLTH, Broo lyn; WAAT, Jersey City.

A SPECIAL hookup of eight C stations has been engaged by the R publican State Committee of N York for Oct. 28 and Nov. 2, 6: 6:45 p. m., for final appeals to electorate, the time being pla through Brooke, Smith & French I New York. The hookup compri WABC, WIBX, WOKO, WFI WHEC, WGR, WNBF, WESG.

Results FOLLOW PUBLIC SERVICE



Here's a typical day's service program at WLS. They are strictly service features . . . never commercialized, and they are "must" features . . . every day.

At 6:00 A. M. (5:00 A. M. CST) weekdays, WLS opens WITH LIVE TALENT in Smile-A-While Time, featuring farm service programs, weather reports, early livestock estimates, temperature, time signals, shippers suggestions, etc.

At 7:00 A. M., the early newscast followed by later livestock estimates.

At 8:30 A. M., another news report, followed by morning devotions, then a report of livestock receipts.

At 11:00 A. M., another news report; the poultry, veal, butter and egg markets, followed by Jim Poole's early livestock market broadcast direct from the Union Stock Yards.

At 12:30 P. M., further weather reports, the fruit and vegetable markets, and another news report.

At 12:45 P. M., the famous Prairie Farmer Dinnerbell Program, featuring speakers of prominence in agricultural and world affairs; farm news; information of real value to farmers during the growing season; Protective Service information, etc., followed by a complete report by Jim Poole, pioneer livestock market broadcaster.

At 2:08 P. M., F. C. Bisson, U. S. Dept. of Agriculture brings the closing grain summary.

On Saturday—Poultry Service Time and 4-H Club and Future Farmers program, the Little Brown Church of the Air on Sunday morning. In the evenings educational programs broadcast in cooperation with the University Broadcasting Council, while other programs on health, home life, etc., complete a schedule of public interests.

An editorial program of public service holds a radio audience. WLS has found, FROM EXPERIENCE, the above type of service goes farther — it builds a radio "subscription list" — loyal, steadfast listeners — and gets advertising results.

THE PRAIRIE FARMER STATION
CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: John Blair & Co.

50,000 Watts WLS Clear Channel

"WE ARE PURCHASING ANOTHER ONE FOR OUR NEW STATION—KLAH"

says Jack W. Hawkins, Manager
Stations KIUN and KLAH

RCA EQUIPPED UNLIMITED TIME

RADIO STATION
KIUN
1420 KILOCYCLES — 100 WATTS
JACK HAWKINS, STATION MANAGER

STUDIOS & TRANSMITTER HOTEL BRANDON

PECOS, TEXAS

October 5, 1936.

Mr. W. M. Witty, Manager Transmitter Sales
RCA Manufacturing Company
Dallas, Texas

Dear Mr. Witty:

I want to tell you about some truly remarkable reception reports that we have on our station KIUN, which as you know possesses the first 100-E Transmitter manufactured by your company.

Reception of our signal is 90 percent satisfactory as far north as Artesia, New Mexico, a distance of 126 miles; south beyond Alpine and Marfa, Texas, which are 100 miles distant; west beyond Sierra Blanca, Texas, which is about 127 miles away. Furthermore, the reports that we get seldom fail to compliment our tone quality and our uniformity of modulation. And, inasmuch as KIUN IS THE ONLY STATION THESE PEOPLE CAN GET IN THE DAYTIME it is important that our quality be up to the highest standards.

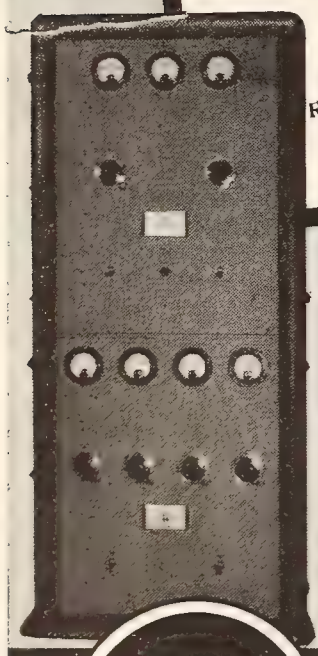
I am mentioning these facts because I believe you would be interested in them. I am sure our ground system has something to do with the coverage but I am also sure that our 100-E transmitter has a lot to do with it. And by the way, during our year of operation we have never lost even five minutes of time from a mechanical failure on the part of the transmitter. Furthermore, despite our 15 hour daily schedule we have not yet had to replace a single higher priced tube.

Perhaps our strongest endorsement for the 100-E comes from the fact that we are purchasing another one for our new station, KLAH, in Carlsbad, New Mexico.

Ordinarily, Bill, people think this country is sparsely settled but they seldom take into consideration that about 125,000 people engaged in the oil, livestock and farming interests live out here. Serving these people with radio, especially when KIUN is all they can get, is a responsibility and we want to thank you and the 100-E for helping us take care of the job.

Yours very truly,
Jack W. Hawkins
Jack W. Hawkins, Manager,
Stations KIUN and KLAH.

R C A HIGH FIDELITY EQUIPMENT THROUGHOUT



First to use the 100-E—RCA's new *High Fidelity* Transmitter for Low Power Stations.

Mr. Hawkins holds the RCA 100-E in such high favor, he's going to buy another for station KLAH in Carlsbad, New Mexico. This fine equipment proves its worth on the basis of the 8-point panel on the right.

Details on Request—FREE

RCA 100-E TRANSMITTER

8 IMPORTANT POINTS

1 A new, simplified transmitter designed specifically for low-power stations. Emphasizes performances, discards items not needed on low-power transmitters, and introduces simplifications for economy and increased reliability.

2 High-fidelity performance equal to that of deluxe high-powered RCA transmitters. Meets the most critical of present standards, and is equal to any likely future standards—thus minimizing early obsolescence.

3 Latest engineering advances forestall rapid depreciation. Has such new developments as zero-coefficient crystals, class B modulation and others, which increase quality and reliability. These important assets greatly increase life of transmitter, allowing cost to be liquidated over greater period of useful life.

4 Self-contained, all AC-operated unit. Almost as easily installed as a receiver. No rotating machinery, starters or parts to get out of order; can be easily moved. Operates from a single-phase 110-volt supply, requiring no special power lines. Has its own speech-amplifier.

5 Uses inexpensive tubes. Employs new and different arrangement of tubes, especially developed by RCA engineers. They are inexpensive types noted for long life. Tube costs with this transmitter are approximately half those of any comparable 100-watt transmitter.

6 Most economical-to-operate transmitter ever developed . . . because of the simplified design and reduced number of components. Power consumption is extremely low. Guarantee against defective materials reduces replacements other than tubes. Minimum of servicing required.

7 Carries all standard RCA guarantees and patent protection. Fully guaranteed, exactly as are the larger RCA transmitters—complete insurance against unexpected replacement costs. Moreover—the user is adequately protected against patent infringement damages.

8 A standard transmitter reasonably priced. Offers small stations "high-fidelity" and RCA quality at a low price. Guarantees quality, reliability and protection previously available to larger stations only.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, NEW JERSEY · A SERVICE OF THE RADIO CORPORATION OF AMERICA

BROADCASTING

Vol. 11 • No. 10

Broadcast Advertising

WASHINGTON, D. C.
NOVEMBER 15, 1936

Foreign
$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

$3.00 the Year
15c the Copy

Three Great Newspapers Focus Attention On WFAA - WBAP Programs

The Radio Pages of The Dallas News, Fort Worth Star-Telegram and The Dallas Journal Are Vital Audience-Building Factors in the Southwest's Most Prosperous Market



VIBRANT PUBLIC CONTACT through the Power of the Press is an invaluable adjunct to the established Microphone prestige and popularity of WFAA-WBAP. It's a PLUS . . . not for sale . . . that contributes much toward maintaining 800 kilocycles as the favorite "spot" on the dials of radios in over a million Southwestern homes.

Radio page stories are **not** offered as a "free premium" to WFAA-WBAP sponsors. The papers' competent radio editors, working independently of the stations, are "blue pencil artists". Stories on individual programs are accorded space strictly on the basis of their news value. "Fillers" inevitably find their way to the wastebasket.

But the important point is that 365 days in the year, three excellent radio pages, blanketing the "readership" of North Texas, intensify listener interest in WFAA-WBAP.

50,000 WATTS

WFAA-WBAP

Member of The Texas Quality Network

Affiliate of The National Broadcasting Co.

National Representatives: Edward Petry & Co. Inc.



This month the **NATIONAL BROADCASTING COMPANY** *is ten years old.*

In those ten years it has grown to be the World's Largest National Advertising Mediu

A RADIO CORPORATION OF AMERICA SERVICE

NEW ENGLAND
is the highest per capita FOOD MARKET in the United States!



IN the United States census of distribution showing annual per capita food purchases of 93 cities of 100,000 population and over, New England has ve cities among the first ten.

The average for these five New England cities is 111.43, against a national average of $55.30.

The average for all New England cities over 100,000 opulation is $101.60, and all but three are among the rst 30 in the country. No New England city falls be- ow $76 per capita.

The average for all New England cities and towns, otaling over eight million population, is $106.28.

Lynn, Massachusetts, leads the entire country with 128.46 per capita.

THE FIRST TEN

1	LYNN, MASS.	$128.46
2	Washington, D. C.	126.93
3	Albany, N. Y.	118.00
4	Newark, N. J.	115.06
5	HARTFORD, CONN.	113.06
6	Elizabeth, N. J.	112.99
7	BOSTON, MASS.	109.20
8	Wilmington, Del.	108.89
9	SPRINGFIELD, MASS.	106.26
10	SOMERVILLE, MASS.	102.74

Low Cost Coverage

The Colonial Network offers an economical means of reaching this great New England food market.

All five of the cities in the big-ten group listed here are within the intense listening areas of Colonial Network stations. WAAB, key station, alone covers three of the five — Lynn, Boston and Somerville. The 11-station coverage of the network as a whole takes in the major retail food centers from Bangor, Maine to Bridgeport, Connecticut.

Go the Colonial route. Get a New England-wide audience at low cost, plus intense local coverage where volume food sales are heaviest.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



...a lot in common

Two giants stand together. Radio, the younger — powerful, growing apace — greets the older, a mighty veteran whose years add nothing but spirit and strength. Gentlemen — we give you the Automobile Industry! • Like the automobile, radio (in little more than a decade) has become an integral part of American life; is even an integral part of the automobile itself! • But radio and the automobile are linked together in *other* ways — and in ever-increasing measure. In 1932, Columbia carried $123,753 of automobile advertising. By 1935, automobile advertising reached a peak of $2,488,939 on Columbia. *(The figures are for Columbia facilities alone; they do not include talent expenditures.)* And 1936 will show an appreciable increase over the peak year of 1935! • The two giants now face a new year, a new era. They look forward to the bright auguries of 1937 — linked more closely than ever before.

THE BROADEST HIGHWAY OF THE AIR

Columbia is proud of its responsibility to the Automobile Industry . . . carrying more hours of automobile advertising than the other major networks *combined.*

SPONSOR	PROGRAM	TIME (E.S.T.)
Chevrolet Motor Co.	Rubinoff, Jan Peerce & Virginia Rea & Orchestra	Sunday 6:00-7:00 p. m.
Chrysler Corp.	Major Bowes' Amateur Hour	Thursday 9:00-10:00 p. m.
Ford Motor Co.	Ford Sunday Evening Hour	Sunday 9:00-10:00 p. m.
Ford Dealers	Fred Waring's Pennsylvanians	Tuesday 9:00-9:30 p. m.
The Nash Motors Co.	Floyd Gibbons, Vincent Lopez & his Orchestra	Saturday 9:00-9:30 p. m.
Pontiac Motor Co.	News Thru a Woman's Eyes— Kathryn Cravens	Mon., Wed., Fri. 2:00-2:15 p. m.

THE COLUMBIA BROADCASTING SYSTEM

WAAB
Boston

WNAC
Boston

WICC
Bridgeport

WEAN
Providence

WMAS
Springfield

WTHT
Hartford

WINS
New York

WHN
New York

WGR and
WKBW
Buffalo

WHEC
Rochester

WFIL
Philadelphia

WIP
Philadelphia

WCAE
Pittsburgh

WBAL
Baltimore

WTMV
East St. Louis

WJBK
Detroit

WXYZ
Detroit

WADC
Akron

WCPO
Cincinnati

WKRC
Cincinnati

WLW and
WSAI
Cincinnati

WGAR
Cleveland

WBNS
Columbus

WHBU
Anderson

KSO and
KRNT
Des Moines

The Aristocrat of the Turntable

Associated Recorded Program Libraries are being used by the nation's outstanding stations for the same reason that leading artists demand the finest of instruments . . In music there is no substitute for quality . . . . . .

ASSOCIATED
RECORDED PROGRAM
SERVICE

Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.

St. Louis

WTCN
Minneapolis

WTMJ
Milwaukee

WEBC
Superior

KMA
Shenandoah

KFH
Wichita

KCMO
Kansas City

KMBC and
W9XBY
Kansas City

KFWB
Hollywood

KEHE
Los Angeles

KHJ
Los Angeles

KGB
San Diego

KFRC
San Francisco

WATL
Atlanta

WTOC
Savannah

WBT
Charlotte

KLZ
Denver

KVOD
Denver

KSL
Salt Lake City

KOMA
Oklahoma City

KTUL
Tulsa

KNOW
Austin

KTSA
San Antonio

WACO
Waco

KGMB

This Man went to the Meat Market





And then to the Fish Market

And then to the Fruit Market





But this Man went to One Market

where he bought everything under one roof.

HEARST RADIO offers you 10 MAJOR MARKETS.

From the time your order is placed until the last program is broadcast, you deal with but one organization under one roof. Isn't this a short cut?



HEARST RADIO

New York · Chicago · San Francisco · Los Angeles

WBAL . BALTIMORE **WCAE** . . PITTSBURGH **KYA** SAN FRANCISCO **KEHE** LOS ANGELES **WINS** NEW YORK

KTSA SAN ANTONIO **KOMA** OKLAHOMA CITY **KNOW** . . . AUSTIN **WISN** MILWAUKEE **WACO** . . . WACO



"Jones Spinach for pep, Folks!"

SEIZING local and timely opportunities for unusually good radio publicity is just one of the many reasons for using spot-broadcasting to bolster *or to supplant* the usual network-type of effort.

Not only during the foot-ball season, but all year long, almost every locality and section has its own particular interests which can be featured *and capitalized* by smart radio advertisers.

And don't forget the well-proven old saying that "a dog-fight in the home town is bigger news than a war in Europe".

Why not give us a ring and get a list of local radio *opportunities* in your sales territories? Ten to one we can submit some dope that will give your sales-sense a new sensation!

FREE & PETERS, Inc.

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, Inc.

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1936 $3.00 A YEAR — 15c A COPY

Election Augurs Well for American Radio

By SOL TAISHOFF

Stations and Networks Praised for Handling of Returns; President Reaffirms Faith in Broadcast Industry

THE TIDAL wave of votes that swept the Roosevelt administration into office for another four years indicates retention of the status quo for American radio—and with new laurels for the medium itself.

Radio covered itself with glory during the campaign, particularly by its nonpartisanship in contrast to the metropolitan press, which was preponderantly opposed to the New Deal. Then it topped off the job with an exhibition of news broadcasting unparalleled in radio annals by its masterful handling of the election returns Nov. 3.

Credited on all sides with having performed a "wonderful job" stations and networks alike became more firmly entrenched as a result of the campaign activities. Displays of partisanship were almost entirely lacking and the few recriminations leveled against the medium were entirely political in nature.

Based on observations gleaned from the last four years under the Roosevelt administration, it can be stated without equivocation that the President is more than friendly to broadcasting. He has repeatedly expressed himself as sympathetic toward the American system of commercial broadcasting and has encouraged the drive toward greater stability of the industry.

Few Changes in Sight

THE PRESIDENT, since assuming office, and even before, banked heavily upon radio as his primary method of reaching the people. White House spokesmen have stated on numerous occasions that 85% of the circulation of the metropolitan press was "anti New-Deal", and that for this reason the President has relied upon radio as a means of going direct to the people with his vivid accounts of his stewardship.

While speculation at this time might be regarded as premature, there are few signs of changes in radio leadership in Washington either administratively or legislatively. If anything, the administration is expected to move toward conservatism during its second term, despite the leanings in the other direction exhibited during the last four years.

All thought of the government stepping into broadcasting evidently has been dispelled, not only because of the stand taken by the President in favor of the existing system, but also as a result of the elections themselves, wherein a privately operated system, open to all candidates alike, refused to yield to partisanship.

President Roosevelt's latest expression in recognition of radio, and another almost as important, came on the occasion of the NBC Tenth Anniversary banquet in New York Nov. 9. Then, Chairman Anning S. Prall of the FCC, regarded as the radio confidante of the chief executive, read to 2,000 assembled guests a communication from the President which in effect was a restatement of his faith in American radio. The FCC chairman himself followed with an unqualified endorsement of the American system of radio regulation, as opposed to those of other nations (see text of Prall address on this page).

From the radio regulatory standpoint, little change in the complexion of Washington's official radiodom is expected. The FCC, except for the existing vacancy in the post of secretary, is seen as substantially the same in executive personnel. Whether there will be policy changes will depend upon the elapse of time, and it is known, of course, that such basically important matters as allocation principles and superpower are now under consideration.

The term of one FCC member—Irvin Stewart, chairman of the Telegraph Division — expires on July 1. He is a candidate for reappointment. A Democrat of Texas, Dr. Stewart is regarded as a close student of communications generally, having been appointed to the FCC from his post as communica-

(*Continued on page 64*)

PRESIDENT'S LETTER TO MR. PRALL

(Read before NBC Tenth Anniversary banquet Nov. 9)

My Dear Mr. Chairman:

I regret exceedingly that I shall not be able to be present at the banquet celebrating the tenth anniversary of the organization of the National Broadcasting Company. I shall, therefore, greatly appreciate it if I may through you extend hearty felicitations and best wishes to all who attend.

The company has achieved a decade of useful service which merits hearty congratulations. It is prophetic of future development that so much could be achieved within so brief a time.

Although radio has made a general contribution to the cultural life of our people, it is the maintenance of the open forum for friendly and open debate and discussion that gives the American system of broadcasting preeminence. Radio broadcasting is an essential service to the American home in the moulding of public opinion. It must be maintained for the American people, free of bias, or prejudice, or sinister control. Every controversial question was argued and responsible representatives of political parties or groups were permitted an opportunity to present views over the radio in the recent general elections. This is as it should be.

The National Broadcasting Company has made a contribution to the radio art during the past 10 years and I am sure that its officials will accept as a challenge their responsibilities for the future.

Very sincerely yours,

(signed)

FRANKLIN D. ROOSEVELT

Prall Asserts Government's Confidence in American Radio

FOLLOWING is the address of Chairman Anning S. Prall of the FCC at the NBC Tenth Anniversary Celebration, New York, Nov. 9:

We of the Federal Communications Commission wish to join our Chief Executive in his expression of good wishes to the National Broadcasting Company. We wish also to commend NBC and its staff for their broadcasting contribution to the American people during this last decade.

At this time I cannot overlook the fact that during the last four years—four years under President Roosevelt—radio broadcasting has made greater strides in public service, in good will, and in financial stability than during any other period in its brief but meteoric history. Not only this and other industries but American humanity has emerged from the chasm of the blackest economic depression we have ever known.

We are assured of four years more under the leadership of President Roosevelt by virtue of the national elections of last week. I am filled with confidence because I believe that the last vestiges of unrest and uncertainty will be dispelled by him. By the edict of the people he is now permitted to carry to fruition the work he began so earnestly and so ably four years ago.

Respects to Foreigners

TONIGHT we are honored with the presence of more than a score of eminent radio officials of the great nations of Europe. I wish to extend to them the felicitations of the Federal Communications Commission and of the Government of the United States. It is our fervent wish that their stay here will be not only pleasant but enlightening and we desire to extend whatever courtesies are possible within the purview of the Commission. The spectacle here this evening is a revelation. Who among you would have believed ten years ago that as much could have transpired in broadcasting in that brief span—perhaps only those broadvisioned men who founded the National Broadcasting Company, but I am even skeptical of that.

Certainly it is a tribute to those men who had the courage and the foresight to undertake the creation of the World's first network in those autumn days of 1926 when radio still was regarded as a mere novelty — a passing fancy that seemed destined to go the way of the hoop skirt and the bustle—the brown derby and the miniature golf course.

Those men who conceived the idea of an NBC—Owen D. Young, David Sarnoff, General James G. Harboard, A. W. Robertson, the late H. P. Davis and M. H. Aylesworth—deserve the plaudits of the nation for that contribution alone. It was six years after broadcasting really got its start that the plan for a hookup of stations by wire crystallized.

I am told that the men who decided upon this project had a twofold mission in mind—they saw in it a means of mass communication, of entertainment. By putting attractive programs on the air they felt they could arouse the public interest to the point where receiving sets would be sold. These men were manufacturers primarily. It was a merchandising plan

(*Continued on page 65*)

RCA Television Impresses Radio Industry

By MARTIN CODEL

Broadcasters Ponder Practical Applications of the Art: Viewing Stations Are Planned, Probably Next Year

TWO MORE years—possibly less—and "Ike" will join "Mike" as the standard equipment of American broadcasting. "Ike," be it explained, is the Iconoscope, magical television camera and pickup device which translates sight into electrical impulses for the broadcasting of visual images by radio. "Mike," of course, is audio radio's well-known microphone.

Before the American broadcasting industry can add the visual to the audible art, however, these basic steps must be taken, among many others:

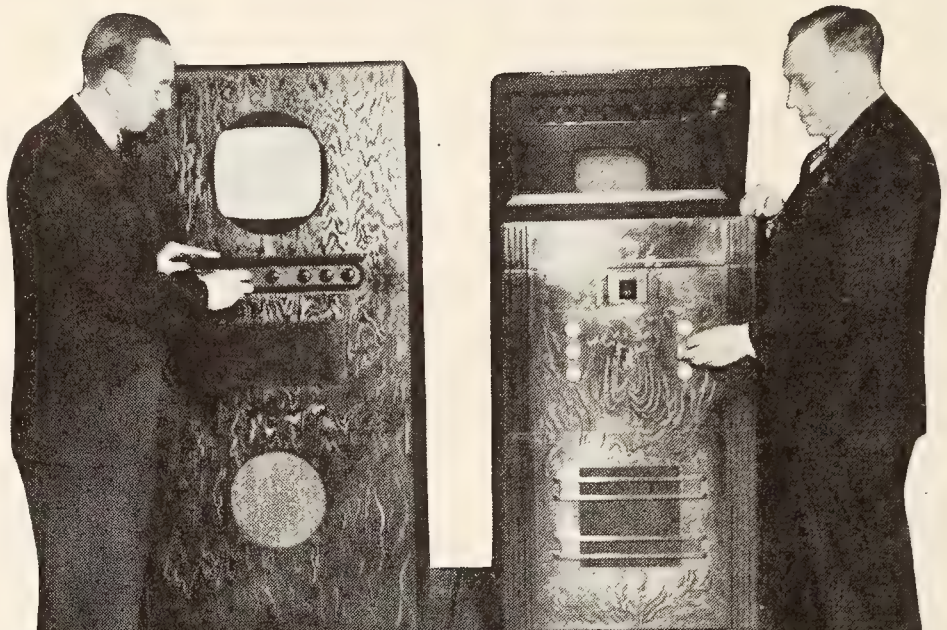
(1) Standards already agreed upon and adopted by the organized radio manufacturing industry, fixing the number of scanning lines and speeds of transmission, must be officially established by the Federal Communications Commission, which must also definitely assign the frequency bands, or "paths in the ether", to be used for home television. The FCC must also decide who shall be licensed for television broadcasting — and presumably the existing broadcasters will be the first to ask for and receive television licenses—and it must decide whether television shall be opened to commercial uses, which in the absence of governmental subsidy is its only prospect for self-sustenance.

(2) Now no secret to the broadcasting industry itself, television must be "tried out" on the American public. This will be done some time next year, probably early, by RCA and NBC at least, through the simple expedient already devised in England and Germany—the establishment of public "looking in" posts at strategic places in New York City, and possibly in other big cities, at which Mr. and Mrs. John Q. Public will see for themselves whether they want visual receiving apparatus, bound to be costly at first, in addition to their sound receivers.

They Were Impressed

THESE are the next steps in television, for technically its remarkable state of development and its practical ability to deliver acceptable action pictures (studio or film) into the homes has been proved by the experimenters. What RCA and its broadcasting subsidiary, NBC, can already do, was exhibited openly for the first time during the last 10 days at four demonstrations under actual field conditions in New York City—one to the press, one to owners and managers of NBC affiliated stations, one to the broadcasting industry at large, one to visiting officials of European radio systems who came over from Europe to attend NBC's tenth anniversary ceremonies.

That all of them were deeply impressed by what they saw was evident to anyone who attended the demonstrations and heard the comments afterward. There can be no doubt that *television is here.* RCA's television, while not yet in its final stage of perfection, is remarkably good and clear, and it will undoubtedly be one of the basic systems adopted in America, if not the basic. It remains now for the researchers and engineers to iron out some of the wrinkles and take out some of the bugs; for the FCC to provide the proper rules and regulations; for the broadcasters to prepare to offer it to their audiences; for the industry's entrepreneurs to furnish the economic wherewithal — and television will go into everyday service in at least the larger cities.



NO LONGER SECRET—Are the 70 experimental models of televisors which RCA and NBC officials and engineers in and around New York have in their homes and offices to study receptivity of the Empire State transmissions. At left, O. B. Hanson, NBC chief engineer, is tuning the direct-viewing test model containing the 12-inch cathode-ray tube. At right, C. W. Horn, NBC research and development chief, is tuning the model containing the 9-inch tube whose screen is reflected for horizontal viewing on the upright mirror on which the seven top control knobs can be seen. Each model contains 31 tubes in addition to the screening tubes and is controlled by 14 knobs. Both the number of tubes and knobs will be reduced before such sets are offered commercially.

I have seen a laboratory demonstration of one of the two television systems now in daily public service in London [BROADCASTING, June 15, 1935]; I have seen a laboratory and field test of RCA's hitherto secret television in Camden [BROADCASTING, Dec. 15, 1935], and I have seen a laboratory and field demonstration of Philco's television in Philadelphia [BROADCASTING, Aug. 15, 1936] — but I can state without equivocation that what I saw in New York City the afternoon of Sunday, Nov. 8, surpassed anything I had ever seen before. I can join earnestly with the 50 or 60 NBC station owners and managers who, after sitting before televisors for nearly an hour, left the demonstration with expressions of amazement and who almost to a man enthusiastically exclaimed that they were fairly astounded.

As in my previous articles on television, I can lay no claims to special knowledge and can report only personal reactions of the non-technical observer. What we saw in the special televiewing studio on the 62d floor of the RCA Bldg. was not much different in subject matter from what was shown in the earlier demonstration. But from the reception standpoint, from the viewpoint of pleasurable and satisfactory images, it was a vast improvement.

Two Sizes of Images

BECAUSE only a dozen or so persons could view the receiver at one time, RCA set up 15 receivers in the studio. All of them were experimental console models, each equipped with 31 tubes and a Kinescope tube, which looks like an enlarged ordinary oscillograph tube—or something like a tall pear-shaped laboratory liquid bottle. The rounded end of the tubes were the screens on which the pictures were framed. On most of the sets the pictures were reflected from the tube onto upright mirrors which could be watched at or near eye level. Fourteen control knobs were required for each set, but it is said that the operation is by no means as complex as this would indicate. The best "video," as the experts call it, was procurable when seated five, six or seven feet away from the screen.

Twelve of the televisors were equipped with 9-inch tubes, that is, the surface of the tube on which the pictures were framed in oblongs was 9 inches in diameter. Three of the sets were equipped with 12-inch tubes. The upright mirror-reflecting system was used in the receiving sets using the 9-inch tubes; the three sets with 12-inch tubes were cruder cabinets with the Kinescope mounted laterally for direct viewing (see photo).

The 9-inch tubes framed pictures 5½ x 7¼ inches in size; the 12-inch tube framed 7¼ x 10½ inch pictures. The smaller tubes had a fluorescent green substance on their interior surfaces, onto which the electronic bombardments that make up the pictures figuratively "painted" the images in a bluish green hue. The larger tubes used a yellowish substance, and the pictures were of yellowish hue.

The same transmissions were picked up by both types of receivers, and the images were built up of 343 scanning lines framed 30 times per second but interlaced to frame actually 60 pictures per second. The images on both types of receiver were exceedingly clear —almost as clear as home movies; my own impression was that neither the green, which is supposed to be the most restful color the eye can meet, nor the yellow caused any appreciable eyestrain though individual reactions may differ on this score.

Shown first were closeups of the announcer—charming Betty Goodwin, of the NBC press department who explained that she was in NBC's studio on the fourth floor of the same building, that her voice and image were being carried via "Mike" and "Ike" through a coaxial cable to the transmitter atop the Empire State Bldg., and that they were thence being transmitted to special aerials that picked up the impulses in Radio City and translated them back into images and sound on the 15 televisors.

Beauty on the Air

THEN followed a conventional Pathe newsreel, the subject being President Roosevelt at Hyde Park on election night. The pictures were clear, always recognizable though there were weaknesses at times in the concentrations of light on various parts of the screen areas and almost always at the fringes of the oblongs. Getting close to the receivers, the lines that made up the images were perceptible; at eight or ten or more feet away, the lines could not be seen.

Televised next was a film of an "NAB Beauty Pageant," announced by Vice President Frank Mason as the "first amateur television contest". Appearing in the reel, which had been shot the day before in the NBC television studio, were such radio notables as William J. Scripps, WWJ; Jack Howard, Continental Radio Co.; Walter J. Damm, WTMJ, and D. E. (Plug) Kendrick, WIRE, along with NBC Vice President John Royal and Chief Engineer O. B. Hanson. Their features were very nearly as clearly delineated as they could have been on a movie screen. Their voices were perfectly synchronized and modulated. All of them were in the audiences with their friends which made the showing an occasion for considerable banter.

Next was a studio pickup of the

Four Inkspots in vocal and instrumental harmony; a Robert Benchley film short; some crooning by the NBC star, Hildegarde; a filmed "trip" through the television studio and transmitter with closeup shots of the equipment. Attention of the audience was rapt throughout; I saw few persons turn away except to whisper to neighbors.

The demonstration for the press a few days earlier was much along the same lines. Then there were occasional flickers and blurs in the pictures, reminding me of the jagged streaks of lines I had seen at the RCA's private television demonstration at Camden which I was told were due to ultra-shortwave ignition interference from passing trucks on a road nearby. The flickers were doubtless due to diathermy and other electrical devices in or near crowded New York City; our demonstration, however, was remarkably free of flickers, due doubtless to the fact that it was a Sunday and few such machines were in operation. RCA officials claim, moreover, that they have developed means of overcoming most man-made interference.

The studio images, of course, came from the NBC television studios, which heretofore have been guarded against the curious; the films were simply fed into the Iconoscope. The transmissions from the Empire State Bldg. transmitter were carried on 49.75 megacycles for the pictures (which required not less than a 1,500,000 cycle path and eventually may require up to 3,000,000 cycles), and the sound was carried on the 52 megacycle frequency. The visual transmission from the mile-away transmitter consumed 8,000 watts of power, said to be the highest power yet attempted in television transmission, and the audio took 12,000 watts; the former was modulated 75%, the latter nearly 100%.

The two types of tubes, I was told, were simply being tried out for comparisons. So far the RCA researchers are satisfied with both, although it was said that a lot of experimentation with the oxides and materials used to produce luminosity in the Kinescope tubes remains in order to equalize the light values.

What They Think

AFTER the receiving demonstration, the audience was taken to the studio to look over the complicated electrical, mechanical, staging and makeup apparatus. Makeup is far different from that required in the movies, offering many problems in getting proper shadings and reproduction. Then we were taken to the Empire State Bldg. for a view of the transmitting equipment. The rain-laden atmosphere which engulfed the 86th story of that tall edifice made it impossible to see what the antenna looked like.

Practically to a man the station owners and managers who saw the demonstration were enthusiastic—and many of them immediately began to ask when apparatus will be available for local transmitting installations. This and other questions were anticipated by Lenox R. Lohr, NBC president, who answered them in a short talk at the luncheon afterward in the Rainbow Room [see story on page 12]. To get a more specific cross-section of reaction, I asked some of those attending to comment. This is what they said:

Andrew W. Cruse, chief of the Department of Commerce electrical division, who last year spent a month in Europe on a special official mission studying European television—"Much better programming than anything seen in Europe. No delays. Upholding the tradition of prompt presentation established, or rather originated by American broadcasting."

Maj. Gladstone Murray, newly-

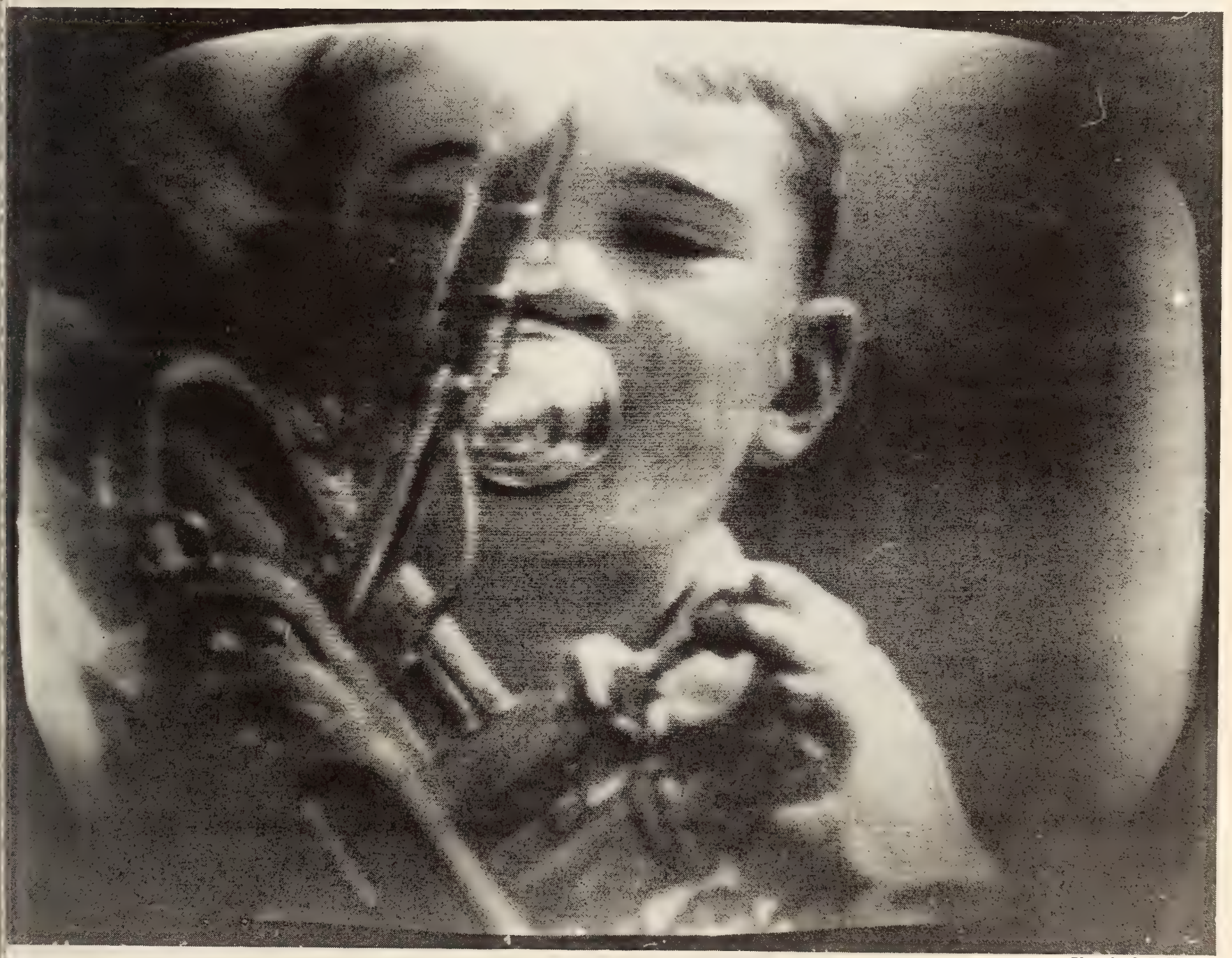
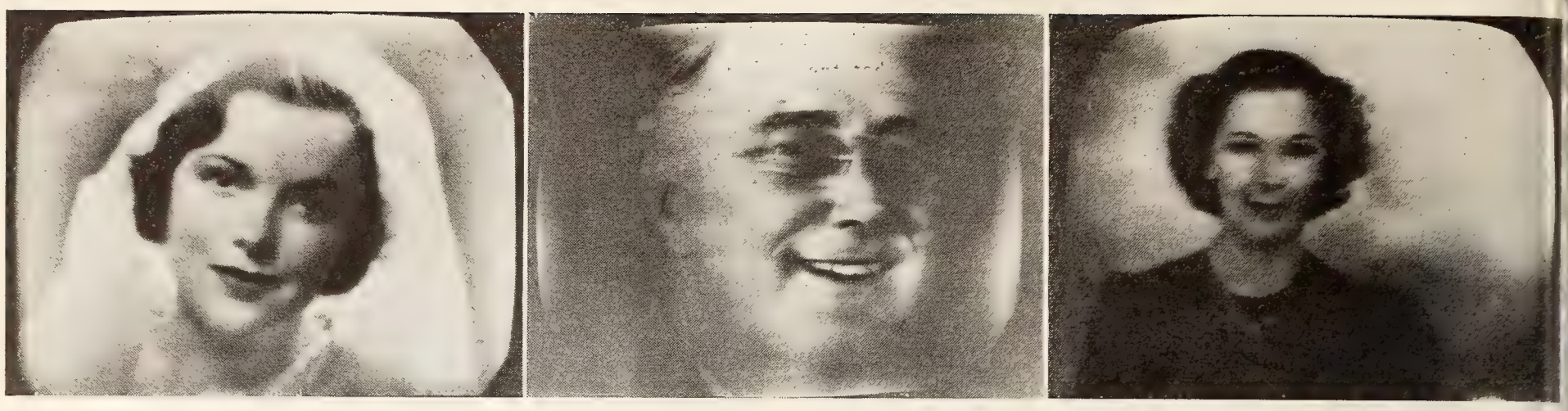


Photo by O. B. Hanson

PICTURE OF A PICTURE OF A PICTURE—This Leica camera shot of one of the images demonstrated in RCA's television exhibition is an almost exact size reproduction of what the televiewers saw on the newly-developed 12-inch cathode-ray tube's fluorescent screen, which framed 7¼ x 10½ inch pictures. The subject was a four-year-lad playing a tuba with a military band led by his father. It was televised from a newsreel, the film being projected into the Iconoscope, relayed via coaxial cable to the Empire State transmitter, thence transmitted with synchronized sound back to the televiewing studio in the RCA Bldg. where 5 televisors, 12 using the 9-inch tube and three the 12-inch tube, reproduced it with remarkable clarity. The 12-inch tube screened images of a yellowish hue, and this is the one that will probably be adapted ultimately for the eventual 441-line images that will displace the present 343 lines, framing 30 pictures per second interlaced to produce 60 per second. The 9-inch tube framed a 5½x7¼ inch picture, seen through a bluish green background but equally clear. This being an enlarged camera shot, the sharpness of detail which the eye saw is somewhat lost in reproduction—but practically all observers agreed that both the direct studio pickups and newsreel subjects were remarkably clear and very nearly compared with home movies in their brightness and detail.



MORE TELEVISION IMAGES—These unretouched candid camera pictures were taken with varying success directly off the cathode-ray screens at the Nov. 8 television demonstration by O. B. Hanson, NBC chief engineer. They have lost considerable of their sharpness in these reproductions but they give a general idea of how the subjects appeared. At left is an excellent photo of a "still" shot that was televised, the photo showing none of the lines and very nearly equalling what the eye (which compensates easily for certain detail losses while watching either television or the movies) actually saw. In center, President Roosevelt as televised from a newsreel. At right, NBC's television mistress of ceremonies, Miss Betty Goodwin of its press department, as televised in the studio.

appointed general manager of the Canadian Radio Corp. — "A most interesting exhibition. Television is on the way. We shall be ready for it when it comes."

Purnell H. Gould, WFBR, Baltimore — "Very revealing. Will undoubtedly mean a closer working relationship, if not actual merger, with radio, newspapers and motion picture companies."

J. I. Meyerson, WKY, Oklahoma City—"This was my first view of television since its earliest days, and I am amazed at the near degree of perfection to which the image has been brought. While undoubtedly there remain technical difficulties still to be overcome, these we may expect will be solved at a relatively early date by those who have brought television to its present status. All of us now are more keenly interested than ever in a resume of its commercial possibilities and its costs as outlined by those who have studied these subjects."

George W. Norton Jr., WAVE, Louisville — "It just can't be so!"

William Fay, WHAM, Rochester —"The television demonstration was astoundingly clear and a great revelation."

Elzey Roberts, KFRU, St. Louis —"This is comparable in importance to Alexander Graham Bell's first demonstration of the telephone."

Charles A. Webb, WWNC, Asheville, N. C.—"The television demonstration was marvelous, almost unbelievable. The possibilities of this great invention are staggering."

A. L. Glassman, KLO, Ogden, Utah — "The smoothness of the demonstration, the lack of distortion and flicker, was marvelous."

Campbell Arnoux, WTAR, Norfolk, Va. — "Television has advanced far beyond my expectations. It definitely seems to be a factor of great importance in the immediate future. It was a very impressive demonstration."

Harold M. Wheelahan, WSMB, New Orleans — "Excellent definition. I thought the yellow preferable to the green tints. The entertainment value was high. There is plenty of room for improvement, however, in the lighting to obtain uniformity of image and eliminate eye strain."

D. E. Kendrick, WIRE, Indianapolis—"The television demonstration today brought to mind the amazing rapidity with which the art has progressed since I wit-

(*Continued on page 70*)

Lohr, Saying Television Is Here, Answers Some Questions

INFORMALLY chatting about the television which RCA and NBC demonstrated for the first time to a group of owners and managers of its affiliated stations Nov. 8, Lenox R. Lohr, NBC president, asserted "there is no doubt in my mind that through field experimentation television is making rapid strides toward ultimate commercial service," adding that the demonstration was an example of what has been done daily in secret over the last few months and what now can be done locally on a daily basis.

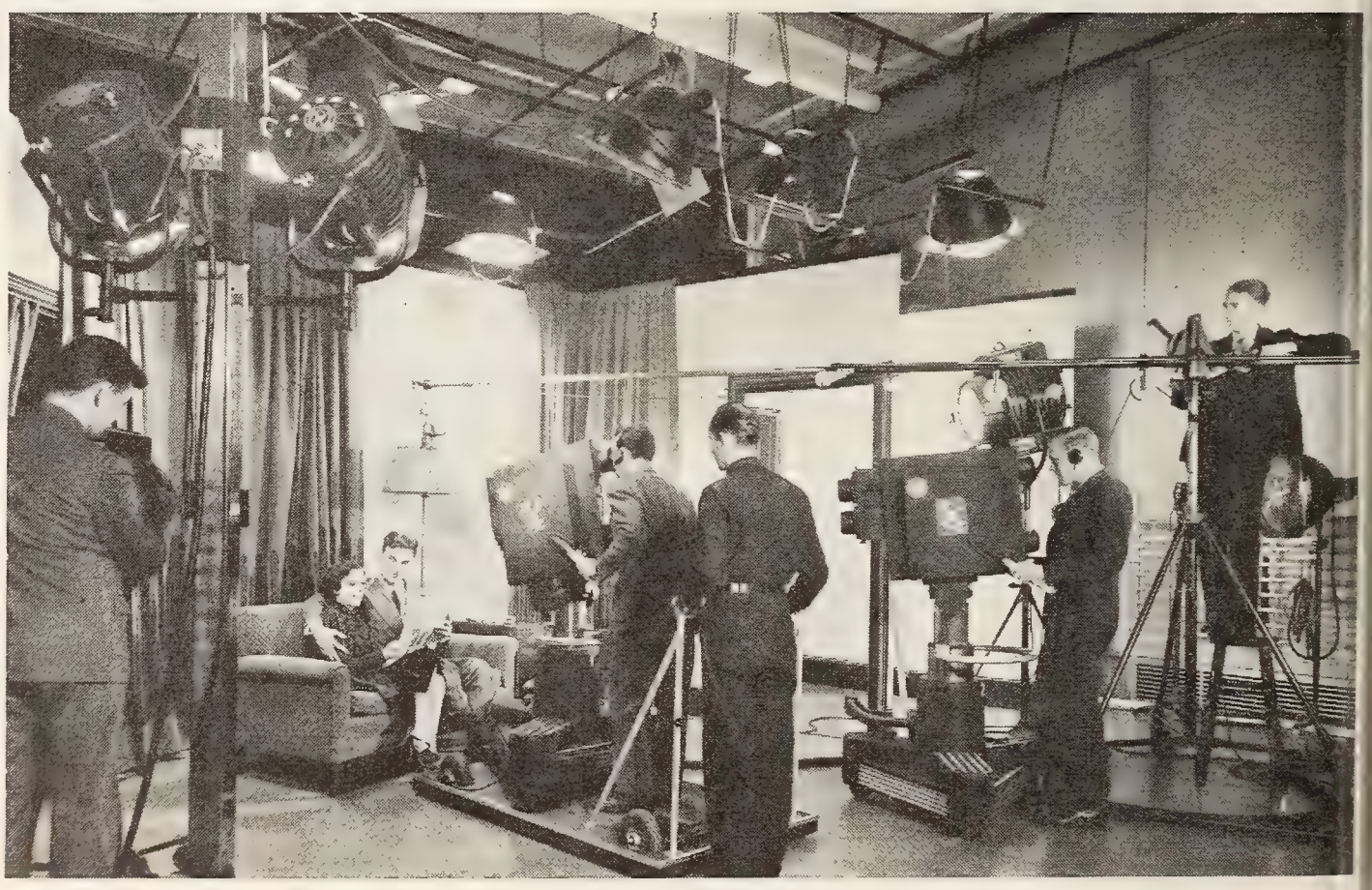
Mr. Lohr and his aides made it clear, however, that television transmitters and receivers are not yet ready for market. For one thing, he pointed out, the standards must yet be fixed definitely so that receiving sets, which must be synchronized with the transmitter "like lock and key", will not be rendered obsolete overnight by some new developments.

Mr. Lohr ventured the "guess" that television will be ready for commercialization in about two years. He said it will undoubtedly be a city service for many years since the radiation limitations of the ultra-short waves now extend only to the horizon. He estimated that a 60-mile radius may be the limit, and he pointed out that he has been able to pick up very clear images from the Empire State transmitter at his home in Tarrytown 27 miles away.

Television, he said, will not displace sound broadcasting, although radios of the future will undoubtedly be all-wave sets so as to bring in regular sound programs apart from sight-and-sound in synchronism. At the outset he foresaw only a few hours a day of television service in prospect.

It was the NBC president's view that both the 9 and 12-inch tubes demonstrated were practicable and will be the ones used in the home sets eventually to go on the market. He said he believed the 12 inch tube, which frames a 7½ x 10½ inch picture, was large enough for the home set because

(*Continued on page 72*)



INSIDE THE STUDIOS—This is the first photograph released of NBC's television studio for direct picku in Radio City. Inside the two Iconoscope cameras, which constitute the "television eye", the images Grace and Eddie Albert are changed from light into electrical impulses, transmitted via coaxial cable the Empire State transmitter and thence broadcast on ultra-shortwaves. The setup is not unlike that a motion picture studio, except that the shots must be closer to get best results. Two Iconoscopes a shown here, one for closeups and one for longer distance shots. Elaborate lighting arrangements and "mike boom" rarely are needed for the sight-and-sound pickups, not to mention trick uses of makeup whi are still the subject of study and experiment.

Tributes Are Paid To NBC Progress At Gala Banquet

President, Prall, Foreigners Praise Decade of Advance

At right is photograph of the NBC Tenth Anniversary banquet, attended by 1,600 persons at the Waldorf-Astoria Hotel, Nov. 9.

THE BIGGEST radio gathering in radio history assembled at the Waldorf-Astoria, New York, Nov. 9 to pay tribute to NBC on the occasion of its tenth anniversary as the world's first network. With some 1,600 in attendance at a banquet, the high point of the network's observance of its first decade in radio was reached as several speakers predicted the next 10 years would bring television into full blossom and hailed American broadcasting as being in the forefront of world development.

Broadcasters, radio advertisers, advertising agency officials and outstanding artists joined with more than 35 radio dignitaries from foreign nations in the salute. The guests heard from President Roosevelt a message of commendation for the work of the past and expression of hope for the future. The message was read by Chairman Anning S. Prall, of the FCC, who afterward delivered a strongly-worded address in support of radio by the American plan. [See text on page 9.]

The Next Decade

OTHER speakers of the evening were David Sarnoff, RCA president and NBC chairman, who was toastmaster; NBC President Lenox R. Lohr; C. M. Chester, president of the National Association of Manufacturers and chairman of the board of General Foods Inc.; M. H. Aylesworth, chairman of the RKO board and former NBC president; Maurice Rambert, president of the International Broadcasting Union; Robert Jardillier, French Minister of Communications; Henry Sloane Coffin, president of Union Theological Seminary, and Karl P. Compton, president of Massachusetts Institute of Technology.

In opening the formal portion of the program, which was broadcast for an hour over the NBC-Blue network, Mr. Lohr paid homage "to those who have given NBC the position of leadership". The network could not have achieved its remarkable development, he said, had it not been for the cooperation of its associated stations, of the program sponsors and of their agencies.

Mr. Sarnoff predicted that within the next decade the public would "see" as well as hear radio. "Anniversaries," he said, "are unimportant if they serve only to commemorate past achievement. They must contain the promise of new and greater things. We celebrate tonight the achievement of broadcasting sound by radio. We now begin the second decade of this new art by dedicating it to the achievement of television, the broadcasting of sight.

"It is the only prophecy I shall indulge in tonight—that during the next 10 years the millions who now listen in their homes to this

(*Continued on page 58*)



Major Networks Seek WTIC; NBC Boosts Rate Card by 10%

WOWO and WGL Affiliating With NBC; Increase in Rates Based on 27% Gain in Radio Families

THE FINAL lap in the competition between the major networks for affiliated stations at strategic points appeared in sight as both NBC and CBS dickered with WTIC, Hartford 50,000 watter, for a five-year contract, after NBC during the last fortnight weaned WOWO and WGL, Fort Wayne, Ind., stations, from CBS.

This month, also, NBC announced a new rate card to become effective Dec. 15 which results in an overall increase for the complete national service of approximately 10%.

Evidently having reached the decision to retain WTIC rather than sell it, Travelers Insurance Co., as BROADCASTING went to press Nov. 13, had before it propositions from each of the networks for an affiliation arrangement. Now an NBC-Red outlet, the station went in the black for the first time this year. An option for its sale for $675,000 to Cherry & Webb, New England department store operators, and owners of WPRO, Providence, expired Oct. 1.

The Fort Wayne stations, owned and operated by Westinghouse, have been CBS outlets for several years. Westinghouse acquired them last August but continued the CBS affiliation. According to NBC, WOWO will join the basic Blue Network on May 1, 1937, while WGL, a 100 watter, became an optional outlet on both the Red and Blue on Nov. 8. WOWO operates on the 1160 kc. clear channel with 10,000 watts, being a half-time station. New studios and equipment are being installed for both of the stations.

A Busy Month

LAST MONTH, activity in the network field was particularly brisk. CBS entered a purchase arrangement for WOAI, 50,000-watt clear channel station in San Antonio, at a figure of $825,000 subject to FCC approval. It also signed WRVA, Richmond clear channel station under a five-year contract. It took steps, in addition, to change its affiliation in Cleveland from WHK to WGAR.

NBC, during the same period, re-signed WSM, Nashville 50,000-watt station, in the face of competitive bidding from CBS and at the same time announced the addition of KVOD, Denver, as a Blue network outlet. It also has entered negotiations for affiliation of WHK, Cleveland, in substitution for WGAR, and in Richmond made tentative arrangements with WMBG, present CBS outlet, for NBC service when WRVA becomes a CBS affiliate — perhaps early next year. WMBG, now a 100-watter, is an applicant for 500 watts and it is understood that the NBC contract is contingent upon its procurement of regional status.

In San Antonio, conversations have been had looking toward the affiliation of KTSA, Hearst owned station in that city, as an NBC outlet should the WOAI purchase by CBS win FCC approval.

The only other affiliation negotiation hanging fire is that of WSPD, Toledo, at present a CBS optional outlet. George B. Storer, president of the station, has had conversations with NBC in connection with a possible Blue network affiliation but contractural considerations with CBS have become involved. Herbert V. Akerberg, CBS station relations vice president, was in Toledo Nov. 11 on the transaction.

In announcing the NBC rate adjustment, Roy C. Witmer, sales vice-president, brought out that it is based upon the steady increase in radio set ownership and the widened coverage of NBC stations during the last two years. Most significant are the increases in the rates of the New York key stations of the networks. The rates for both WEAF and WJZ at present are $1,000 per hour and these have been increased to $1,200 per hour, equal to that of WLW, Cincinnati, which commands the highest rate in the country. The majority of the basic stations on the network are increased on an hourly basis, ranging from $20 to $100. The rate card also takes into account changes in affiliates which will occur between now and Jan. 1. These include such stations as WEAN, Providence, and WICC, Bridgeport, which join the basic Blue on Jan. 1 and the California supplementary group, including the McClatchy stations, KFBK, Sacramento, KWG, Stockton, KMJ, Fresno and KERN, Bakersfield, which join the network at the same time as available as part of the Pacific Coast Blue.

The New NBC Rates

UNDER the revised rate structure, the total charge for the Red network as a transcontinental unit with 73 outlets (including WLW) is $18,660 per hour, $11,276 per half-hour and $7.516 per quarter-hour. This same network with WSAI, Cincinnati, substituted for WLW, is $17,700 per hour, $10,620 per half-hour and $7,080 per quarter-hour.

For the transcontinental Blue network with WLW, embracing 76 outlets, the rate is $17,340 per hour, $10,484 per half-hour and $6,988 per quarter-hour. Without WLW, but with WCKY, Cincinnati, the Blue is $16,460 per hour, $9,876 per half-hour and $6,584 per quarter-hour.

Under the existing rate card the Red network with WLW and 65 outlets was $16,040 per hour, and the Blue with WLW, comprising 63 outlets, was $14,640 per hour.

Mr. Witmer's announcement concerning the rate increase follows:

On Dec. 15, 1936, a new NBC network rate schedule becomes effective. Radio ownership has increased steadily since our current rates were established in 1934, and numerous NBC stations have greatly widened their coverage in the past two years. Our adjustment with stations results in an overall increase for complete national service of approximately 10%. Discount brackets are unchanged.

Listeners cost less. The new NBC rates represent a lower overall cost per reachable radio family than any prevous Network rate in NBC history. As of Jan. 1, 1936, there were 22,869,000 radio families in the United States according to the estimate of the Joint Committee on Radio Research, representing advertisers, agencies, and broadcasters. This is an increase of 4,920,838 radio families, or 27%, over the 17,948,162 in 1934, on which the current NBC Network rates were computed. The comparison is between a 10% rate increase and a 27% radio family increase.

Network advertisers who have contracts with us as of Dec. 15, 1936, may continue on the present rate basis for any period or periods up to and including Dec. 14, 1937, provided that they continue existing series of broadcasts without interruption, using the facilities under contract at the time the rate adjustment becomes effective. Additions to such facilities may be made on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after December 15, 1937.

In the case of the WOWO and WGL affiliations with NBC, it was emphasized that the arrangement is purely that of an affiliation and does not involve management or operation of the stations. NBC at present has the sales and program management of the Westinghouse stations WBZ-WBZA, KDKA and KYW. W. Ward Dorrell, formerly with Westinghouse in Pittsburgh, is manager of the two stations and will continue in that capacity. The commercial manager is C. R. Durbin.

Service in Fort Wayne by CBS, it was stated on behalf of that network, is rendered satisfactorily by WJR, Detroit. 50,000-watter. WOWO and WGL are the only two stations in Fort Wayne.

COINCIDENT with the announcement that WOWO and WGL, Fort Wayne, Ind., stations operated by Westinghouse, would switch to NBC from their present CBS affiliations, it was disclosed by Westinghouse that the stations have taken a long-time lease of a building which will house the stations. Approximately $25,000, it was said, will be spent in remodeling the building for studios, and the ground floor will be used as Westinghouse appliance display rooms. A new 100-250 watt transmitter is being installed for WGL.



BIG CUP — This is the trophy awarded to WCAU by General Mills for its baseball broadcasts. Size of the cup is shown by comparison with the young lady standing at its side.

General Mills Cup Awarded to WCAU

Dyer's Announcing of Baseball Brings Trophy From Sponsor

WCAU, Philadelphia, won the silver trophy awarded by Donald D. Davis, president of General Mills Inc., Minneapolis, "for outstanding achievement in building increased attendance for professional baseball during the season 1936". Mr. Davis will present a large cup to the station and a smaller cup to William Dyer, station sports broadcaster who handled the play-by-play broadcasts of both the Athletics and Phillies games during the season, in the near future.

The contest was part of the General Mills program to stimulate interest in baseball. In awarding the cup, many factors had to be taken into consideration. Each club's league standing, particularly in relation to its previous records, was carefully weighed, and also all direct evidence showing the extent to which increased attendance was due to the broadcasts.

Gains in Attendance

NEARLY all ball clubs whose games were broadcast under General Mills sponsorship, enjoyed remarkable attendance increases in 1936, but in Philadelphia there was overwhelming proof of the part played by the broadcasts in building attendance. The award has been enthusiastically endorsed by the management of the two Philadelphia clubs.

This year WCAU presented baseball broadcasting for the first time. It was also the first year of broadcasting for Dyer, who attained such popularity with the fans in the Philadelphia area that he was chosen by CBS to broadcast the world series.

In announcing the award Mr. Davis said: "Throughout its sponsorship of baseball broadcasts, General Mills has consistently maintained that baseball broadcasting is a three-way alliance. It must sell the station to the listeners, it must sell the sponsor's goods to the consumers, and, above all, it must sell baseball attendance to the public. I am delighted that the season's record so completely justifies this award to one of America's outstanding broadcasting stations, and that a fine achievement by the station in service to General Mills as the sponsor of the baseball broadcasts, has been accompanied by such conspicuous success in real service to professional baseball.

WJZ Using New Antenna

THE NEW 640-foot antenna of WJZ, New York key of the NBC-Blue network, was scheduled to go into operation Nov. 15 on the occasion of NBC's tenth anniversary. Of ultra-modern design, the transmitter, while operating with 50,000 watts, will produce an efficiency estimated by NBC engineers as the equivalent of 110,000 watts. The station is one of 12 applicants for 500,000 watts power, and has been designed to go to that power at once should the FCC grant the authority. The tower was fabricated by Lehigh Structural Steel Co.

NATIONAL RADIO QUEEN



LuluBelle of WLS

Lulu Belle—queen of the WLS National Barn Dance, has been elected National Radio Queen for 1936 in the annual contest conducted by Radio Guide.

Lulu Belle is an exclusive WLS artist—discovered by WLS; developed by WLS and heard only on WLS programs. Her national recognition is further proof of listeners' loyalty to WLS and its features.

After all, listener loyalty is essential to advertising results.



Evans Plummer of Radio Guide congratulates Lulu Belle in the broadcast announcement of her selection as Radio Queen for 1936.

CLEAR CHANNEL

THE PRAIRIE FARMER STATION

50,000 WATTS
870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
National Representative: JOHN BLAIR and CO.

New Quaker Group Links 16 Stations

WFIL Is Key, With Coverage Of Nine Million Claimed

ORGANIZATION of the Quaker State Network, to comprise 16 stations covering urban and rural areas of Pennsylvania, was announced Nov. 7 by Donald Withycomb, general manager of WFIL, Philadelphia, the key station. Most of the stations in the group have been aligned by wire during the last several months for political broadcasts, and it was decided to perpetuate the venture as a statewide chain for regular commercial service, effective Nov. 15.

Cities to be covered by the chain, Mr. Withycomb stated, will include Philadelphia, Pittsburgh, Harrisburg, Reading, Scranton, York, Williamsport, Lancaster, Altoona, Erie, Allentown, Easton, Johnstown, Hazleton, Wilkes-Barre and Sunbury. Also served will be Cumberland, Md., second largest market in that state.

The network will be available in three groups—WFIL, WCBA, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WBRE, Wilkes-Barre, WAZL, Hazleton and WGAL, Lancaster, comprising the Eastern Group. WKBO, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, and WORK, York, will comprise the Central Group. WFBG, Altoona, WJAC, Johnstown. WTBO, Cumberland. WWSW, Pittsburgh and WLEU, Erie, will comprise the Western Group. The quarter-hour rate for the entire network before 6 p. m. will be $535; half-hour $763 and hour $1.100. The cost of a quarter-hour after 6 p. m. will be $829; half-hour $1,190, and one hour $1,734.

Statewide Coverage

CLAIM is made that the 16 stations will provide consistent satisfactory primary service in 55 of the 67 counties of Pennsylvania, covering more than 9,000,000 people or 95% of the state's population. More than 1,800,000 radio home are in the area, it was said.

The new chain, said the announcement, was conceived and organized by Samuel R. Rosenbaum, president of WFIL, Mr. Withycomb, and Roger W. Clipp, WFIL business manager. The chain, it was explained, was formulated to meet the requirements of the recent political campaign, during which 55 programs involving an expenditure of some $69,000 were placed through WFIL.

The announcement said also that plans are being made to provide the stations with sustaining programs. Moreover, negotiations were declared to be going forward for a New York outlet. Prospects are being canvassed by the WFIL sales staff, now acting as the network's sales agent. Several commercial programs are expected shortly, it was stated. At an early date, according to the announcement, a New York sales representative will be named for Quaker State.

Mr. Clipp, formerly commercial engineer with NBC, New York, and afterward assistant manager of NBC operated stations, will serve as coordinator of the chain, handling operating details from Philadelphia. Mr. Withycomb is the former NBC station relations manager.

Ford Spot Deluge

FORD MOTOR Co. used and will continue to use for a short time several thousand radio spot announcements promoting interest in its 1937 line of automobiles. The new Fords are powered either with the standard V-8, as in other years, or with a new miniature edition of the 85-horsepower motor, generating 60 horsepower. The new motor will be promoted from an economy angle, both on original purchase and maintenance. The spot announcements are blanketing the country. Ford will continue its usual radio programs —the *Sunday Evening Hour* over CBS, and the *Fred Waring* programs, split between CBS and NBC, for the time being, although the company is negotiating for exclusive rights to M-G-M movie stars for a program to replace the Waring contract, which expires in December.

Sale of KOY, Phoenix, Is Given FCC Approval

SALE of KOY, Phoenix, by the Neilson Radio & Sporting Goods Co. to the Salt River Valley Broadcasting Co. was approved Nov. 10 by the FCC Broadcast Division. Principals in the latter are Burridge D. Butler, president of the *Prairie Farmer*, operating WLS, Chicago, and Naylor Rogers, formerly general manager of KNX. The purchase price was understood to be in the neighborhood of $50,000.

Mr. Rogers, it is understood, will take over the management of the station temporarily and reorganize it. KOY operates on 1390 kc. with 1,000 watts until local sunset and 500 watts night. New equipment and new studios will be installed.

CHOICE SLOGAN

June Hynd Wins NBC Contest Staged for Employes



JUNE HYND

NBC's new slogan, adopted as of its tenth anniversary Nov. 15, will be: *By Choice, the Nation's Voice.*

This was decided Nov. 12 after NBC employes had submitted more than 4,500 suggestions for slogans in a $100 prize contest conducted by the company. The winner was Miss June Hynd, petite assistant to Margaret Cuthbert, NBC director of women's activities.

Miss Hynd, a native of Trenton, N. J., is a former reporter on the *Trenton State Gazette.* She joined NBC three years ago after doing free lance and publicity work. She was first appointed as secretary to Miss Cuthbert, her promotion to assistant having been a recent one.

One of the prettiest and daintiest members of the NBC staff, Miss Hynd's job is the engaging one of talking on equal terms with some of the nation's best minds. She books talks, suggests subjects and titles, criticizes and encourages the speakers scheduled by NBC's "talks" department.

COAL, COAL AND MORE COAL

Mason-Heflin Radio Promotion Brings Deferred Payment Business of $275,000 a Year

MASON-HEFLIN COAL Co., Philadelphia, which enjoyed such success with a program on WIP that it has practically discontinued other media, started broadcasting in 1933 with its Winter Coal Club, by which customers could purchase coal on the instalment plan.

In the first season $7,500 worth of business was recorded. The second season (fall, 1934) brought $125,000 worth of business on the club plan, an increase of 1,600% over the previous year. The business in the 1935 season continued on the upgrade, amounting to $275,000, an increase of more than 100% over the second year. The only printed advertising or radio promotion was by the WIP *Homemakers' Club* program.

New Customers

BESIDE bringing thousands of new customers to the Mason-Heflin Coal Company, it was found very definitely that the WIP promotion prompted many old customers to return to the fold, and also reminded many other old customers of the immediate need for stocking their coal supply.

J. W. Mason, president of the Mason-Heflin Coal Co. said:

"When our company began the WIP radio program some four years ago, we knew very little of what to expect in the way of returns of direct sales or returns of purely institutional good-will value. However, so immediate were the direct sale returns from our program, that we knew at once that we had engaged in a very profitable alliance.

"In my mind, no further proof need be given other than the utterly phenomenal returns of our Winter club plan, which we attribute to our *WIP Homemakers' Club* promotion.

"Also, extremely welcome was the fact that our radio campaign not only brought new customers to our company, but it helped to remind our old customers, what proved to be a very needed asset in this day of keen competition.

"Before any family can be eligible to join our winter club plan, it must go through a somewhat rigid test in so far as reliability, honesty and good standing are concerned. Through our credit department, I have learned that 99% of the prospects for the winter club plan are honest and reliable, a tribute which I think belongs to the women who make up the WIP Homemakers' Club and their families."

The sponsor renewed in October for a full year.

COCA COLA TESTS WITH DISC SERIES

NBC Transcription Service in Chicago is recording a series of half-hour programs for Coca Cola Co., Atlanta, using the talent now heard each weekday morning on the *NBC Breakfast Club*, network sustaining program, with Don McNeil as master of ceremonies. Discs will be used in a test campaign, beginning Nov. 23 and broadcast in the late morning, Monday thru Friday, on WFBR, WNAC, WCBA, WBNS, KSD, KDYL, KSFO.

Programs are being placed through the local Coca Cola bottling plants, which in these cities are owned by the Coca Cola Co., and the test campaign will be limited to cities in which the bottlers are company owned. Newspaper space in these cities will also be used during the test period.

If the test is successful a later campaign may be conducted which will also include cities in which the Coca Cola bottling plants are independently owned. Details of the campaign were handled by Felix W. Coste, radio director of the D'Arcy Adv. Co., St. Louis, Coca Cola agency, who spent several days in Chicago supervising the recording of the first programs of the series.

Nor'Way Using Radio

COMMERCIAL SOLVENTS Corp., Terre Haute, Ind., will follow winter down from the north with radio advertising on behalf of its Nor'Way anti-freeze. WCCO, Minneapolis, carried a 15-minute program for eight weeks, and WMAQ, Chicago, is now carrying a 15-minute dance music presentation on Saturday nights for eight weeks until Dec. 12. It is the plan of the company to extend its radio effort, in conjunction with other advertising, as cold weather approaches. The Detroit office of Maxon Inc., is the agency.

Dole Discs on Test

HAWAIIAN PINEAPPLE Co., San Francisco (Dole's) has completed a series of 13 transcribed quarter-hours to be placed through the San Francisco office of N. W. Ayer & Son Inc. in a test campaign in different parts of the country. The series, done at the RCA Mfg. Co. sound studios in Hollywood, features Bob Sherwood, NBC announcer, as master of ceremonies: Tandy McKenzie, Hawaiian tenor; Dick MacIntyre's instrumental quartet and Harry Jackson's NBC Orchestra.

Poultry Journal Discs

AMERICAN POULTRY JOURNAL, Chicago, on Nov. 9 started a test spot campaign, using five-minute transcriptions, three times weekly, on WLBZ, WTIC, KFYR, WWVA, KFNF, WHO, KMMJ, and three quarter-hour programs weekly on WHAM. Agency is Presba, Fellers & Presba Inc., Chicago.

CALL letters of WOCL, Jamestown, N. Y., recently purchased by interests headed by Col. Harry Wilder, operator of WSYR, Syracuse, have been changed to WJTN. At the same time the FCC issued call letters KRMC for the new local station it recently authorized at Jamestown, N. D.

When Radio Was a Pup—
TRIALS OF THE FIRST SPONSORS

NOVEMBER, the open season or anniversaries in radio, what with NBC's tenth milestone as the first incorporated network, and KDKA's sixteenth since it began regularly scheduled broadcasting, has uncovered another "first" in radio. What else but the first commercial program!

Fingering through musty files among the kilocycles and watts, some papers dating back to those dark radio days of 1922, revealed a ten-minute talk over WEAF, New York, then operated by A. T. & T. It sold for $100. And the sponsor" was William H. Rankin, president of the William H. Rankin Co., New York advertising agency. What foolishness for an advertising agency, of all things, to buy the first commercial time!

The salesman was the late George F. McClelland, at 28 the manager of WEAF. He was the man who "invented" commercial broadcasting. Later he became vice president and general manager of NBC.

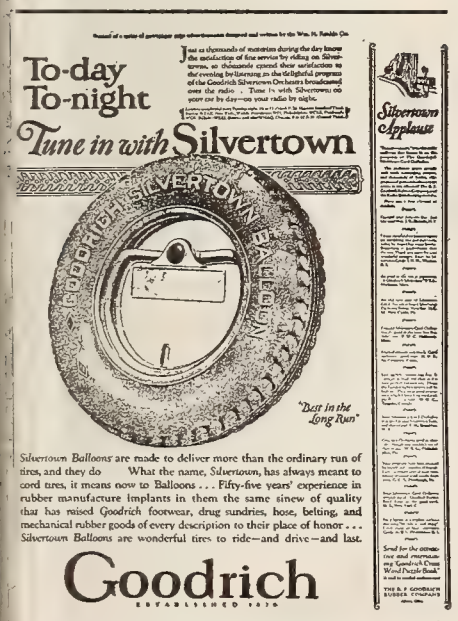
Would It Work?

BUT MORE about that Rankin escapade. Unwilling to try out his new "fad" on any of his clients, he decided that a $100 investment for his own agency might be worth while. Young McClelland didn't expect that; he wanted to try selling merchandise. But he took it, and with thanks.

So on Dec. 30, 1922, Agency President Rankin cleared his throat, reared back his head and, at a cost of $10 a minute, told WEAF's "audience" about "Advertising and Its Relation to the Public". What foolishness? After the broadcast, there were some 10 telephone calls and about 15 "fan letters". But one of the calls was from the advertising manager of M. Vivadou Inc., cosmetic manufacturers. The agency got the account, and the following month placed Mineralava, a mud clay, on the air. The billing for this advertising account eventually ran several hundred thousand.

Not so foolish, thought Mr. Rankin, since it added up those fifteen per cents for newspapers, magazines, and good old radio.

"The personal calls, telephone messages and letters received in response to that first broadcast," Mr. Rankin stated afterward, "convinced me that even in 1922 radio advertising paid."



LONG AGO—Back in 1923 Goodrich started on WEAF's network of eight stations. Here is one of its full-page newspaper advertisements. At the right of the copy is a column of applause mail.

Boom in Business

IT WAS after this broadcast that business began to boom for WEAF and for Manager McClelland. He had a half-dozen accounts to handle — practically all of them through Rankin. First came the Mineralava, and then Haynes automobile, and then the musical show *Wildflower*, and a one-time shot now and again. The A. T. & T. began to like radio.

About that time the advertising fraternity started tearing its hair and thumbing its nose. And who should lead the battle against this upstart in the advertising trade but *Printers' Ink*, venerable publication then pretty much alone



in the field. In February, 1923, it ran an editorial titled "Radio, an Objectional Advertising Medium", which was interesting indeed, in fact so much so that it is appended herewith. It was a pretty fight—one that didn't end until 1931, when *Printers' Ink* called it off. And why not? Radio billings that year hit $39,000,000.

Radio, said *Printers' Ink* in 1923, was "loaded with insidious dangers". It was a "scheme" that was "against good public policy". It was something like "skywriting" as an advertising medium. Mr. Rankin didn't like that editorial, so he wrote the magazine about it. The publication responded by taking a nice editorial swipe at its subscriber's radio effort. It stated that a family which has invested $250 in a "radio outfit" expects to be entertained with high-class music or with the witty after-dinner speeches of famous public men. "*Printers' Ink*", said the editorial published in its Feb. 15 issue, "listened in to Mr. Rankin's recent broadcasting effort and failed to recognize it as coming under either of these heads."

Mud on Mugs

GETTING back to the files, they showed that Mineralava was quite a program at that. The same rate applied, $100 for ten minutes, with a 15% commission, of course, for the a.a. The featured star was Marion Davies, who twice a week read talks written by Hector Fuller, prominent author. Then came the forerunner of the box-top fusilade—Marion promised an autographed photograph to those who wrote in. And 15,000 of the charming lady's profile hit the mails.

Automobiles in those days ran only four or six cylinders, as we recall it, but radio was a sort of one-lunger itself. Along came Mr.



Rankin dragging Elwood Haynes, maker of the first automobile, behind him. He broadcast a talk during Automobile Week in New York, over $10-a-minute WEAF. He got 50 telephone calls (good old A. T. & T.) and over 200 letters from all over the county.

It was in 1923 that *Wildflower* was running in New York, but practically standing still. You're right! Mr. Rankin suggested that Hector Fuller write a 20-minute blurb selling the play, to be broadcast over WEAF (usual rates, minus agency commission). He gave these talks himself and immediately afterward the play was broadcast from the stage. The silver-tongued announcer concluded the presentation by disclosing that anyone who had listened and who went to the box-office during the next week and bought a ticket would get, of all things, an autographed photograph of Edith Day, the *Wildflower* star! Result, 500 tickets sold the next day, full houses thereafter and finally the S. R. O. sign.

Mask and Zipper

SUCH business could not be overlooked. Amid rubbing of hands, A. T. & T. in September, 1933, started a network of eight stations, keyed from WEAF. [Technical note: They used A. T. & T. lines]. B. F. Goodrich Rubber Co. (Rankin account) signed for six weeks, renewed for six more, and kept going. Union Carbon & Carbide (Eveready batteries) followed suit. Then came Happiness Candy Co., Cliquot Club, Atwater Kent, Bakelite Co., Maxwell House Coffee, Ipana Toothpaste. And of course, in 1926, NBC was born, taking over the A. T. & T. stations, and a flock of accounts. Incidentally, Mr. McClelland was still there as vice president and general manager.

The story of Goodrich was really the first network success story. L. A. McQueen, advertising manager of Goodrich, was somewhat skeptical about this radio business. But he tried it on a six-week test, instead of the 12-week run suggested by Mr. Rankin.

The Goodrich Silvertown Orchestra became a success overnight. So did the Silver Masked Tenor and the Goodrich Zippers. Five weeks after the first Silvertown Concert, Mr. Rankin received a letter from Mr. McQueen.

"When you first brought this form of advertising to our attention there was some question in our minds concerning its pulling power and effectiveness," he wrote. "There is no longer any question in our minds about its advertising value. The results are too visible to be ignored. We have received thousands of comments through the mail indicating the tremendous public interest we have aroused. I am glad our advertising agency had the vision and foresight to bring radio publicity to us."

Even in those days, spotlight advertising in newspapers and magazines calling attention to the radio programs, was used for Silvertown. Full pages were used entreating readers to "Tune in with Silvertown's on the radio every Thursday and on your car every day".

Getting down to cold, traceable results, Goodrich was more than pleased. A crossword puzzle booklet was offered to interested listeners. When more than 200,000 asked for the books, the Akron office protested, marking the first radio-postal kickback. So Goodrich changed its offer and told listeners to call on the 40,000 Goodrich dealers. Over 3,000,000 crossword booklets went that way.

Other merchandising tie-ins were used. One was a disc radio log with which the listener could keep



a convenient record of all dial settings for stations. The cards were printed and distributed to Goodrich dealers. The audience was told to get the logs free of charge by going to the dealer, obtaining a card and mailing it to the Goodrich Co. The fourth day following the announcement 14,000 cards came in. And as many dealer-consumer contacts were made. Within two weeks Goodrich received more than 100,000 cards, and the whole campaign resulted in the distribution of more than 600,000 station logs. Each card meant that a prospect actually had been sent into a Goodrich dealer store by radio advertising.

Shortly after the Goodrich program began, Union Carbon & Carbide bought ten minutes, three times a week, over the WEAF network. It tied in with this advertising color pages in the *Saturday Evening Post*, also a die-hard enemy of radio. These urged listeners to buy radio receivers. "The air is full of things you should not miss," was the catchline. Union Carbide sold batteries by the thousands for radio receivers.

Here is an editorial which ap-

(*Continued on page 61*)

Tribute to the Radio

I am the Radio, made of metal, glass, and wood; every cubic inch of me is magic.

Out of the space there comes through my body the music of the spheres, divine symphonies flood the air, mighty choruses break forth, the organ peals, bands play, the voice of the singer enchants, stringed instruments enthrall the senses, countless orchestras interpret the spirit of jazz, and the saxaphone is heard throughout the land.

The actor and the entertainer tell their story to laughter or to tears. The lecturer lifts up his voice, and millions listen and learn, the statesman and the politician make their plea, and the destiny of a Nation is decided.

I am the conservator of Man, on land and in the air, on the sea, and under the water; in time of disaster my appeal goes forth and aid comes to the distressed.

What a boon I am to mankind. In the home of the rich and the cottage of the poor, in spacious apartment and lowly tenement, on the farm, and within prison walls, to young and old, to the sick and blind, I bring my message, in every tongue, and in every clime.

I am the Radio, God's great gift to humanity.

COL. ISAAC A. HEDGES.

St. Louis, Mo., 1936

A Free Copy

of this "Tribute to Radio," printed on fine paper suitable for framing, may be had from Radio Station KFRU, Columbia, Mo.

RADIO STATION KFRU

630 Kilocycles, 1000 Watts
500 Watts Night-time

Columbia, Mo.

Covering the Rich Central Part of Missouri

Representatives:

Wilson—Dalton—Robertson

KANSAS CITY
1329 Baltimore Ave.

CHICAGO
1503 Mather Tower

NEW YORK
250 Park Ave.

KFRU Is Owned and Operated by the St. Louis Star-Times Publishing Co.

Conference of Reps Proposed To Discuss Promotion of Spot

Five Favor Fund, Says Mr. Free, Three Opposed; Petry Suggests $16,000 Figure Is too Small

HAVING obtained replies offering varying degrees of support and opposition to his plan to create a cooperative campaign by station representatives to promote spot broadcasting, James L. Free, president of Free & Peters Inc., and Free, Johns & Field Inc., announced Nov. 10 that he hopes to discuss the project later this month at conferences in New York with the companies involved.

In a second letter to the 14 companies in the representation field on Nov. 10, Mr. Free analyzed the reaction to his initial proposal, bringing out that five, in principle, favored the general idea; three were opposed to it; four had not yet replied; one desired to withhold decision; one (Hearst Radio Inc.) brought out it already had embarked on its own comprehensive campaign, and in accordance with its policy, would not join in any cooperative venture.

Getting Results

ONE OF the first replies received, from Edward Petry, president of Edward Petry & Co. Inc., largest single entity in the field, supported the plan. Mr. Petry expressed the view, however, that Mr. Free had underestimated the cost of doing an effective job with a $16,000 annual appropriation.

"In our opinion and we spend in excess of $16,000 per year in the trade papers," he wrote, "it would require an annual appropriation of at least $60,000 to insure a campaign which could achieve noticeable results. We are eager to join in a group effort but at the same time anxious that this effort shall be launched on a scale commensurate with the difficulties in the tasks to be accomplished."

In a second letter to Mr. Free on Nov. 7, Mr. Petry said he felt that a $60,000 appropriation was the smallest necessary to accomplish the objective, as against the $16,000 proposed by Mr. Free. He said his organization would be unwilling to participate until the $60,000 could be raised. On Nov. 10, Mr. Free responded that he could not agree that the larger amount was essential, even though desirable. He added, however, that if Mr. Petry preferred to "sell" his plan to other representatives then he would withdraw the original $16,000 proposed and support the Petry effort.

At the time his second letter was sent, suggesting the meetings in New York during the week of Nov. 23, Mr. Free had not received replies from John Blair & Co., William G. Rambeau Co., George Roesler, and Weston, Frykman & Allen.

In his original letter, Mr. Free had suggested that one way of defraying the cost would be for each representative to contribute 10% of the quarter-hour rates of the stations he represented. He said this would amount to a fund of $16,357 per year. The 14 firms, each having eight or more stations, represent a total of 225 stations. In his second letter he declared that if the basic plan he outlined was not acceptable to other representatives, then his organization would be happy to cooperate in any other reasonable plan proposed.

In pursuance of that, Mr. Free suggested that representatives of each organization meet with him in New York during the week starting Nov. 23 to discuss the entire broad subject.

Mr. Free's Second Letter

MR. FREE'S letter follows in full text:

On Oct. 26 I sent a letter to you and 11 other radio station representatives proposing an association of representatives for the simple but important purpose of promoting spot broadcasting through a cooperative advertising campaign.

I stated flatly that our associated companies, Free & Peters and Free, Johns & Field, are ready and willing to go into such a campaign, and to contribute as our share $174.10 per month for the first year. I asked each representative whether he would contribute a specified monthly sum, based on 10% of the total quarter hour rates of the stations represented. Here is a report showing the amounts asked of each, and briefly summarizing each reply.

John Blair & Company, $115.36, no reply.

Craig & Hollingbery Inc., $114.78. "In sympathy with goal, but do not feel at this time that it would be good business for us to participate."

Free & Peters and Free, Johns & Field combined, $174.10. "As previously stated, we are ready to contribute this amount to this general plan, or any reasonable amount to any other practical plan in which even a majority of the representatives will participate."

Furgason & Aston Inc., $59.65. "It is our desire—help promote a greater use of spot broadcasting. Of the opinion, however, this cannot be done by purchasing publicity in trade journals. Will withhold decisions, and will be glad to confer on methods proposed, and hear reactions of other representatives."

Hearst Radio Inc., $72. "We have just embarked on a comprehensive campaign — in accordance with our policy, we will not join in any cooperative venture such as the one you outline."

Joseph Hershey McGillvra, $90.09. "We do not believe such promotional effort will bring results until certain changes made in handling and placing spot radio advertising — We believe in promotional advertising for spot broadcasting but such efforts could be handled more efficiently by NAB with our assistance."

Edward Petry & Co. Inc., $333.93. "Being in sympathy with the principles of your plan we emphatically endorse the idea and assure you of our readiness to cooperate with any organized effort to further the interest of spot broadcastng. However, we should say you have underestimated the cost of doing an effective job. In our opinion it would require an annual appropriation of at least $60,000 —instead of $16,000—to insure a campaign which could achieve noticeable results."

Willam G. Rambeau Co., $118.20, no reply.

Paul H. Raymer Co., $119.25. "I cannot be in favor of the idea, first, because it is not fair for us to pay 100% of the cost of a campaign that would benefit the entire industry; second, because $16,000 per year would be inadequate to do a job. I believe the educational work should be done by the industry as a whole. This could possibly be done through NAB or through some other national association of radio stations."

George Roesler, $22.30, no reply.

Weston, Frykman & Allen, $42.20, no reply.

Weed & Company, $50.70. "Am willing to contribute, but not to the extent you propose. You suggest 10% of the combined quarter-hour rate. My feeling is that 5%, or in my case, approximately $25 per month is nearer the proper levy."

Wilson-Dalton-Robertson, $50.52. "Your idea is commendable. However, I think 10% of quarter-hour rates a little excessive. Am in favor of 5%, the revenue from which should amply cover the expense of any campaign we might decide on."

If our basic plan is not acceptable to the other representatives, we will be happy to cooperate with any other reasonable plan that is proposed. We did not, and do not, think $16,000 is enough to do an overwhelming publicity job. At the same time, we do not believe a majority of the representatives could be persuaded to contribute to a $60,000 fund at this time. Obviously, an educational campaign of the sort indicated requires, as a minimum, a fairly complete schedule of full pages in the leading broadcasting and advertising trade journals. A casual study of available publications and their rate cards reveals that a reasonably adequate job can be done with something like $16,000 — but could hardly be started with $8,000, to which the appropriation would be reduced if monthly payments were reduced to 5% of quarter-hour rates.

We naturally are inclined to like our own plan. It seems sensible, reasonable and worthwhile.

But the main thing in our opinion is to *do something*. Let's stop talking about cooperation, and get started. We have one common aim—the promotion of all forms of spot broadcasting. What shall we do — not talk about doing—but do, as a group, to assist our individual efforts in promoting our medium?

If you have a better plan than the one we have proposed, a specific plan which can be answered yes or no, we will gladly take a back seat. You send out letters outlining it to the representatives, and if it seems reasonable and means action, we will support it heartily.

If you do not wish to develop a plan of your own, will you or a qualified member of your organization meet with me in New York the week starting November 23d to discuss the proposal we have already made? Will you attend such a meeting with an open mind, and with a desire to go along with the majority, even though you do not agree on some of the minor details?

Conrad Leaves NBC



Mr. Conrad

FRANCIS CONRAD, son of Dr. Frank Conrad, pioneer Westinghouse broadcaster, has resigned his post in the NBC sales department to join the New York office of McCann-Erickson Inc., effective Nov. 15. He will become radio timebuyer. Mr. Conrad joined NBC in 1929 in Pittsburgh and was attached to the staff of KDKA, Westinghouse-owned station, the program and sales operations of which are handled by NBC. In 1932 he was assistant manager of the station and served as acting manager until 1934, at which time he was transferred to network sales in New York. At McCann-Erickson he joins Don Shaw, former eastern sales manager of NBC, who now is assistant to the president of the agency.

WRIGLEY AIMS AT DEALERS

Public Can Listen to Network Broadcasts of Chewing Gum Firm if It Wants to

THE RETAIL merchant is the central figure in the new Wrigley radio campaign, which was started Nov. 9 on a Monday-through-Friday schedule over a nationwide CBS hookup. The first four days of each week the chewing gum manufacturer limits its own commercial copy to three words at the beginning and end of each broadcast, devoting the time usually given over to sales talk to "giving credit to the man who deserves it —the retail merchant."

The program on these evenings is *Poetic Melodies*, featuring Jack Fulton, romantic tenor, and Franklyn MacCormack, poetic reader, with Billy Mills orchestra. MacCormack will also deliver the dealer tributes, of which the following is typical:

"Recognition for one who deserves it — your retail merchant! We've learned a lot about the art of living during the past 10 or 20 years. About comfort, convenience, and enjoyment of our leisure hours. To a large extent, the retail merchant is responsible for this progress. Your merchant is constantly watching for improvements in the types of products he carries. If a new product is really better than the old, he orders it. If something is developed that will contribute to your family's comfort or happiness, he gets it for you. You can depend on your retail merchant to provide you with modern, quality goods."

Foolish Salesman

ON FRIDAYS the Wrigley program is a dramatic sketch portraying the adventures of a Wrigley salesman, *Mortimer Gooch*, whose eccentric ideas of sales promotion are constantly getting him into trouble. This program, says the sponsor, is being broadcast for the exclusive entertainment of the retailer, and the general public may tune in or not as it pleases.

In a sense, this part of the week's broadcasting is as entirely commercial as the other program is non-commercial, as it will be in the nature of an educational session for Wrigley dealers, pointing out the right and wrong methods of advertising and salesmanship. But even if the public takes the sponsor literally in its statement that the program is for dealers only, there will still be a sizeable audience, for there are more than a million retailers who include Wrigley's gums in their stocks.

Neisser-Meyerhoff Inc., Chicago, is the agency in charge of the campaign.

Campaign Billings Exceed Estimates; Election Coverage

Industry Receives Acclaim for Service on Election Night

REPORTS from networks, now back to normal schedules after the disruptions caused by the political campaign, indicate that both Republicans and Democrats have considerably underestimated their respective $600,000 and $500,000 predictions for radio time purchases during the campaign, which ended with a remarkable display of radio's capacity for news coverage on election night Nov. 3.

While exact figures are not yet available from some sources and others decline to disclose them, unofficial estimates by NBC are that its gross intake from the parties ran around $800,000, of which $400,000 or more was spent by the Republicans and allied sponsors and most of the rest by the Democrats.

CBS had gross billings of $436,000 from the Republicans (23½ hours) $226,000 from the Democrats (13¾ hours) and $124,000 from the Jeffersonian Democrats, Independent Coalition of American Women, Good Neighbor League, Townsend Plan and American Labor Party — representing a gross of $786,000.

MBS reported that $105,043 worth of political radio time was purchased, representing a total of 25½ hours, but WOR alone reported it took in $51,409 from politics divided as follows: Pro-Roosevelt time, $24,155; pro-Landon, $18,442; miscellaneous, $9,309. Separate from the Inter-City System, WMCA reported gross political billings of $11,141.

Billings and Hours

WHILE NBC declined to disclose exact revenue figures, it reported that it had sold 39 hours to the Republican National Committee, 22 hours to the Democratic National Committee, one hour to the Socialist Party, 2 hours 15 minutes to the Communists, 7 hours 15 miutes to the Republican State Committee, one hour to the Socialist State Committee, one hour 30 minutes to the Communist State Committee. These figures are exclusive of four or five hours sold by the Pacific Coast networks.

Mutual broke down its $105,043 figure as follows: Democrats, $36,242; Republicans, $5,187; New York State Democrats, $14,609; Father Coughlin, $37,232; National Jeffersonian Democrats, $2,449; Crusaders, $8,221; Independent Veterans, $1,113. The Crusaders were billed through Marschalk & Pratt Inc. and the Independent Veterans through Neff-Rogow Inc.

The New York State Network, keyed from WINS, reported revenues of $2,327 from the Republicans, $2,642 from the Democrats, Socialists and American Labor parties for their several hookups.

Placed by Agencies

THESE scattered reports were all that were made available as BROADCASTING went to press, but they were sufficient to indicate that the estimate of $2,000,000 spent by all political parties and factions for network and station time during the campaign was probably very conservative. Without exception, the network and station billings were larger this year than four years ago.

Most station time was on a cash basis, but it is understood that the networks are carrying considerable balances due from the major parties, though nothing like the $500,000 or more that NBC and CBS carried over from 1932 and did not clear off the books until last winter. For the large part, the Republicans employed advertising agencies to place their national and local schedules; the Democrats used agencies for practically all placements.

Among agencies that participated in the business were Roche, Williams & Cunnyngham Inc., Lord & Thomas, Blackett-Sample-Hummert, Erwin-Wasey & Co., Chicago, and Reincke-Ellis-Younggreen & Finn, for the Republican National Committee; Brooke-Smith & French, for the New York Republican State Committee; U. S. Advertising Corp., William H. Rankin Co., Metropolitan Advertising Agency and Loomis & Hall Inc., for the Democratic National Committee; Publicity Associates Inc., for the Jeffersonian Democrats and the Independent Coalition of American Women; Albert M. Ross Inc., for the National Union for Social Justice (Father Coughlin); A. B. Landau Inc., for the New York Young Democratic Club.

Locally, various other agencies were used, but in the local campaigns the business was mostly placed direct by the candidates or their local committees.

Both parties disbanded their radio divisions immediately after Nov. 3, and almost without exception members of the staffs who were not "on leave" were on the job-seeking list. Hill Blackett, G. O. P. radio director, was back at the Blackett-Sample-Hummert agency, while William B. Dolph, the Democratic radio director, continued at his post as manager of WOL, Washington, which he did not relinquish during the campaign.

The election itself was covered by radio the day and night of Nov. 3 with such speed and dispatch

(*Continued on page 62*)



BEEHIVES OF ACTIVITY—Election day found radio fully prepared, with these central sources of returns feeding a multiplicity of stations via networks or individually. Top photo shows Press-Radio Bureau, with James W. Barrett, director (center) and his staff handling reports to the networks. Second picture gives a glimpse of the Yankee Network News Service headquarters. Third shows staff of Transradio Press in action. Bottom shows CBS election headquarters, with commentators and announcers on dais facing its big bulletin board.

SPONSORED EXTRA
Colorado Paper Uses KLZ to Give Late Returns

L. C. PADDOCK, publisher of the *Boulder* (Col.) *Camera,* bought two quarter-hour periods on KLZ, Denver, Nov. 4 to bring his subscribers returns on the Nov. 3 election. The broadcast featured complete tabulations on the vote in Boulder County. Mr. Paddock used paid time in preference to getting out an extra edition of *The Camera* as heretofore had been the custom. Attention was called to *The Camera's* special election service through KLZ, Denver, in a page one story as well as through the use of display space in Boulder county weeklies. The periods were broadcast at 6:30 and 7:15 a. m.

Mr. Paddock reports that subscribers were favorably impressed with the broadcasts and he is convinced that the radio flashes created more goodwill for the paper than an extra edition "and at considerably lower cost".

Three-fourth of Owners Want Radios in New Cars

GENERAL MOTORS Corp., Detroit, has found through its customer research division that 71.8% of new car owners want radio equipment in the new cars they buy. Questionnaires were mailed to 1,000,000 owners of all makes of cars. It was the first year that questions pertaining to radio equipment and preferences were asked.

Such information calls to mind the fact that the automobile companies have found it valuable to pay more and more attention to accessory advertising, in which promotion of radios plays a big part. For two years Chevrolet at Christmas time has advertised nationally, urging car owners and their friends to do their holiday shopping in the form of car accessories, at the Chevrolet dealer's place.

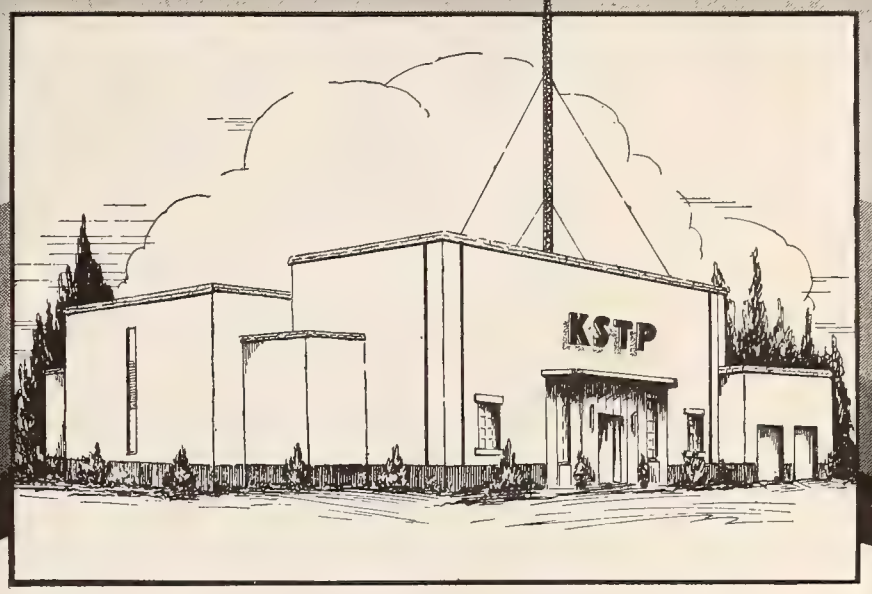
Pontiac in recent months has also called its dealers' attention to the fact that there is plenty of volume in accessory and radio sales. Other companies have urged their outlets to develop this rich market.

New Jergens Program

JERGENS-WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) will inaugurate another series on a nationwide NBC-Red network Jan. 4, Mondays 4:30-4:45 p. m. The program will be a dramatic script entitled *Dangerous Romance,* starring Elsie Hitz and Nick Dawson who were sponsored by the company a few seasons ago under the title *Dangerous Paradise.* Lennen & Mitchell Inc., New York, placed the account.

New Train Dedicated

BURLINGTON RAILROAD, Chicago, sponsored a half-hour broadcast of the dedication ceremonies Nov. 8 for its new streamliner, the Denver Zephyr, on WMAQ, Chicago. Ralph Budd, president of the Burlington Railroad, and President Walter Dill Scott of Northwestern University spoke.



KSTP

announces

NEW TRANSMITTER
LOCATION and MODERNIZATION

to give you

Greater Coverage in the Northwest

FOR ADVERTISERS

- High Fidelity with the Strongest Signal in the Metropolitan Area . . . 600% increase in signal strength.
- Greatly increased coverage in the trading area of Minnesota where 81.2 cents of every retail dollar are spent.
- The greatest value per radio dollar . . . in the entire Northwest.

FOR LISTENERS

- A signal of 70,000 microvolts (70 millivolts) in downtown Saint Paul and Minneapolis.
- A fidelity of tone, faithful reproduction and unexcelled reception at all times under any and all weather conditions.
- The exclusive Minnesota outlet for the superb programs of the Nation's Leading Network . . . N. B. C.'s Red and Blue.

It is with a feeling of pride and our sincere desire to continue to merit your patronage and to serve others that we place at your disposal the increased facilities of our $300,000.00 modernization program . . . that KSTP shall continue to be known as THE NORTHWEST'S LEADING RADIO STATION.*

*PROOF OF POPULARITY

Actual recorded facts from a station check made during the entire week of October 10, 1936:

KSTP	No. of Accounts	Second Station	No. of Accounts
Local - - -	55 - 64.0%	Local - - -	24 - 44.5%
National - -	31 - 36.0%	National - -	30 - 55.5%
Total - -	86 - 61.5%	Total - -	54 - 38.5%

MINNEAPOLIS **KSTP** SAINT PAUL

NORTHWEST'S LEADING RADIO STATION

25,000 WATTS

For Rates and Schedules, Address: KSTP, MINNEAPOLIS - ST. PAUL, MINN., or our Exclusive NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

WKY

OKLAHOMA CITY

since its purchase by the Oklahoma
Publishing Co. in November, 1928

has never cut a rate to anyone!

900 KC

Oklahoma's Only
Full Time NBC Outlet

KLZ

DENVER

since its purchase by E. K. Gaylord
and associates in August, 1935

has never cut a rate to anyone!

560 KC
CBS Affiliate
Pioneer of the West

● Both stations have fine, new studios; new, modern, high fidelity transmitters and vertical radiators; both have exceptional program production facilities and both are alike in the maintenance of a policy of business ethics which has for so long distinguished . . .

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

National Representative
E. KATZ SPECIAL ADV. AGENCY

To Obtain Dealers, Do as Duart Did

Cosmetic Product Obtains Complete Distribution in The West by Use of Radio; The East Comes Next

By HOWARD E. WILLIAMS
Agency for Duart Sales Co., Ltd., San Francisco



H. E. Williams

TOWARD the end of February, the Duart Sales Co. Ltd., set out to open the San Francisco and Northern California market for a totally new and different face cream called Creme of Milk. At that time, not a single jar was on sale in that area, or any other. By the end of six months, complete distribution had been secured in major western markets, covering all drug, department and syndicate stores in California, Oregon, Washington, Utah and Illinois. Arrangements are now under way to introduce the new beauty product in the eastern market next spring.

Our plans for cracking one of the country's biggest markets for a popular priced product in a highly competitive field included a radio test campaign, supported by intensive merchandising, cooperative advertising, and plenty of push. We had a preparation in which we believed wholeheartedly, and backed by the prestige of Duart, which for years has supplied beauty shops throughout the country with permanent wave equipment, we did not intend to "spare the horses".

After Only 30 Days

IF, AFTER the planned preliminary period—which we thought was a conservative length of time in which to establish a product against stiff competition—we felt that satisfactory distribution had been attained in and around San Francisco, we would be justified in extending our sales territory.

The anticipated six-to-eight-month local radio drive lasted, as such, for less than 30 days! By that time it had ceased to be a mere test campaign and had become a proved builder of sales and repeat business.

At the beginning of our campaign, overnight distribution was achieved in 1,300 San Francisco drug stores, in a rather unusual manner which will be described later. Resulting sales volume was so high that before a month had passed, we expanded to the NBC Pacific Coast network and distributed Creme of Milk in the entire California area, including all department stores and 4,500 drug stores.

Our next move was to extend the radio series, in September, to NBC stations in Chicago, Salt Lake City and Denver. Thus, in less time than we had planned to devote to opening a single market in a limited area, Creme of Milk was selling with amazing rapidity throughout five states.

Next spring, Creme of Milk will enter the eastern market, either by means of a local New York station or a national hookup. Within a year, the Duart Sales Co. expects Creme of Milk to be one of the big selling popular priced beauty products of the country. This statement may seem like big expectations, but the record achieved in the West makes it little less than inevitable.

The speed with which the preparation was offered to, and accepted by, the public is attributable to several things—its own genuine uniqueness, the excellent coverage of the NBC stations employed and the character of the program, *Passing Parade*, plus the consistent, hard-hitting merchandising and cooperative advertising.

Perfected after three years, Creme of Milk is based on the formula of two dairy chemists, who after much experimentation, found how to extract from fresh milk those oils which are beneficial and beautifying to the human skin. The use of milk as a beautifier is not new, of course. Cleopatra took milk baths in the 50's (B. C.), and is recorded as one of the most fascinating women of all time. Anna Held is a more contemporary example of lovely women who have continued to use these highly effective — but extravagant — treatments.

Never before, however, had a preparation been offered to the average woman which would give her the well-known benefits with modern ease and economy. The natural oils, produced by glandular secretion, which Creme of Milk contains are those most closely related to the oils of the human skin, so often in need of replenishment.

John Nesbitt, who describes for us the *Passing Parade*, is a distinctive radio personality, chosen for specific reasons. We wanted to avoid a show which would immediately be open to comparison. An inexpensive musical program, for instance, would have lots of similar entertainment to buck, and might easily suffer from competition with more elaborate shows. We had to get something individual to offer listeners.

Dramatized Distribution

THE BROADCAST series can best be likened to the Sunday feature section of a newspaper. Old stories, brand new ones, human interest items, oddities, all are dramatized with an editorial slant.

Before the initial broadcast Feb. 23, we had the scene all set for the big push. Every druggist in the San Francisco territory—1,300 strong—received a telegram urging him to listen to *Passing Parade* and telling him that on the following day a free jar of Creme of Milk would be delivered to him.

During the broadcast, we dramatized for our listeners the procedure used by a big company in launching a new product: The hundreds of telegrams flashing over the wires, the sing of bicycle tires, the roar of motorcycles, the tread of hundreds of feet as Western Union messengers travelled all over the city delivering the free jars of Creme of Milk. That night, not one jar of the Creme could be bought anywhere, we told the audience; the next day any drug or department store they went to, no matter how small or remote, could supply them with Creme of Milk.

This dramatization was extremely effective. Both public curiosity and dealer interest were stimulated, with a very agreeable sales result the following day. We also feel it had a lot to do with the fact that 90% of the window stickers with which druggists were supplied reached their proper destination, that counter displays were used practically 100%.

In one San Francisco store alone, Creme of Milk sales for one day totaled $77; during the first week they reached $400. With this encouragement, we expanded to the NBC-Pacific network in less than a month, covering the balance of the Pacific Coast territory.

During June, we offered a 10-cent sample of our Creme on *Passing Parade*, with a heavy response. It was shortly that syndicate stores approached us with requests for a small jar to sell in their stores. The 20c jar, now sold by all syndicate stores on the Coast, is the direct result, then, of consumer demand.

In the larger 5 and 10 cent stores, we arranged demonstrations of the Creme two or three days a week. Window displays were also especially prepared for these outlets. They proved to be such sales builders that at least one store, taking a display for a week, gave it window space for six weeks.

Eastern Market Next

WHEN *Passing Parade* was later extended to NBC stations KOA in Denver, KDYL, Salt Lake City, and WENR, Chicago, we repeated the same method of distribution and promotion. We followed up dealer interest with the usual window stickers and counter displays, and also offered mats for local newspaper advertising.

In the Fawcett group of eight women's magazines, Creme of Milk and the radio show have been tied-in with our routine permanent wave ads and beauty talks by Doris Dumont.

In addition to our established markets, thousands of beauty shops are carrying our regular 50c and $1 jars, as well as the new $2 size which was made up to meet the demand for a large jar and is selling very well. Because of our connection with the trade through our permanent wave equipment, Duart enjoys a made-to-order market of 70,000 potential outlets in beauty shops all over the United States.

We are now busy with plans for introducing Creme of Milk to the tremendous Eastern market. We expect to begin our campaign in March, and to our radio series we will lend the same cooperation which proved so successful in the West.



FIVE-AND-TEN — Smaller size Creme of Milk containers are shown in this Woolworth store window.



DISPLAY—Here is one of the Duart layouts for dealers, showing the large size containers which the sponsor has featured.

A

PRACTICAL GIFT

BROADCASTING

Broadcast Advertising

YEARBOOK NUMBER INCLUDED

Subscription Rates!

One Year $3

2 for One Year $5

3 for One Year $7

A

PRACTICAL GIFT

BROADCASTING

Broadcast Advertising

YEARBOOK

NUMBER INCLUDED

Subscription Rates!

One Year.....$3

2 for One Year.....$5

3 for One Year.....$7

A SUCCESS STORY? SURELY!

STATION WBNY first went on the air last March—only eight months ago. Though it ordinarily takes about 18 months' time for the average new station to get on its feet, WBNY has clicked consistently from the very first day it launched its broadcasting activities.

ONE of our original advertisers, Frank Meyers, who has a home appliance store on one of the side streets of our business district, tried WBNY the second week we were in existence. He bought a few spot announcements to tell our audience about his radio sets, washers, vacuum cleaners, etc.

IMMEDIATELY, WBNY brought so many new customers to his store that Mr. Meyers quickly signed up for six spot plugs a day for a month. He has been with us ever since—and you ought to hear him brag about what WBNY has done for him. You see, he is positive that all his new business has been produced through WBNY because in the seven months he has been with us he has used no other medium.

AN expenditure of a few hundred dollars for spots on WBNY has sold $148,000 worth of merchandise for him since April. If that is not a success story for Buffalo's new station, we can't offer you anything else except to say that we have in our files a lot of similar stories from other advertisers.

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street **BUFFALO** Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City 520 N. Michigan Avenue, Chicago 122 S. Benton Way, Los Angeles

NBC STILL MAJOR RCA INCOME SOURCE

GROSS income of RCA from all sources during the first nine months of 1936 amounted to $69,037,084, leaving a net income of $2,847,383 for transfer to surplus which amounted to $12,775,712 as of Sept. 30, according to the RCA quarterly report issued Nov. 6 by David Sarnoff, president. The net was a $46,261 increase over the corresponding period of 1935.

Gross for the third quarter alone was $25,345,735, and the net for that period was $2,594,212, an increase of $571,617 over the corresponding quarter of last year.

Of the RCA nine-month gross of $69,037,084, NBC represented $23,800,143 from the time sales of its two networks [BROADCASTING, Nov. 1]. The NBC net, however, is not disclosed since the RCA does not break down the reports of its subsidiary companies.

France Taxes Time Sales, Planning National Setup

IMPOSING a tax of 13% on all revenues from the sale of time to French-language sponsors and 48% on foreign-language broadcasts, the French government has hit commercial broadcasting in that country hard and is thus hoping to pave the way toward its new unified plan of national broadcasting.

In France today some private stations are licensed while others are operated by the government. The government stations, it is planned, will shortly be organized into one company patterned after the British Broadcasting Corp. and supervised by a council of 72 members. This council would be divided into six sections, one each for music, theater, education, news, science and public affairs. Control would be exercised by an advisory committee of 14, among them the Prime Minister and Postmaster General.

Foreign Broadcasting Officials Amazed As RCA and NBC Show Progress Here

AMERICAN radio and typical American hospitality delighted the 35 high officials and representatives of foreign broadcasting systems who came over early in November to participate in NBC's Tenth Anniversary as guests of RCA and NBC. As they went through a whirl of activity, the visitors from Europe repeatedly expressed their amazement at the progress of American radio and were wholehearted in their expressions of joy over the typical American friendliness which they encountered on all sides.

Guiding them throughout the visiting rounds were Fred Bate, NBC London representative, and Dr. Max Jordan, NBC continental representative, who came over with some of the delegates and who, being splendid linguists, acted as interpreters for those who could not speak English.

Each of the delegates had words of praise for American radio, although most of them are identified with government-owned and some with dictator-controlled systems which represent a far cry from the American system of private enterprise, competition and self-sustenance. The technical equipment they viewed, the special broadcasts they attended and the rounds of entertainment they enjoyed in various cities drew fulsome words of praise too numerous for individual quotation.

Pickups From Everywhere

THE MOST elaborate broadcast they watched in operation was that of Nov. 9 when NBC networks, from 3:15 to 4 p. m., carried a two-way conversation between the New Haven train *Comet* and the German streamliner *Hamburger* as both were under way; a relay from a Navy submarine submerged off Sandy Hook; a relay from atop Pike's Peak; descriptives by an announcer riding up Fifth Avenue in an automobile and another pedaling a bicycle in Chicago; a tune-in on police messages sent to radio cars in Cleveland; an interview with miners underground near Pittsburgh; pickups from a Coast Guard cutter off Long Island, an Army armored car near Washington and a fleet of Navy planes in flight over the San Diego naval base.

They saw a radio facimile of birthday greetings transmitted by Guglielmo Marconi in London to David Sarnoff, NBC president, and on Armistice Day some of them participated in exchanges of greetings with Marconi in Rome and other European dignitaries from two airplanes flying between New York City and Niagara Falls.

The American radio audience, of course, was able to tune in all these special broadcasts.

The delegates arrived on various ships, most of them coming early in November. They came under the auspices of Europe's International Broadcasting Union, headed by Maurice Rambert, its president, a pioneer Swiss radio amateur who took it up as a hobby while working as a designer of automobile engines before the turn of the century—one of his engines having been adopted by the Rolls-Royce company of England.

Welcomed at the dock by RCA, NBC and city officials, their entertainment included a reception at the Rockefeller Center Club Nov. 5; welcome on the steps of City Hall by Mayor LaGuardia, Nov. 6; Princeton-Cornell football game at Princeton, Nov. 7; motor trip to West Point, Nov. 8, with visits that night to the Radio City Music Hall; tours of New York City, Nov. 9 and the NBC anniversary banquet that evening, which was addressed by their ranking official — Robert Jardillier, French Minister of Communications; airplane flights to Buffalo, over Niagara Falls and thence to Washington, Nov. 11; tour of the capital Nov. 12 and a luncheon that day by the Overseas Writers and National Press Club; a farewell dinner at the Waldorf-Astoria, Nov. 13, and a visit to the RCA radio center at Riverhead, L. I., Nov. 14.

There were other affairs each day of their stay, including many luncheons, a dinner presided over by Chairman Prall of the FCC in Washington the evening of Nov. 11 and a cocktail party at the home of Louis G. Caldwell, Washington radio attorney, the next afternoon.

Some of the visitors are remaining in this country for a few more weeks, but most planned departures the week of Nov. 15. The party included:

Robert Jardillier, French Minister of Communications; Maurice Rambert, president, International Broadcasting Union, also representing Switzerland; Arthur R. Burrows, secretary-general of International Broadcasting Union; Raymond Braillard, head of European Radio Control Center, Brussels; Gladstone Murray, general manager, Canadian Radio Corp.; Erich Von Kunsti, program director, Austrian Broadcasting Co.; Dr. Ladislav Sourek, president, Czechoslovakian Broadcasting Co.; Chamberlain C. Lerche, president, Danish Broadcasting Co.; Kay Christiansen, chief engineer, Danish Post Office Dept.; M. Pellenc, inspector-general, French Broadcasting Co.; Emil Bremond, secretary-general, French State Broadcasting; Dr. Kurt Von Boeckmann, head of foreign department, Reichs Rundfunk Gesellschaft; Dr. Werner Nestel, engineer-in-charge of foreign relations, Reichs Rundfunk Gesellschaft; Dr. Harbich, chief engineer, German Post Office Dept.; L. W. Hayes, engineer-in-charge of foreign relations, British Broadcasting Corp.; Dr. B. Van der Pol, chief engineer, Philips Co., representing Dutch broadcasting; Dr. Francesco Gochetti, program director, Italian Broadcasting Co.; E. Bernetti, chief engineer, Italian Broadcasting Co.; Roman Starzynski, general manager, Polish Broadcasting Co.; S. Karaffa-Kraeuterkraft, secretary-general Polish Broadcasting Co.; Dr. Carl Anders Symling, general-manager, Swedish Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Ivo Stern, director, Sagreb Station, representing Yugoslavia; Arthur Gvozdanovia, vice-president, Yugaslovian Broadcasting Co.



DISTINGUISHED FOREIGN VISITORS—These are some of the foreign radio notables who came to America as guests of NBC for its Tenth Anniversary celebration. Standing, left to right: Dr. Carl Anders Dymling, general manager, Swedish Broadcasting Co.; Arthur Gvozdanovic, vice-president, Yugoslavian Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Francesco Cochetti, program director, Italian Broadcasting Co.; Dr. Ivo Stern, director Zagreb station, representing Yugoslavia; Arthur R. Burrows, secretary general of International Broadcasting Union, Geneva; Dr. Balth Van der Pol, chief engineer, Philips Co., representing Dutch broadcasting; Roman Starzynski, general manager, Polish Broadcasting Co.; L. W. Hayes, engineer in charge of foreign relations, BBC; Raymond Braillard, head of European Radio Control Center, Brussels; Felix Greene, BBC representative, New York; Saverio Bernetti, chief engineer, Italian Broadcasting Co.; Dr. Kay Christiansen, chief engineer, Danish Post Office Service; Col. S. Karaffa-Kraeuterkraft, secretary-general, Polish Broadcasting Co. Seated, left to right: David Sarnoff, president of RCA; Maurice Rambert, president of International Broadcasting Union, also representing Switzerland; Gen. James G. Harbord, RCA board chairman; Chamberlain G. Lerche, president, Danish Broadcasting Co.; Lenox R. Lohr, NBC president.

Around the World

AS THE climax of the NBC Tenth Anniversary celebrations, radio organizations of 13 major countries were to combine to present their best talent on Nov. 15—the actual date of NBC's birthday. To be called *The World Salutes NBC*, the international program goes over both NBC-Red and Blue networks, totalling 102 stations, from 9 to 10 a. m. Nations cooperating are Austria, Belgium, Czechoslovakia, Denmark, England, France, Germany, Holland, Italy, Switzerland, Hawaii, Argentina and Japan.

RIVAL applications for new stations in Mansfield, O. have been filed with the FCC by Allen T. Simmons, owner of WADC, Akron, and Frazier Reams, Toledo attorney and prosecutor of Lucas County, who also is president of Community Broadcasting Co. seeking a new 100-watt local in Toledo. Mr. Simmons seeks 1,000 watts daytime on 780 kc., and Mr. Reams seeks 100 watts daytime on 1370 kc.

GOLD STRIKE



The Forty-niners didn't get it all! The vast community served by KGO, Key Station of the Pacific Coast Blue Network, is still paying its way nicely. With a per capita spending that exceeds any in the country, it's a rich opportunity for advertisers.

KGO

7,500 WATTS

NBC Pacific Coast Blue Network

SAN FRANCISCO

Completely programmed by NBC

Increased Power Is Proposed By New Chairman in Dominion

L. W. Brockington Says Coverage and Program Survey Will Be Made; Lessening of Interference Sought

By JAMES MONTAGNES

AFTER a two-day delay L. W. Brockington, chairman of the new Canadian Broadcasting Corp., which took over radio regulation from the Canadian Radio Commission on Nov. 2, gave a radio address Nov. 4 in which he outlined the corporation's immediate plans. The recommendations of Gladstone Murray outlined in BROADCASTING Nov. 1, were the main items on the CBC program.

A coverage survey and program survey are to be immediately undertaken, Mr. Brockington stated. Applications will be considered for change of wave lengths and increases in power. There will be a greater variety and improvement of public and private programs and the existing schedule for six hours daily with wire services for network programs is to be modified. Means are to be found to increase the revenue of the corporation, which is interpreted to mean more sponsored programs for the corporation stations and perhaps a series of magazines such as Gladstone Murray, general manager, built up for the British Broadcasting Corp. with which he was connected before coming to Canada.

Better Reception

ACTION is to be taken soon in the international field to lessen interference from Mexican stations, and hope was expressed that an agreement would soon be forthcoming between Canada, the United States and Mexico on a better way of sharing the broadcast band.

The first meeting of the corporation took place at Ottawa, but meetings are to take place all over Canada, with the public as well as those in the broadcasting industry to be heard.

Advertising policy was not mentioned by the chairman, but close cooperation between newspapers and both public and private radio stations in the future was stressed. In the program line the best in Canadian, United States and British programs would be given Canadian listeners, Brockington stated.

He paid tribute to Hector Charlesworth and the Commission for their pioneering work in national broadcasting. The corporation, he hoped, would soon be able to add to that work by building high-power stations across Canada in order that an efficient and widespread service would become a reality.

Vice-chairman Rene Morin spoke in French following Brockington, and stated that the corporation's network would be operated in the national interest and not for profit.

Simultaneous with the taking over of the corporation, the technical work of the CBC was handed back to the government's radio branch, Department of Marine. The radio branch is now part of the Department of Transport, formed Nov. 2, including railways, canals, marine, radio, meteorological services and civil aviation. Comdr. C. P. Edwards, for many years director of radio, was promoted to chief of the air services, which includes radio, civil aviation and meteorological activity. W. A. Rush, general superintendent of radio, is now head of the radio branch and Donald Manson, chief inspector of radio, became assistant controller of radio.

Hector Charlesworth, former commission chairman, has been retained indefinitely in an advisory capacity by the new corporation. Vice-chairman C. A. Cheveau has gone back to his law practice in Quebec, and Col. W. A. Steel, the third member of the commission, has been retired on pension of $3,500 after 23 years in the civil service. Steel is a technical expert and is only 46 years old.

School for Radio Actors Is Advocated by Joachim

RADIO must conduct its own training school for actors, according to M. H. H. Joachim, conductor of *Your Unseen Friend* on CBS, Sundays, 5-5:30 p. m., since stage performers are unsuited for radio. The dramatist added that original plays should be written for the broadcast medium.

Actors must remember, he explained, "that in radio there is no time for the raising of an eyebrow or the flicking of an ash off the coat to produce an effect. There must be instantaneous reaction to the dialogue that has gone before, and that reaction must be audible. Give me a performer who has had no stage experience, and I can make of him or her a much better radio actor than any legitimate performer."

KNOCKOUT SCOOP
Too Much Enterprise Proves Boomerang to WMIN

INTO WMIN, St. Paul, during the Joe Louis-Joe Brescia fight recently, a telegraph ticker brought this message: "Flash . . . urgent . . . New York . . Joe Louis tonight knocked out. . . ." An excited bystander rushed the message to the announcer, who announced to listeners that "Joe Louis was knocked out."

A few minutes later the announcer received the rest of the message: ". . . Joe Brescia in 2 minutes and 12 seconds of third round in a fight here. Louis had everything his own way." The bystander was Edward Hoffman, owner of WMIN. Reading the first part of the message and eager to broadcast the news over his just recently opened station, he clipped it from the ticker and rushed to the announcer in the hope of beating other local stations to the flash.

Moon Glow Midwest Test

CAMPANA Corp., Batavia, Ill., as a sales agent for Moon Glow nail polish, is sponsoring *Moon Glow Melodies*, quarter-hour musical program featuring Wayne Van Dyne, romantic tenor, and Emily Lee, fashion commentator, 7:30-7:45 p. m. Friday, on WMAQ, Chicago, in a test campaign to promote the product by radio alone. If successful, the program will be extended over the network. Aubrey, Moore & Wallace Inc., Chicago, has the Campana account. Moon Glow Cosmetics Co., Los Angeles, producer of the polish, will expand its Don Lee-CBS program in December through Emil Brisacher and Associates, Los Angeles [BROADCASTING, Nov. 1].

ONE MORE station that has gone on a 24-hour daily schedule is WAAB, Boston key of the Colonial Network, which features request numbers from 1:30 to 7 a. m. and offers participating announcements at $7.50 each.



DISTINGUISHED CANADIANS — Keenly interested observers at the RCA-NBC television demonstration Nov. 8 were high officials of Canadian radio, who came to New York for the NBC Tenth Anniversary celebration. Standing, left to right: Maj. Gladstone Murray, newly appointed general manager of the Canadian Broadcasting Corp., until recently an official of the British Broadcasting Corp.; Comdr. C. P. Edwards, director of radio, Department of Transport, Ottawa; Dr. Augustin Frigon, assistant general manager, CBC. Seated, left to right: N. L. Nathanson, a CBC governor; Lenox R. Lohr, NBC president; Hon. C. D. Howe, Canadian Minister of Transport.

POWER INCREASES GIVEN TO LOCALS

INCREASES in power for a dozen stations, most of them daytime locals, were authorized by the FCC Broadcast Division at its meeting Nov. 10—the first since the presidential elections.

Sustaining Examiner P. W. Seward, the Division authorized WPRO, Providence, which joins CBS Jan. 1, to increase power from 250 to 500 watts at night, with 1,000 watts daytime on 630 kc. KRNT, Des Moines, in a decision sustaining Examiner George H. Hill, was authorized to increase power from 500 watts to 1,000 watts night, with 5,000 watts day on 1320 kc.

WBEN, Buffalo, was authorized to increase day power from 1,000 to 5,000 day with 1,000 watts at night, as was KSCJ, Sioux City, Ia. WTAD, Quincy, Ill., and WBCM, Bay City, Mich., were given day increases from 500 to 1,000 watts. KFVD, Los Angeles, was increased from 250 watts day and night, limited time, to 1,000 watts under the same conditions. WEAU, Eau Claire, Wis., was increased in day power from 250 watts to 1,000 watts. Other increases, from 100 watts to 250 watts day, included: WCAZ, Carthage, Ill.; KMAC, San Antonio; KGKB, Tyler, Tex. (also authorized to increase hours from unlimited day and specified hours at night to unlimited on 1500 kc.); KRNR, Roseburg, Ore.; WATL, Atlanta; KTSM, El Paso, Tex.

Geographic Honors Miller

THE distinction of addressing the National Geographic Society in Washington Nov. 20 falls to William Burke (Skeets) Miller, NBC night program manager, who in December, 1935, flew with Harold See, NBC engineer, on the *Philippine Clipper* in the pioneering flight from San Francisco to Manilla. Mr. Miller, who also has an article on "Flying the Pacific" in the December *Geographic*, will speak on his experiences. Formerly in the publicity department of NBC, later director of special events. Mr. Miller is a onetime winner of the Pulitzer prize in journalism while on the staff of the *Louisville Courier-Journal*.

D & M Plans Series

D & M FINANCE Co., Chicago, has contracted for 13 weeks of announcements, daily except Sunday, on KFRU, Columbia, Mo., and for 13 quarter-hour units of the weekly barn dance program on KTHS, Hot Springs, and is preparing plans for the use of a number of additional stations in a direct sales campaign for 25-piece sets of nickle-silverware at $3.95 a set. A similar campaign last year resulted in the sale of 25,000 sets to listeners. Agency is First United Broadcasters, Chicago.

XEOK, Tiajuana, Mex., was sold Nov. 1 to a Los Angeles business syndicate headed by L. R. Barbley, executive of the Packard Bell Radio Co., Los Angeles. The station will reopen some time in December with a new transmitter site and new technical equipment. A remote control line will be run to Ensenada. Business offices will be opened in Los Angeles.

Thanksgiving!

and the

NEW YORK STATE BROADCASTING SYSTEM



The richest state in the richest country in the World now has its own regional chain of radio stations.

For that, shrewd advertisers are giving thanks in the form of a constantly increasing series of sponsored programs.

They have discovered that they can now buy time on the air in this, the richest market in the World, at rates as low as those of a single high-powered station.

The radio stations comprising the New York State Broadcasting System include: WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester and WBNY, Buffalo.

That, according to the State of New York, Executive Department, Division of State Planning, is the identical territory in which 84 percent of the state population—lives and does its buying.

It presents a golden opportunity for rich financial harvests—great cause for thanksgiving!

We can tell you more.

FOR RATES AND COMPLETE INFORMATION ADDRESS

The New York State Broadcasting System

114 EAST 58th STREET, NEW YORK • ELDORADO 5-6100

NATIONAL REPRESENTATIVE—HEARST RADIO—NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

Transamerican Expanding Its Activity; Jack Warner Believed One of Principals

SPECULATION over the position of Transamerican Broadcasting & Television Corp. in the broadcasting industry has taken a new turn during the last month with the disclosure of plans of the organization to open Hollywood offices quartered at the studios of KFWB, Los Angeles station owned by Warner Bros., and with the resignation of Don Becker, WLW assistant general manager, presumably to join the venture.

While both Transamerican and Warner have denied that the motion picture corporation itself is backing the radio project, it was indicated that Jack Warner, one of the principals in Warner Bros., was the financial supporter of Transamerican. This has not been denied by Transamerican officials.

Simultaneously, it was learned that Transamerican, now representing a number of stations on both an exclusive and a non-exclusive basis, also is offering service to the stations on a wire basis. While the Transamerican plans are said not to encompass the formation of another network, it was revealed that the project involving use of wire facilities is that of providing "tailor-made" networks for advertisers. Opening of Hollywood studios presumably would mean that Transamerican would draw upon Warner motion picture talent as well as other Hollywood talent for use by advertisers.

Station Contracts

IN THE representation field, Transamerican, since its formation last July, has been representing stations on a 30% flat commission. It has taken care of agency billings, whereas in the ordinary case the station pays the representative 15% and the agency a 15% commission including in some cases a 2% cash discount.

Contracts offered stations for wire service guarantee to the station 50% of its rate card, with Transamerican absorbing line charges and agency and sales commissions. This corresponds somewhat to the Mutual Broadcasting System plan, whereby it pays station card rates minus sales commissions but with the station absorbing the line costs.

Whether Transamerican has made an arrangement with Warner motion picture interests for exclusive handling of talent has not been revealed. Such a trend is indicated by the Ford Motor Co. negotiations for an arrangement with Metro-Goldwyn-Mayer to pay the company approximately $25,000 a week for an hour's broadcast weekly from the coast involving exclusive radio appearances of the motion picture company's featured players.

Transamerican announced Oct. 26 [BROADCASTING Nov. 1] that William V. Ray, business manager of KFWB, would be in charge of its Hollywood offices. Mr. Ray is a well-known figure in the movie and radio colonies on the Coast.

When Transamerican was formed last summer, great mystery surrounded the purpose of the organization. Its charter is broadly drawn and would permit it to enter practically any branch of the broadcasting field. John L. Clark, former general manager of WLW, is the Transamerican president. Emanuel J. Rosenberg, former executive of the Society of European Stage Authors & Composers, is executive vice president. The staff of the organization, both in Chicago and in New York, has been enlarged greatly during the last few weeks. Among others, Transamerican is understood to represent on a non-exclusive basis, such stations as WLW, WCAU, WHAM, KFWB, WXYZ and WOL.

A. Mortimer Prall, son of the FCC Chairman, joined the company Sept. 28 as a sales executive in New York. It was learned Nov. 12, however, that he had resigned the post but would join another radio organization in New York in a sales capacity.

Adding credence to the report that Transamerican planned large scale operations from Hollywood was the recent resignation of Mr. Becker, from WLW, to join a "programming organization" in Hollywood. No further details have been announced by Transamerican or by Mr. Becker. His association with Transamerican, however, was regarded as likely because of his close relationship in the past with Mr. Clark. Mr. Becker, author of a number of network programs of wide popularity, is regarded as an outstanding production and continuity man.

Power of Radio

FOUGHT bitterly by the pro-New Deal *Knoxville Sentinel*, with which WNOX is affiliated through their Scripps-Howard ownership, Rep. J. Will Taylor (R-Tenn.) was irked by the frequent criticisms of his record voiced over that station during the recent campaign. So he bought an hour on WNOX to reply—and he minced few words in his retaliations to the newspaper and radio attacks. Result: He was re-elected, much to the chagrin of the local Scripps-Howard newspaper-radio chieftains.

Stations Merged

CONSOLIDATION of WHFC, WEHS and WKBI, Cicero, Ill. time-sharing stations, to be operated under the call letters WHFC with unlimited time, was approved Nov. 10 by the FCC Broadcast Division. The action granted the application of the three stations, which are under common ownership, to change time of operation from specified to unlimited, and resulted only in the combining of the call letters of the three stations. R. W. Hoffman is president and manager of the combined stations.

CALIFORNIA CHAIN STORES Association, through the Los Angeles office of Lord & Thomas, the last week of October and the first three days in November, rotated a series of 13 five-minute political talks to augment the broadcast which the group had been sponsoring for several months on Don-Lee-California network.

93%

RENEWED

PLANNED PROGRAMS

*LARGEST TAX-FREE RECORDED LIBRARY IN THE WORLD

Public Domain Library Service was conceived by Lang-Worth Feature Programs, Inc. and first introduced to the radio industry in August, 1935.

The first 30 station contracts signed last year (1935) expired October 1, 1936. Twenty-eight of these original contracts renewed for another 12 months—93%!

We doubt that any other library has ever approached such a record of renewals. We question that any other service can offer such proof of satisfaction.

Planned Programs are sold—not rented. The tax-free guarantee is backed by Lloyds of London. The programs are produced by the finest artists available—recorded by R. C. A. Victor.

* All selections in Planned Program Service are guaranteed tax-free in the United States. Most of them are tax-free throughout the world.

LANG-WORTH FEATURE PROGRAMS, Inc.
420 Madison Avenue New York

Australasia Representative . . J. B. Chandler & Co., Brisbane

KFPY

Spokane's Pioneer Station

Columbia's ONLY outlet in Eastern Washington

New transmitter—New location—

New 490-foot antenna—New listeners

The BEST radio buy in Washington

★ ★ ★



NBC ≠ Red and Blue Programs

ONLY NBC station serving Western Montana.

ONLY station in Butte, Montana's richest and largest city.

These two stations don't sell just TIME or SPOTS.

These stations sell ADVERTISING RESULTS!

Eastern Representative
JOSEPH H. McGILLVRA

Western Representative
WALTER BIDDICK CO.

Stove and Utility Firms Start West Coast Series To Promote Appliances

SOUTHERN CALIFORNIA dealers (including manufacturers and wholesalers) in clock control gas ranges early in November started a cooperative radio series with four late afternoon half-hours on KFI and six evening half-hours on KHJ, Los Angeles, under the title *Carefree Minutes*. Frank K. Patterson & Associates, Los Angeles agency, is handling the test campaign.

Cooperating supply firms include Gaffers & Sattler, O'Keefe & Merritt Co., Tappan Stove Co., American Stove Co., George D. Roper Corp., Grayson Heat Control Ltd., Western Stove Co., Estate Stove Co., Hammer-Bray Co., James Graham Mfg. Co., and Cribben & Sexton Co. Utilities taking part are Los Angeles Gas & Electric Corp., the Southern California Gas Co. and the Southern Counties Gas Co. of California have all helped to finance the series over the air.

Paulist Plea for Junior Reallocation Back to Original Status by FCC Action

DENIAL OF the petition of the Paulist Fathers, New York, operating WLWL, for permission to withdraw without prejudice an application for a "junior reallocation" of broadcasting facilities, whereby it would procure full time, was voted Nov. 10 by the FCC Broadcast Division. In taking this action, the Division announced it was on the basis of a protest from the International Broadcasting Corp., operating WOV, New York, which opposed the petition as in violation of FCC rules.

WLWL last month asked the FCC to grant its petition to withdraw without prejudice two pending matters before it, and simultaneously filed a new application by which it proposed to procure full time in New York through deletion of WOV. This was the newest turn in the two-year effort of the Paulist station to procure full time operation with high power. Under the action the application for WOV's facilities will be returned to WLWL.

The action appears to open the way for FCC consideration of the sale of WOV by John Iraci to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. This application had been set for hearing by the FCC on Nov. 16 because of the application for WOV's facilities filed by Rev. Edward Warner Chromey of Brooklyn. On Oct. 20, however, the voluntary withdrawal of this application was announced. Subsequently the FCC cancelled the hearing and, as a consequence, it can act on the sale proposal without a hearing.

Under the original plan, WOV was to have been sold to the Paulists, which in turn, proposed to lease or sell WLWL, which then would become a full time station on the 1100 kc. channel, to CBS, with guaranteed time for religious broadcasts. The sale to Mr. Bulova, however, upset these plans, and when Mr. Bulova proposed to take over the entire transaction on the same basis as presumably had been arranged with CBS, the Paulists protested. The upshot was the application for the WOV facilities, rather than any purchase arrangement, and the request, judged as in violation of FCC regulations, for dismissal without prejudice of the original shift, involving numerous stations and five channels.

Under FCC regulations, by virtue of the refusal to dismiss without prejudice, the Paulists presumably will have to wait six months or a year before they can refile.

Grants Second Petition

AT THE same meeting, however, the FCC granted a second petition of WLWL to withdraw without prejudice its "petition for relief" filed Jan. 20 in which it sought to have the FCC terminate the experimental full time operation of WWL, New Orleans, and KWKH, Shreveport. By granting this petition, the way is opened whereby these two stations may acquire regular licenses for full time operation.

The petition which the FCC denied called for a "junior reallocation" whereby a number of stations would have been shifted so as to permit WLWL to operate full time on the 810 kc. channel duplicating with WWL. Although no applications were filed, modifications of this plan were worked out whereby WLWL would have taken over a full time assignment on 1100 kc. through the elimination of WOV as a New York station by the purchase arrangement.

By virtue of the Broadcast Division action, there now is pending before the FCC the original Paulist petition on which hearings were held for the "junior reallocation". No decision ever was rendered in that case and there were strong protests from practically all of the parties involved against the Paulist proposal.

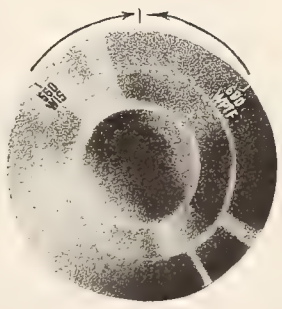
Another

CAROLINA COMBINATION

Crops & Coverage

TWO crops, cotton and tobacco, produce an annual income of over *$220,000,000.00* in the Carolinas. Two stations, WIS-WPTF, of the Carolina Combination, provide the least expensive means of reaching the people who spend this money. *Sold at one low competitive rate, these two 5000 watt NBC stations justify your FIRST consideration in the Carolinas.*

WIS
Columbia



WPTF
Raleigh

Represented by
Free, Johns & Field, Inc.

ABC Names New Rep

FOLLOWING the resignation of David F. Crosier as Eastern sales manager of the Affiliated Broadcasting Co., the midwestern regional network has appointed Weston, Frykman & Allen as its sales representative in both New York and Chicago. Since Sept. 15, when George Roesler resigned as national sales manager, the network's sales have been handled by Clarence Leich, who succeeded Samuel Insull as general manager. Bert Green and Jim Acuff, who was at one time associated with Mr. Leich at WGBF, Evansville, Ind., are remaining with the network in a special sales capacity.

Phillips Back on Net

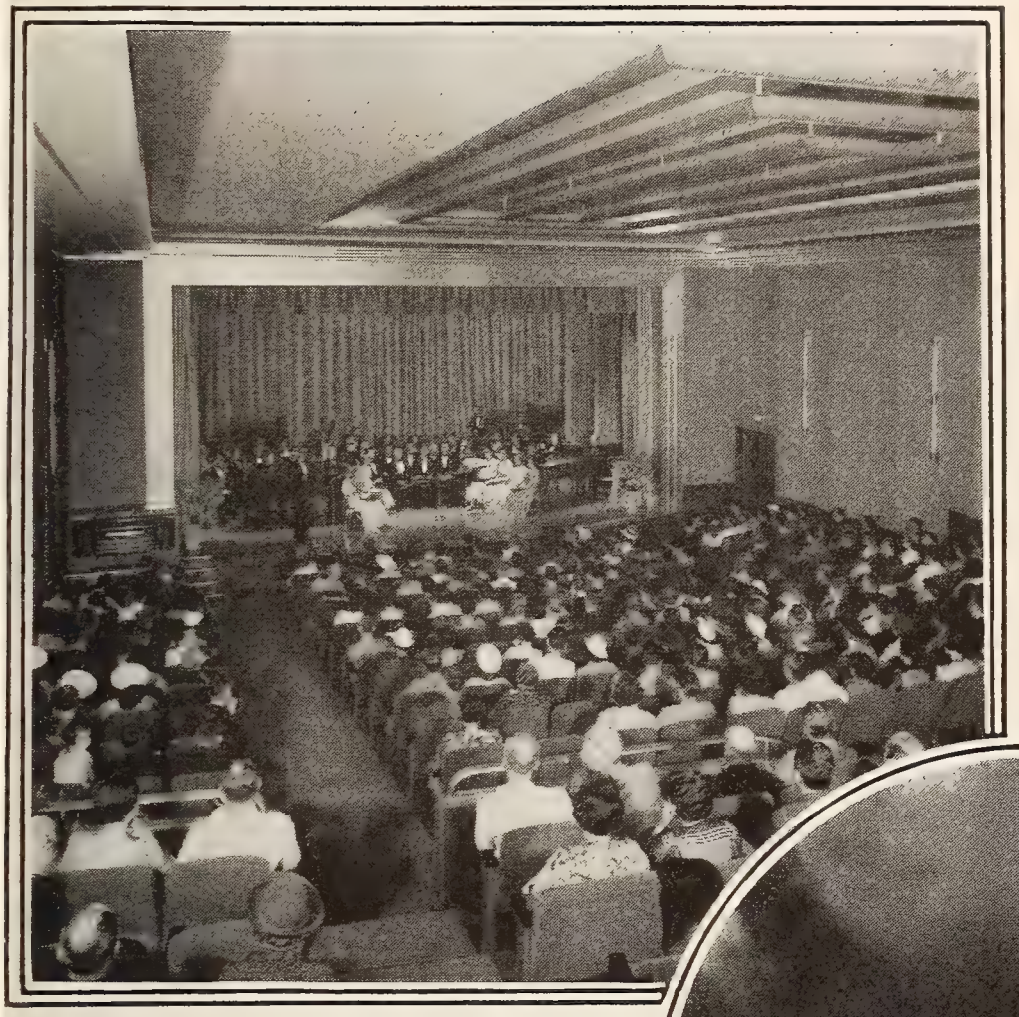
PHILLIPS PETROLEUM Co., Bartlesville, Okla. on Nov. 10 began a new series of musical programs titled *Phillips Polly Follies* on 21 CBS stations, Tuesdays, 10:30-11 p. m. The program is confined to the Midwest and is keyed from KMOX, St. Louis. This program marks Phillips return to the networks after using spot programs for the last three years. Lambert & Feasley Inc., New York, is agency.

UNIQUE FACILITIES AVAILABLE IN DETROIT ONLY THROUGH

WWJ

AMERICA'S OLDEST BROADCASTING STATION

Original Midwest Member
NBC BASIC RED NETWORK



Auditorium Studio of WWJ—The Detroit News



Detroit News Airplane— The Early Bird

A radio broadcasting station in the air, the most modern studio building west of New York, a mobile unit with two way and pack radios, a finely appointed auditorium for visible audiences — all these facilities are available to WWJ customers for originating either unique programs or conventional programs whether musical or dramatic. WWJ invites an analysis of its special facilities and ability to serve your broadcasting needs.

Representatives:

NEW YORK
HARRY BETTERIDGE
247 West 43rd St.

•

CHICAGO
GEO. P. HOLLINGBERRY CO
307 N. Michigan Ave.

Detroit—America's 4th Market

The Detroit industrial employment index, automobile production, and current retail business top all years since 1929. Detroit's recovery from the depression has been phenomenal, due to the demand for automobiles which has far exceeded the expectations of the automotive industry's own leaders. Detroit has led the Nation in recovery.

The Detroit Trading Area covered by WWJ contains 53 incorporated cities and towns and the primary WWJ area blankets the entire rich Detroit retail trading territory containing 2,314,632 people.

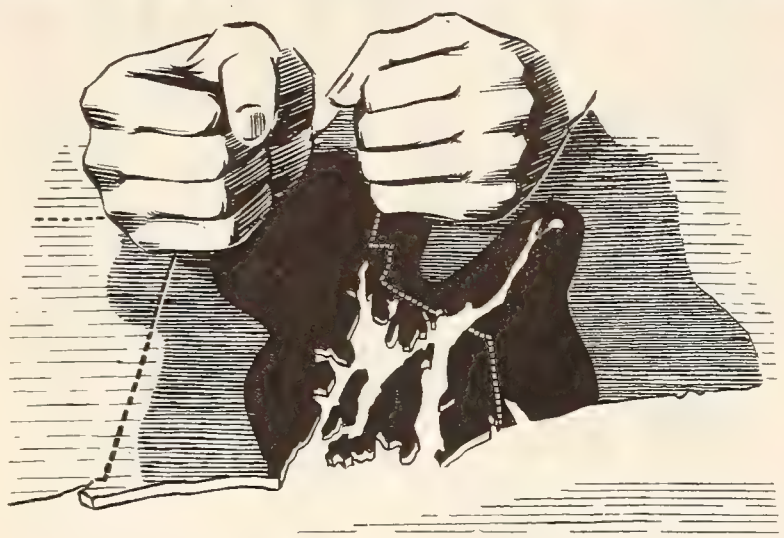
W8XWJ
ULTRA HIGH FREQUENCY
STATION — 31600 KC.



Mobile Unit No. 1, equipped with two-way radios and pack sets

YOU MUST HAVE WWJ TO COVER AMERICA'S 4th MARKET

FOR TWO-FISTED COVERAGE



in the RHODE ISLAND MARKET AREA *select*

WPRO

Cherry & Webb
BROADCASTING COMPANY
Providence, R. I.

•

A BASIC
COLUMBIA STATION
JANUARY 1, 1937
Now a Mutual and Inter-City Affiliate

•

FREQUENCY 630 KILOCYCLES

Make WPRO your two-fisted, live-wire salesman for covering this densely populated, rich, responsive market of over a million buyers of every kind and grade of merchandise and service. A few very choice availabilities are still open.

Station WPRO Representatives
PAUL H. RAYMER CO.
New York . Chicago . San Francisco

WPRO
PROVIDENCE, RHODE ISLAND

CHICAGO RETURNS TO CENTRAL TIME

ANOTHER session of unscrambling station schedules and rearranging local and national programs is in store for Chicago's network outlets, following action of the city council, which on Nov. 5 rescinded its ruling of last spring placing Chicago on EST the year around and returned the city to its previous time status, CST, during the winter and daylight saving time for five months in the summer. The new ordinance was in response to a two-to-one vote of the Chicago electorate to return to the old time system, culminating a vigorous year-long battle in which WLS was a leading opponent of New York time for Chicago. Ruling goes into effect Nov. 15, having been delayed a week in order to give radio stations and railroads time to adjust their schedules.

Despite the present inconvenience most network station executives are heartily in accord with the ruling as it keeps them an hour behind New York all year and makes the semi-annual time change less difficult. With network shows ending an hour earlier local stations also will have an hour more evening time for sale locally. Chief loser by the change is WAAF, which signs off at local sunset and thus loses an hour a day of operating time.

FCC Refuses to Reopen Knox Petition to Start Station in Schenectady

EFFORTS OF the Knox Broadcasting Co. to reopen its case for a new station in Schenectady, which involved the so-called "Willard Hotel" incident, proved futile when the FCC Broadcast Division on Nov. 10 denied the petition seeking to have it waive its regulations and reconsider the case. Time for the filing of an application for reconsideration has expired and as a consequence the applicant under ordinary circumstances must wait one year under the FCC rule before it can apply for the same facilities. [BROADCASTING, Nov. 1].

The application is for a new 1,000-watt station on the 1240 kc. channel with unlimited time. The same facilities have been sought by WNBF, Binghamton, N. Y. local, which asked for a change in assignment. The FCC, however, denied both applications after the sensational developments of early this year which included a Department of Justice investigation of an alleged conversation in the Willard Hotel in which claims purportedly were made of "passing money" to get facilities. The whole incident later was said by the Department of Justice to be based on irresponsible "drunken conversation".

A third application for the same facilities was filed in October by a new company, Citizens Broadcasting Corp., also seeking a station in Schenectady. The principals are DeWitt C. Mower, Schenectady real estate operator; E. J. Rosenberg of New York, vice-president and general manager of Transamerican Broadcasting & Television Corp., and John L. Clark, New York, president of Transamerican. This application presumably will be set for hearing, although no action was taken on it at the Nov. 10 meeting.

Mutually Operated Foreign Language Stations Proposed

Would Solve Educational and Religious Issue, Says Hart



Fred J. Hart

SOLUTION of the foreign language, religious and educational broadcasting problems of stations in a given area through operation of a co-operatively-owned station, is proposed by Fred J. Hart, president and general manager of KGMB, Honolulu and KHBC, Hilo.

Advancing the plan as a possible solution of the situation existing in the Islands, Mr. Hart proposed that the stations now on the island, despite their competitive operation, form a new corporation which would buy some existing station or establish a new one. The corporation would be owned jointly by the cooperating stations, which would broadcast over it all of the foreign language, religious and educational programs of that area, except outstanding ones of national or regional importance.

A Practical Solution

IN THE Islands, both KGMB and KGU, competitive stations in Honolulu, have separate applications pending for new stations, primarily for foreign language broadcasts. On Nov. 10 a hearing on these applications was held before an FCC examiner in Washington. Declaring that he was hopeful that both of the applications would be granted, he said nevertheless that Hawaii would be an excellent place to demonstrate whether such stations are a practical solution of the problems.

"People who are interested in foreign language, religious or educational programs would tune to the station broadcasting them," said Mr. Hart. "The present system is unfair to both the listener and the station as those not interested in such programs will usually turn off the station, thus causing loss of circulation which in turn leaves dead-spots from a revenue producing standpoint."

Declaring he believed such a station could be operated successfully from the financial standpoint, Mr. Hart added, however, that even though it could not, those contributing to any deficit would be money ahead because their individual stations would have a more regular circulation throughout the day and evening periods.

FTC Issues Citation

THE Federal Trade Commission has issued a complaint against Dr. W. B. Caldwell Inc., Monticello, Ill., for claiming that its Syrup Pepsin "is a doctor's prescription, that physicians and hospitals prefer a liquid laxative, that it is not habit forming but will correct the laxative habit caused by taking other laxatives and that it restores and maintains health by regulating the system and maintaining it in normal working condition."



POWER

WJR

50,000

WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRIC
VICE-PRES. & GEN. M

IMPOSSIBLE

it couldn't happen—

BUT IT DID . . .

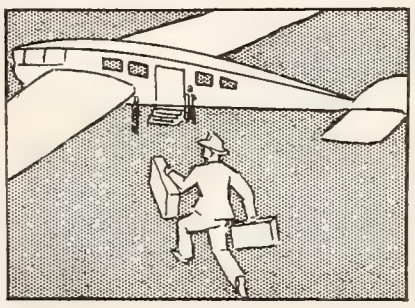


THE MANAGER OF A LARGE MID-WESTERN STATION WAS IN A JAM.

IN SPITE OF A practically foolproof system of checking the program schedule, two commercial programs had been booked for the same time that night — one from Chicago on his regional group—another from New York on the national network. Two programs booked for 9:00 to 9:15 and nothing but a local fill-in in the period following. If one of them could only be shifted—delayed somehow for 15 minutes. Suddenly he had an idea—and—

A Few Minutes Later our Switchboard Buzzed in New York.

Could we get a recording outfit aboard the 1:30 plane from Newark Airport? We could. We might be able to do even better. We burned the wires across two states —caught up with our salesman— told him to catch the nearest plane. He finished recording the Chicago program at 9:14.55, it went on the air at 9:15.20 — 25 seconds later.



SITUATIONS LIKE THIS NEVER BOTHER US.

We will do the same thing for your station any day. But why not be prepared for these emergencies?

Advertising activity is leaping upward with radio in the lead. It is only a question of time before you will be turning down profitable business because it cannot be fitted into your schedule. Instantaneous recording allows you to shift programs—gives unlimited flexibility to your schedule.

Maybe you wonder whether Presto recordings meet your standards for transmission quality — whether the reproduction will satisfy your advertisers.

We simply say—

ASK the best informed engineers in the business what they think of Presto recordings.

ASK the largest recording laboratories why they have stopped cutting transcriptions on wax, why they are using Presto Green Seal discs instead.

THEN ASK US to quote you on an installation for your station. Write today for our FREE BOOKLET telling how broadcasting stations are making money with instantaneous recordings.



Photo Courtesy National Broadcasting Company

PRESTO

RECORDING CORPORATION

147 West 19th St. New York, N. Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT.

EXPORT DIVISION
(Except Australia and Canada)
M. Simons and Sons, Inc.
25 Warren St., New York City
Cables: Simontrice, N. Y.

4,500,000 BARNS Given Away in Five Days by Miles Laboratories

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), told listeners to its National Barn Dance program on Oct. 24 and to its Uncle Ezra broadcasts on Oct. 26 and 28 to go to their drug stores and buy 30 cents' worth of anything ("we would like to have you buy Alka Seltzer, but you don't have to," the announcer said) and ask the druggist for an Alka-Seltzer stage set, a cutout cardboard which could be made into a hayloft stage with characters from the barn dance programs. In five days the sponsor had distributed 4,500,000 stage sets to druggists, and through them to the public.

Idea, which was planned as a goodwill builder in the drug trade, was the result of a stage set window display placed in 30,000 drug stores last year, which defeated its purpose by being so attractive that after a couple of days the druggists removed them from windows to take home for the children. So many requests for additional displays were received from druggists and from the public that the sponsor decided to use a smaller version for a give-away. Alka Seltzer advertising is handled by Wade Advertising Agency, Chicago.

Cook Tours Returns

THOMAS COOK & SON-WAGON LITS Inc., New York (travel agency) will return to the air Dec. 6 for a 13-week series on CBS, featuring *Malcolm LaPrade* and organ accompaniment, Sundays, 2:45-3 p. m. The travel agency always starts its radio campaigns just before the Christmas holidays. Last season the program was on NBC. L. D. Wertheimer Adv. Inc., New York, placed the account.

Alleghany Steel on NBC

ALLEGHANY STEEL Co., Brackenridge, Pa. (stainless steel) will start its first network program Nov. 27, on 18 NBC-Blue network stations, Fridays, 7:15-7:30 p. m. *Stainless Show* will be the title of the program, with Ford Bond as master of ceremonies, Mario Cozzi, baritone, and a 10-piece ensemble. Heretofore the sponsor has used WBS transcriptions. Walker & Downing, Pittsburgh, placed the account.

Kennett Succeeds Becker

APPOINTMENT of Bob Kennett, production manager of WLW, as program director, along with his production activities, was announced Nov. 9 by Lewis M. Crosley, WLW general manager. He succeeds Don Becker, who recently resigned to engage in independent radio production. Simultaneously, J. E. Krautters was placed in charge of continuity with William Stoess as head of the music department.

WALTER PRESTON, who recently resigned as national sales manager of WIND, Chicago, has joined the Chicago staff of Hearst Radio Inc. He will concentrate on the sale of the New York State Broadcasting System and WINS, its New York key.

Chicago Baseball Teams To Add Talent Charges For Broadcasts in 1937

SPONSORS of Chicago baseball broadcasts will have to up their ante next year to include a charge for talent as well as for time, owners of the Cubs and White Sox having decided that if the activities of their players can increase the incomes of stations and advertisers they, too, are entitled to a cut.

This is a direct reversal of former policies, as clubs have previously welcomed any station that wished to broadcast their games either as a commercial or sustaining program, figuring that the broadcasts were good advertising for the clubs among out-of-towners who would become fans through listening and when in the city would be sure to attend the games. Radio has been credited with turning many housewives who before radio knew little or nothing about the national game into rabid fans.

Executives of both clubs refused to make any definite statements regarding the amount of the broadcasting charges, saying that the matter would undoubtedly come up for discussion both at the major league meetings to be held in New York in December and at the general meeting of the clubs with Commissioner Landis following the league sessions. Rumors that the complaints of minor league teams that fans in their cities were staying at home listening to big league game broadcasts instead of turning out to watch their local teams play would cause a general ban on baseball broadcasting or a limitation of these broadcasts are prevalent, but club managements and the Landis office refused to discuss the question, repeating that when a decision has been reached an official statement will be issued.

Play-by-play descriptions of the home games of the Cubs and White Sox, whose schedules are so arranged that one team plays at home while the other is on the road, were broadcast during the 1936 season by WCFL, for the Texas Co. (Texaco gas and oil); WBBM, for General Mills (Wheaties); WGN, for Walgreen Co. (drug chain); WIND, Gary, for Phillips Petroleum Co. (Phillips 66 gas and oil); and the ABC regional network for Campana Corp. (Italian Balm). WIND also broadcast a 60-minute dramatization of the Cub game each evening under the sponsorship of the Cub team.

FCC Suspends Grant

SUSPENSION of the grant for a new regional station to the St. Louis Star-Times Publishing Co. was ordered Nov. 10 by the FCC until determination by the U. S. Court of Appeals for the District of Columbia of the Appeals filed by KSD and WIL, both of St. Louis, which protested the action. Stay orders were issued by the Court Oct. 24, restraining the FCC from making its decision in favor of the newspaper effective during the pendency of the litigation. Over the competitive application of WIL, a local in St. Louis, the Broadcast Division granted the *Star-Times* application for a new 1,000-watt full time station to operate on the 1250 kc. channel.

How to Sell a President

With Some Minor Notes on the Fine Art of Political Salesmanship and Certain Addenda for the Makers of Things to Buy

Politicians, being canny people, have a very definite ability for determining the shortest distance between two points. WOR's total time sold to both major parties during the recent election points to this with a rather deliberate emphasis. Political expenditures for the 1936 presidential campaign on WOR amounted to $51,906.49. Compared with the total time bought on WOR during 1932, this is an increase of $17,906.49, or 52.6%. Good going! Breaking this down further for the benefit of those readers more statistically inclined, we learn that the total political time sold by WOR in hours amounted to 45¼. Of this, pro-Roosevelt salesmen bought 21¼; pro-Landon salesmen, 16¾; while "all others" bought 7¼. May we add that the majority of the 35 million listening ears, in the area which WOR serves who voted for the two major candidates, are very eager to hop aboard their bicycles and ride to the counters where you have things to sell . . . that is, we mean, when you advertise to them over WOR.



Canadian License Taxes Show 800,000 Listeners

NEARLY half of the residents of Canada are now believed to be radio listeners, according to Canadian Department of Trade and Commerce, which bases its estimate on nearly 800,000 radio licenses sold during the first six months of the present fiscal year which started April 1. Based on last year's figures for the first six months, 627,000, and the total for the year, 862,000, the department believes 1,000,000 licenses at $2 will be sold this fiscal year. With five members to a family at least 5,000,000 listen—half of Canada's entire population.

Other factors which point to a growing Canadian listening public, the department points out, are the sale of 190,000 receivers last year, as well as the fact that free licenses to the blind have jumped 400 during the first six months to a total of 2,314. There were 589 free licenses in 1930.

Father Coughlin's Retirement Removes Colorful Radio Personality From Air

ANNOUNCEMENT Nov. 7 by Father Charles E. Coughlin, militant "radio priest", that he is withdrawing from all radio activity, removes from the wavelengths one of the most provocative figures in public life. More unrest among broadcasters and more recriminations against stations have resulted from his broadcasts during the last five years over independent networks than in the case of perhaps any other individual regularly using radio.

In his farewell address over a special network tied into MBS, Father Coughlin declared that the Presidential election "thoroughly discredited" his National Union for Social Justice, which had opposed reelection of President Roosevelt. The Union, he declared, is not dead but "merely sleeps". The policy of the Union, he added, would be one of "silence" toward the New Deal, and as a consequence, he will cease his broadcasts.

Father Coughlin brought out that his withdrawal from radio fulfills his promise of last summer, when, at the Cleveland convention of the Union party, he endorsed the candidacy of William Lemke for the presidency. At that time he said that if Lemke failed to poll 9,000,000 votes he would abandon his radio crusade, paid for by contributions to the Union.

Rapid Rise to Fame

"OF THE millions of members of the National Union who pledged to support its endorsed candidates because they pledged to support our principles," he said, "I regret to announce that less than 10% of the National Union members lived up to their promises."

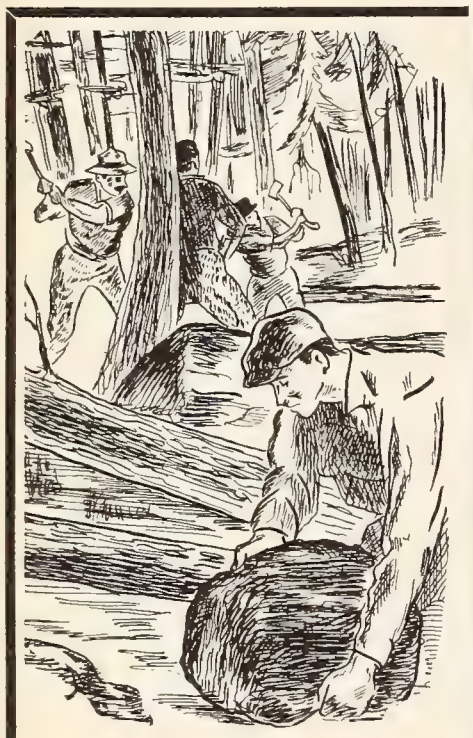
Father Coughlin's inflammatory utterances, particularly during the campaign just ended, had repercussions even in Rome. He denied, however, that his decision to forsake radio entirely had any connection whatever with the Vatican, or that his superiors had ordered it. Several times during the last few months he has apologized to President Roosevelt for his attacks on the air. It was never publicly announced whether the Vatican took any part in these apologies. It was reported that Cardinal Pacelli, Secretary of State of the Holy See, who sailed for Italy Nov. 6 after a month's sojourn in this country, had as one of his missions discouragement of Father Coughlin's political activities.

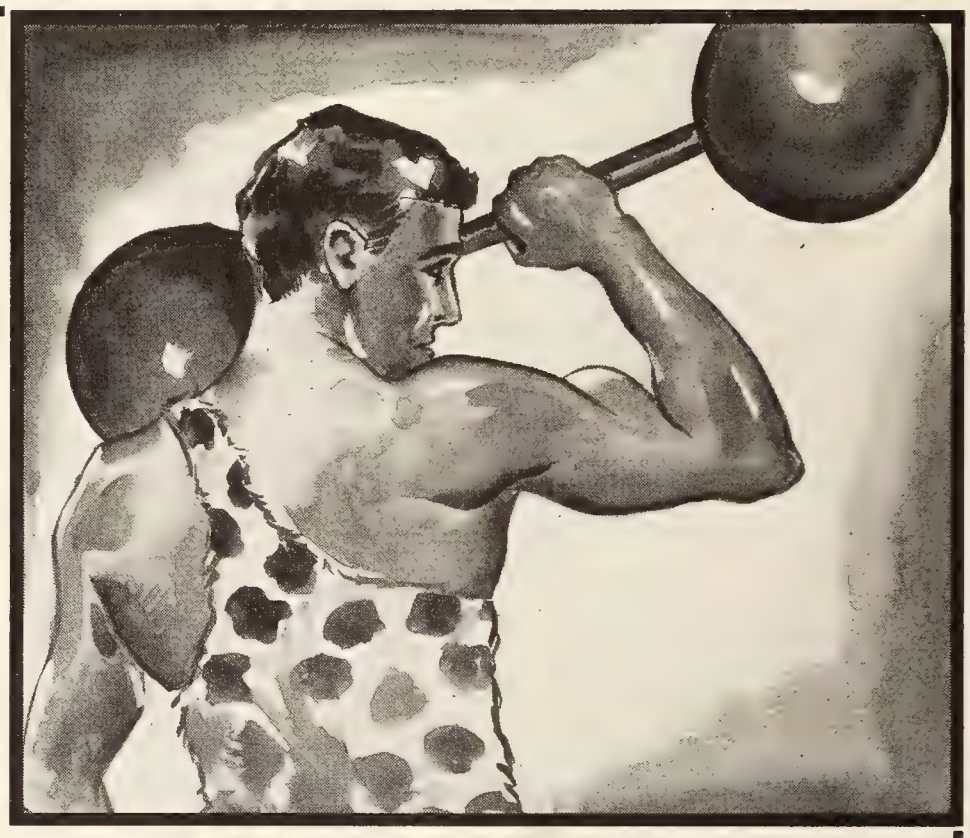
An inconspicuous figure in the Catholic realm when he was assigned to the parish at Royal Oak, Mich., in 1925, after having been educated in Canada, Father Coughlin first resorted to the use of radio in Detroit. He had a parish of only about two dozen at that time. His gift of oratory served him well and he soon built up a large following and received many contributions. In 1929, when his fame had spread, stations in Chicago, Cincinnati and other points began to pick up his broadcasts, keyed through WJR, Detroit. Then the following year, CBS gave him a national network on Sundays and his fame became nationwide.

In 1931, CBS altered its policy governing religious broadcasts, leaving the selection to representative ecclesiastical groups. It barred solicitation of funds. Then Father Coughlin organized his own networks for use Sundays during nine months of the year, keying the broadcasts from WJR, and using some 25 to 30 stations in major cities. His following reached astounding proportions. In 1935, to supplant his wooden church, he built a huge auditorium costing approximately $750,000 with funds contributed by listeners.

Throughout this period, Father Coughlin's chief radio advisor was Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit. Another advisor has been Alfred J. McCosker, president of WOR, and chairman of MBS. During the last two years the MBS stations have been used as the nucleus of the Coughlin network, with added stations.

Throughout his commercial broadcasting, Father Coughlin has paid regular station rates, and where necessary, the line charges. E. W. Hellwig Co. Inc., and Albert M. Ross, New York agencies, have placed the business.





The Leopard Skin puts him across

TO THE POWER of the giant from the tall timber, the shrewd circus man adds a leopard skin and a bit of bally-hoo—and lo—you have a strong man who stops the crowd. But remember the power was there all the time. It took showmanship to bring out its full possibilities.

WHICH EXPLAINS why WSM scores hit after hit for advertisers. To the power of 50,000 watts, this station adds a unique conception of showmanship. And these two principles, without both of which no campaign can hope to succeed, deliver to WSM advertisers, not potential coverage, but a huge live audience of alert people in the very heart of the nation's fastest growing section.

50,000 WATTS

WSM

SHOWMANSHIP AND POWER

NASHVILLE, TENNESSEE

Owned and Operated by **The National Life and Accident Insurance Company, Inc.**

National Representatives, Edward Petry & Co. Inc.

Muller Chicory Tests

E. B. MULLER & Co., Port Huron, Mich. (chicory) is testing radio with a series of announcements on WGAR, Cleveland, and is considering expansion on a nationwide basis. The test campaign includes an offer of a sample of chicory, a product popular a generation or two ago and now staging a comeback. Charles A. Mason Adv. Agency, Detroit, is agency.

Mail Order Campaign

CHICAGO MAIL ORDER Co., Chicago, is using a transcribed program, *Parade of Values*, three evenings weekly during November on KDKA, WGY, WROK, WGN, WOWO, WHKC, WIBA, KSTP, WMT, KRNT. Agency is Matteson-Fogarty-Jordan Co., Chicago.

RADIO LEADERSHIP IN NEBRASKA!

KFAB



First in Nebraska

- **KFAB** is the most powerful radio station in Nebraska with twice the power of any other station.
- **KFAB** has the largest radio primary coverage in Nebraska—a potential audience in 6 states of 3,170,344.
- **KFAB** has the largest radio production staff in Nebraska —the only Mobile Broadcasting Unit in the state.
- **KFAB** is a basic station of the Columbia Broadcasting System—the only CBS station in the Nebraska area.

No national or local advertising campaign for Nebraska can be complete without KFAB

KFAB

"NEBRASKA'S MOST POWERFUL STATION"

Central States Broadcasting System

Also owners of KOIL and KFOR

Free, Johns and Field, *National Representative*



WO

ATLANTA

WORLD PROGRAM SERVICE SUBSCRIBERS

WAPI	Birmingham, Ala.	WMBR	Jacksonville, Fla.	WTAX	Springfield, Ill.	KMLB	Monroe, La.	KWK	St. Louis, Mo
KOY	Phoenix, Ariz.	WQAM	Miami, Fla.	WTRC	Elkhart, Ind.	WFBR	Baltimore, Md.	KGBX-KWTO	Springfield, Mo
KELD	El Dorado, Ark.	WDBO	Orlando, Fla.	WGBF	Evansville, Ind.	WTBO	Cumberland, Md.	KFBB	Great Falls, Mont
KUOA	Fayetteville, Ark.	WCOA	Pensacola, Fla.	WLBC	Muncie, Ind.	WFMD	Frederick, Md.	KFAB	Lincoln, Nebr
KFPW	Ft. Smith, Ark.	WSUN	St. Petersburg, Fla.	WMT	Cedar Rapids, Ia.	WEEI	Boston, Mass.	KOIL	Omaha, Nebr
W6XAI	Bakersfield, Cal.	WTAL	Tallahassee, Fla.	WOC	Davenport, Ia.	WCOP	Boston, Mass.	KGGM	Albuquerque, N. Mex
KLX	Oakland, Cal.	WJNO	West Palm Beach, Fla.	WHO	Des Moines, Ia.	WTAG	Worcester, Mass.	KIUJ	Santa Fe, N. Mex
KIEM	Eureka, Cal.	WLAK	Lakeland, Fla.	WKBB	Dubuque, Ia.	WCSH	Portland, Me.	WOKO	Albany, N. Y
KNX	Los Angeles, Cal.	WTFI	Athens, Ga.	KFBI	Abilene, Kans.	WHDF	Calumet, Mich.	WGR-WKBW	Buffalo, N. Y
KVOR	Colorado Springs, Colo.	WGST	Atlanta, Ga.	KGGF	Coffeyville, Kans.	WJR	Detroit, Mich.	WOR	New York City (Newark
KFEL-KVOD	Denver, Colo.	WRDW	Augusta, Ga.	KWBG	Hutchinson, Kans.	CKLW	Detroit, Mich. (Windsor)	W2XR	New York City
KGHF	Pueblo, Colo.	WMAZ	Macon, Ga.	KIUL	Garden City, Kans.	KROC	Rochester, Minn.	WHDL	Olean, N. Y
KFKA	Greeley, Colo.	KIDO	Boise, Idaho	WIBW	Topeka, Kans.	KSTP	St. Paul, Minn.	WMFF	Plattsburg, N. Y
WTIC	Hartford, Conn.	KID	Idaho Falls, Idaho	WLAP	Lexington, Ky.	WEBC	Duluth, Minn.	WHAM	Rochester, N. Y
WELI	New Haven, Conn.	KRLC	Lewiston, Idaho	WJBO	Baton Rouge, La.	WQBC	Vicksburg, Miss.	WFBL	Syracuse, N. Y
WJSV	Washington, D. C.	WGN	Chicago, Ill.	WDSU	New Orleans, La.	WAML	Laurel, Miss.	WBIG	Greensboro, N. C
WRUF	Gainesville, Fla.	WJBL	Decatur, Ill.	KRMD	Shreveport, La.	KMBC	Kansas City, Mo.	WSJS	Winston-Salem, N. C

ADERSHIP

ested by Time and Competition

Since March 1, 1934, WORLD PROGRAM SERVICE
as provided leading radio stations with the best—
d only the best in recorded music. Week after week,
onth after month, new selections of recorded enter-
inment and up-to-the-minute continuities have gone
t to WBS stations—effective, economical material
th which to build programs for local sponsors.

Now in its 142nd week of service, World's original
nscription Library has proved itself on scores of
tions. WORLD PROGRAM SERVICE has shown the
alities of salesmanship which, in any business, mark
e true leader. It has stood the tests of time, of
mpetition, of commercial usage. And it is now help-
g build larger audiences and greater income for
radio stations throughout the world. Above all, it is
contributing its share toward the tremendous increase
in transcription advertising volume, consistently re-
flected in NAB Reports.

•

WORLD PROGRAM SERVICE
is the original and only complete transcription Library,
with these important features: Wide Range Vertical
recording; Western Electric "matched quality" repro-
duction; eighteen hours per week of smart, salable
continuities; 1,700 separate selections of the world's
finest music, with 48 new releases monthly; Up-to-the-
Minute Entertainment from Transcription Headquarters.

LD BROADCASTING SYSTEM

CHICAGO LOS ANGELES NEW YORK SAN FRANCISCO WASHINGTON

WBS

LPM	Minot, N. D.	WCAU	Philadelphia, Penna.	KTSM	El Paso, Texas	KUJ	Walla Walla, Wash.	CKWX	Vancouver, B. C.
WJW	Akron, Ohio	WIP	Philadelphia, Penna.	KXYZ	Houston, Texas	KPQ	Wenatchee, Wash.	CJRC	Winnipeg, Manitoba
WCKY	Cincinnati, Ohio	WEEU	Reading, Penna.	KRLH	Midland, Texas	KIT	Yakima, Wash.	CKCW	Moncton, New Brunswick
WHK	Cleveland, Ohio	WGBI	Scranton, Penna.	WOAI	San Antonio, Texas	WHIS	Bluefield, W. Va.	CHSJ	St. Johns, New Brunswick
WHKC	Columbus, Ohio	WJAR	Providence, R. I.	KGKO	Wichita Falls, Texas	WHBY	Green Bay, Wisc.	CHNS	Halifax, N. S.
WSPD	Toledo, Ohio	WCSC	Charleston, S. C.	KCMC	Texarkana, Texas	WKBH	La Crosse, Wisc.	CKAC	Montreal, P. Q.
WKBN	Youngstown, Ohio	WIS	Columbia, S. C.	KDYL	Salt Lake City, Utah	WIBA	Madison, Wisc.	CKCV	Quebec, P. Q.
KADA	Ada, Okla.	KABR	Aberdeen, S. D.	WNBX	Springfield, Vermont	WOMT	Manitowoc, Wisc.	CJRM	Regina, Sask.
KVSO	Ardmore, Okla.	WOPI	Bristol, Tenn.	WSVA	Harrisonburg, Va.	KWYO	Sheridan, Wyoming		
KCRC	Enid, Okla.	WDOD	Chattanooga, Tenn.	WRVA	Richmond, Va.	KDFN	Casper, Wyoming		FOREIGN
KVOO	Tulsa, Okla.	WREC	Memphis, Tenn.	WDBJ	Roanoke, Va.	KGMB	Honolulu, T. H.	2 GB	Sidney, Australia
KBIX	Muskogee, Okla.	WLAC	Nashville, Tenn.	KXRO	Aberdeen, Wash.			5 DN	Adelaide, Australia
KFJI	Klamath Falls, Ore.	KGNC	Amarillo, Texas	KVOS	Bellingham, Wash.		CANADA	3 KZ	Melbourne, Australia
KOIN	Portland, Ore.	KFDM	Beaumont, Texas	KGY	Olympia, Wash.	CFAC	Calgary, Alberta	RADIO	TOULOUSE—Paris, France
WCBA	Allentown, Penna.	KGFI	Corpus Christi, Texas	KOL	Seattle, Wash.	CJCA	Edmonton, Alberta	XEW	Mexico City, D. F.
WLEU	Erie, Penna.	WBAP	Ft. Worth, Texas	KMO	Tacoma, Wash.	CJAT	Trail, British Columbia	1 ZB	Aukland, N. Z.
WKBO	Harrisburg, Penna.								

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Radio and Roosevelt

PERPETUATION of the Roosevelt administration means continuance in office of an administration entirely friendly to radio.

The President himself has repeatedly asserted his abiding faith in the American system during the last four years. He has many times demonstrated his friendship, inspired largely by the non-partisan policies almost universally observed by radio in the face of a preponderently hostile press. His own use of radio, his mastery of the microphone, have been indicative of the regard in which he holds radio as a medium for reaching the people.

Looking back over the last six months of political campaigning, we find some criticism heaped upon radio. But practically every complaint was political in nature. The occasional recriminations were not of the lingering kind; already most of them have faded away. Radio, we believe, acquitted itself admirably.

The last four years have been rather hectic from the radio regulatory standpoint. But by the same token they have been most constructive. Talk of imminent government operation of radio was rather strong at the outset of the Roosevelt administration. Now it is practicably inaudible. Radio by the American plan is taken for granted, except perhaps by the outer fringe of die-hard pedagogues and by a scattering few of the so-called hangover "brain trust" element.

Thus, the second tenure of the Roosevelt administration, about to start, appears to bode well for radio. Congress will be even more heavily Democratic than its predecessor. Practically all of the old faces in both House and Senate who were in any way associated with radio will return. The two exceptions are the late Senator Couzens, of Michigan, and Rep. Monoghan, the Montana Democrat who, it will be recalled, championed a government ownership bill at the last session. The latter lost out in the primaries in his state several months ago when he unsuccessfully sought the Democratic nomination for the Senate.

We are not unmindful of the fact that there is yet much to be desired from the radio regulatory standpoint. There has been talk of a Congressional investigation of the FCC. While we doubt whether it will develop at the oncoming session, we feel such an inquiry should be welcomed.

It is to be expected that the FCC will remain intact. There has been no inkling of changes on the FCC itself. Only one term expires during the ensuing year—that of Telegraph Commissioner Irvin Stewart next July.

One thing fervently to be desired is elimination of politics on the FCC and of political factors in the consideration of applications. A bad precedent was established for the FCC by the old Radio Commission.

The FCC would do well in starting the term of the administration by consigning everything political to the ashcan and by asserting itself in the same fashion as has the Interstate Commerce Commission. If housecleaning is necessary in subordinate ranks, it should be done. Only by such a new start can it redeem itself.

The Corner Reached

IT HAS been aptly said that radio has crowded a century of progress into the ten years of achievement that NBC and its parent company so brilliantly commemorated during the last two weeks. NBC's record of the last decade practically reflects the record of American radio itself, and all American industry is joining wholeheartedly in the felicitations that are due it on the occasion of its Tenth Anniversary Nov. 15. Whatever may be competitive differences, NBC deserves well the salutes being accorded it on all sides.

Biggest event of NBC's crowded anniversary celebration was the disclosure to the industry at large of the television results achieved by RCA in collaboration with NBC. Our reports may have seemed over-enthusiastic, yet we feel we have faithfully reflected the amazing progress of this offshoot of aural radio and we know we sense the sentiment by and large of the many seasoned radio executives and observers who have at last seen television. There is no doubt in our minds that that nebulous "corner" of television has been reached; the turning of it, we believe, is only a matter of economics and technical refinements likely to be accomplished in two or three years. We confidently expect that the turning will be done by a powerful phalanx of broadcasters, now more than ever aware that it rests upon them to make television the same everyday reality through their own resources that they have made sound broadcasting.

Worth Considering

EVER SINCE spot broadcasting became a factor in radio there has been conversation about its proper promotion. When the exclusive station representative entered the field, the topic was enlivened. Representatives have sold spot with increasing success as advertisers and agencies became acquainted with the method.

While the representatives have been interested in selling their own exclusive lists against those of competitors, the inevitable result has been a service for spot use generally. But there has been little in the way of industry-wide effort to sell the medium against other media, and, as a matter of fact, against wire networks.

If there has been any real complaint against exclusive representatives, it has been that as a group they have not created any substantial new business. This is heard sporadically among groups of broadcasters. Yet, as far as we have been able to discern, there hasn't been anything even approaching a revolt against representatives and their methods. Agencies, by and large, prefer to deal with them as against direct contacts with stations. They have performed a useful service.

Now James L. Free, enterprising head of Free & Peters Inc. and of Free, Johns & Field Inc., advances a proposed cooperative campaign for promotion of spot broadcasting to be undertaken by the representatives as a group. A number of the outstanding firms, in principle, favor his plan.

We believe the plan has merit. That is because we believe in any constructive effort to improve the medium. Whether the plan as outlined by Mr. Free is the one that should be adopted, or whether there should be modifications, is a matter that the cooperating representatives themselves must decide.

In the interest of good broadcasting, we feel that every exclusive representative should attend a meeting for consideration of the whole subject at an early date. The representative, after all, is the employe of the stations he represents. If he does not take advantage of every opportunity to improve the status of his employers then he is negligent in his service.

A Legal Point

A DISCOVERY of interest has just been made in connection with the mooted political section of the Communications Act. It strikes at the heart of such issues as Communist Browder's right to demand equal time along with other presidential candidates.

In this issue we publish a letter from Nathan Boone Williams, Washington attorney, in which he advances the argument that legally there is no such person as a "legally qualified candidate" for the office of President. The law states explicitly in section 315 that if a station allows any person who is a "legally qualified candidate for public office" any time, it must afford equal opportunities to competing candidates.

But, it is brought out that neither the Constitution nor any other laws make mention of a "legally qualified candidate" for President. The office is filled by the choice of electors of each state, as prescribed in the Constitution, and the "legally qualified candidates" therefore are the electors.

There can no doubt that the intent of the act was to cover the office of President and that the language inadvertently was not made applicable. But it appears just as certain that in its strictest legal sense, the provision would not hold in the courts in the event a station chose to adjudicate the issue.

The campaign, praise glory, is all over. Consequently there probably won't be any occasion to test this point this year. But four years from now it may be a different story.

We Pay Our Respects To —



FRANCIS DAVIS BOWMAN

ON OCT. 17, a program not elaborate or spectacular, yet a successful, familiar and widely popular feature—the Carborundum program of band music and Indian legends—started its eleventh consecutive year on the air and, in so doing, hung up several records to achieve a unique place in radio's annals. It is a pioneer among sponsored programs, the oldest band music series on the air, and probably the only program, sponsored or sustaining, to remain unchanged in form or personnel for an entire decade of broadcasting —practically the entire life of commercial radio.

Coming to the air when almost all commercials were aired from New York, a few from Chicago, it has always originated at Niagara Falls, home of the sponsor. It was possibly the first program of institutional advertising. It was also among the first to project intimate, personal sales messages when high-pressure booming was the order of the day. And, without over-selling tactics, it has consistently brought greater response, year after year.

The unique record of the Carborundum program, now endowed with the new title *The Voice of Niagara*, is a personal tribute to Carborundum's advertising manager, Francis Davis Bowman, who is not only the daddy of the program but has served, since its inception, as its production director, continuity writer, narrator of Indian lore and commercial announcer. He chooses all music and at times, in rehearsal, conducts the band.

In the dawn of commercial radio, Advertising Manager Bowman envisioned great possibilities for this new toy, saw the opportunity to spread the story of his company and its products, widely and at low cost. Although the company, manufacturers of abrasives, does its greatest business with industrial plants, its sharpening stones, razor hones and household sharpening devices, sold through the hardware trade, are consumer articles, with every radio listener a potential buyer. Carborundum was, in 1926, a name well-known in industry, little-known to consumers. The double-barrelled possibilities of radio, for institutional goodwill behind its large industrial sales and for a direct consumer campaign, were apparent to him.

The program, Advertising Manager Bowman reasoned, should come from Niagara Falls, home of the company and a world-known wonder, and it should be intimately associated with that scene. Thus with Edward d'Anna's Carborundum Band as the central feature, he added the legends and lore handed down by word of mouth to the surviving Indian tribes of the region and the actual pickups of the roar of Niagara's turbulent falls, broadcast several times a season. Company officials authorized the idea for broadcasting over a single Buffalo station, and suggested that, to effect a closer tieup, he announce the broadcasts himself. Starting with the theory that he was a guest in radio homes, when other announcers were forcing their way in, he made his announcements sincere, natural and restrained, a technique which has gained the program countless friends.

That was in 1926. For the next three years, the program was increased to a western New York state three-station hookup. Then to CBS, where it has been a Saturday evening highlight of the fall and winter for the last six years.

From the first, the program clicked, although Carborundum's products seemed unusual for radio. Year after year, the responses increased. Numberless people to whom "abrasives" meant nothing are now familiar with the all-important place of grinding in every type of manufacture, as well as with consumer abrasive articles. The chats about industrial abrasives, interesting and informative behind-the-scenes-in-industry talks, rather than straight selling copy, have been invaluable institutional publicity for Carborundum, for both industrial and public goodwill.

Meanwhile, Mr. Bowman has also become an outstanding goodwill ambassador for radio. The success of this unique series has led to many requests for him to tell the story of radio as an advertising medium to luncheon clubs, business groups, chambers of commerce, and other organizations. In the course of a year he flies thousands of miles to make such talks, and, even in the highest citadels of the networks, few stauncher goodwill ambassadors for radio can be found.

Born in Buffalo in 1883, and educated in primary and high school there, he points to newspaper work in several eastern cities, before he joined the Carborundum advertising staff, as his college education. His father was musically talented and his mother was well-known in Buffalo as an amateur actress. From them he gained the musical and showman's talent which have stood him in good stead as a radio impressario. It was his early ambition to write or to be a musician, with radio later affording him the practice of these ambitions as a phase of his career in advertising.

Since childhood, he has been fond of the best in music. Possessed of a remarkable musical ear, he conducts capably and entirely by memory, although he can't read music. His capacity for putting words together simply but effectively and an equally simple but effective manner of delivery, sincere and personal, endows his talks about grinding materials in industry — which could be very prosaic indeed—with the same true spirit of romance and human interest which characterizes his weekly Indian legends.

Ten years of digging up, writing and telling Indian legends (none of them ever before in printed form) have made him an authority on the subject and brought him the honor of being adopted by the Tuscaroras as a member of the Deer Clan. His Indian name is "Yo-re-hoh-ah-weh", meaning "He who gives the message to the air".

For recreation, he indulges in golf and figure-skating, the latter his particular hobby. A football player in school, football is his favorite sport to watch. He has never flown a plane but is an inveterate air traveler. Among his favorite stage and screen actors is Franchot Tone, whom he has known since childhood, for Franchot's father is President of the Carborundum Company. Married since 1909, he has two sons, James Francis, 19, and Richard Davis, 12.

PERSONAL NOTES

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, spoke over NBC Nov. 3 on the occasion of the 16th anniversary of KDKA, Pittsburgh, pioneer Westinghouse station, commending the public service of its operators since it first went on the air to broadcast the Harding-Cox election returns in 1920.

J. C. McNARY, consulting engineer and member of the firm of McNary & Chambers, Washington, on Oct. 31 was married in Washington to Miss Bert Siebert, secretary to James W. Baldwin, NAB managing director. She will continue her post until the first of the year. Philip G. Loucks, formerly NAB managing director, was best man. The newlyweds left for a motor trip to Miami, returning Nov. 8.

GUY STEWART, formerly of WLAP, Louisville, WROK, Rockford, Ill., and WOL, Washington, has been named sales manager of WKZO, Kalamazoo.

MILTON RUBEL, formerly with WJJD, Chicago, and previously associated with General Outdoor Advertising Co., has joined the sales staff of WAAF, Chicago.

CLYDE F. COOMBS, for the last two years an NBC sales representative in San Francisco, has been appointed the network's western division assistant sales manager, according to Harry F. Anderson, western division sales manager in that city. Before joining NBC, Coombs was Pacific Coast sales manager of the broadcast division of RCA-Victor Co., in San Francisco.

C. ELLSWORTH WYLIE, former manager of KHJ who recently organized an agency in Los Angeles under his own name, discontinued that business late in October and is reported to have entered the real estate business.

JERE O'CONNOR, on the sales staff of KFWB, Hollywood, for the last ten years, on Nov. 1 was also appointed director of public relations, a newly-created post. He will continue as an account executive.

OSCAR KANTNER, former radio director of the San Diego Exposition, on Nov. 1 joined Associated Cinema Studios, Hollywood transcription producers, for exploitation and sales work.

B. F. McCLANCY, NBC traffic manager in New York, is the father of a baby girl born Nov. 4 in Polyclinic Hospital.

HERBERT V. AKERBERG, CBS station relations vice president, planned to leave New York Nov. 14 for a Good Will trip through the Southwest and South. He planned to visit Houston, Dallas, San Antonio, Shreveport, New Orleans, Oklahoma City and Louisville, returning about Dec. 1.

MARION KAROL, formerly with WABC, New York, has joined the sales department of CBS at KNX, Hollywood.

E. C. MILLS, ASCAP general manager, left New York on Nov. 5 for the two weeks trip through the midwest visiting various ASCAP offices. Mr. Mills was scheduled to be in Chicago Nov. 14 to attend the convention of ASCAP's Chicago representatives.

HOWARD RAY, radio director of Townsend National Recovery Plans Inc., left the organization's Chicago headquarters for California immediately after election, expecting to return about Dec. 1 when he hopes to resume radio activities for the old-age pension plan.

C. H. FERGUSON, formerly of Knox Reeves Adv. Inc., and McCord Co. Inc., Twin Cities ad agencies, has joined the Minneapolis sales staff of KSTP, St. Paul. Mr. Ferguson has had 17 years background in the newspaper and agency field.

PHILIP G. LASKY, manager of KSFO in San Francisco, is the father of a 6 pound, 9 ounce son, born Nov. 6, at the Children's Hospital, that city.

STANLEY G. BREYER, formerly account executive of Sidney Garfinkel Adv. Agency, San Francisco, has joined the sales promotion department of KJBS, San Francisco, succeeding Ray Lewis, who resigned to join KFRC. Wallace F. Busse, formerly of Weller Service Inc., Seattle agency, also has joined KJBS. At one time he was manager of KIEV, Glendale, Cal.

E. P. SHUTZ, commercial manager of WIL, St. Louis, is recovering from a fractured wrist, suffered Nov. 4.

FRED B. BATE, NBC representative in London, arrived in New York Oct. 23 aboard the *S. S. Manhattan*.

FRANK CHANDLER, son of J. B. Chandler, owner of 4BC, Brisbane, Australia, returned to that country late in October after a year in the United States visiting radio stations and transcription studios.

BEHIND THE MICROPHONE

CHARLES KOCH, graduate of Xavier University, has joined the announcing staff of WKRC, Cincinnati.

JACK TODD, program director of KANS, Wichita, is the father of a baby girl born recently.

RUSH McDONALD, member of the announcing staff of WNBR, Memphis, recently was ordained as a Baptist minister and is serving as pastor of a Memphis church.

JOSEPH C. GREEN, formerly of the *Bloomington* (Ill.) *Pantagraph*, joined the NBC press department in Chicago on Nov. 9. Al Williamson, NBC press chief in Chicago, is also a *Pantagraph* alumnus.

ALBERT B. ULRICH, formerly with CBS in Chicago and for 12 years a member of the Chicago Symphony Orchestra, on Nov. 1 joined the Chicago production staff of NBC, succeeding Al Short, who resigned.

MEL VENTER, announcer at KFRC in San Francisco, on Nov. 14 married Miss Betty Lou Davis, of Honolulu.

ALEX KEIRSEY, formerly of KTHS, Hot Springs, Ark., has joined the announcing staff of WDOD, Chattanooga, replacing Tom Nobles. Louis Buck has been given an announcing post at WDOD.

SAMUEL N. MELNICOE, former radio consultant, has joined KJBS, San Francisco, as announcer-operator, a position he held before going into business for himself. He takes over the duties of Gordon Brown, injured in an auto accident. Jack Deane, formerly NBC singer in San Francisco and prior to that with KFRC, has joined the KJBS announcing staff.

JACK STILLWELL, production manager of WIRE, Indianapolis, and Dorothy Jean, WIRE vocalist, will be married Nov. 26.

RUSSELL McNEIL, NBC librarian in San Francisco, is the father of a girl born Nov. 4 at Cottage Hospital, San Rafael, Cal. Mrs. McNeil was formerly assistant to Henry Mass, NBC sales traffic manager in San Francisco.

RALPH EDWARDS, former announcer at KFRC in San Francisco, has joined the CBS announcing staff in New York, replacing Dell Sharbutt.

MARCIA DAVENPORT, New York music critic and writer, is in San Francisco acting as commentator for the NBC nationwide broadcasts of portions of four operas during the season in that city, which started Oct. 30 and continues through Nov. 22.

DAVID VAILE, formerly with KXA, Seattle, and KHJ, Los Angeles, has joined the announcing staff of KGGC in San Francisco, succeeding William Clifford, resigned.

CONNIE BLAKE has joined the traffic department of KFRC in San Francisco, succeeding Edna Puphal, resigned.

THOMAS BREEN Jr., formerly of West Coast stations, has joined WISN, Milwaukee, as announcer and assistant production manager.

JEAN BURKE, for several years on the administrative staff of KFWB, Hollywood, but not with the station the last year, returned Nov. 1 to be assigned to the sales department.

KAY BOWMAN, secretary to Larry Allen, NBC Artists Service manager in San Francisco, on Nov. 21, will be married to Abner Davis Hull of that city.

FRANKLIN TOOKE has been promoted to the program directorship of WOWO, Fort Wayne, with Clair Wiedenar being named program director of WGL, associated Westinghouse station. Howard Ackley is chief announcer. A new announcer is George Applegate, formerly of WCAU, Philadelphia, and WGR-WKBW, Buffalo.

JAMES M. PATT, formerly publicity director of KMBC, Kansas City, has joined the CBS staff in Chicago as director of public events and special features for Columbia's western division.

HUGH WALTON, announcer of WCAU, Philadelphia, and Miss Caroline Myers were married Nov. 7 in Harrisburg.

HELEN HARTZER, accountant of KFRC in San Francisco, was married in that city on Nov. 1, to Charles Jones, contractor.

DEAN MADDOX, free lance radio producer and master-of-ceremonies, with Tom Coakley, attorney and former orchestra leader, and several others have formed Associated American Artists, with headquarters established at 101 Post St., San Francisco. The organization will go in for radio show production, booking of dance orchestras and other phases of entertainment. Richie Dorso, formerly associated with the Hotel Del Monte, Del Monte, Cal., is in charge of the office.

LEE CRONICAN, on the executive staff of WMCA, New York, since August, has been named chief announcer. Before joining WMCA he had been an announcer and conductor at WOR, Newark. Assisting him are James F. Clemenger and Bob Carter.

HOWARD KEEGAN, production man in NBC's Chicago studios, has returned to his programs after several weeks sick leave.

MAURICE LOWELL, who has been on leave in Washington, D. C. serving as director of the Federal Radio Project, has returned to his place on NBC's Chicago production staff.

DON McBAIN, recently named remote control announcer of KHJ, Los Angeles, is a radio veteran, having been in the industry eight years, and is not "new to radio", as incorrectly stated in this column Nov. 1.

ROBERT HAFTER, formerly program director of KMOX, St. Louis, has joined the production staff of WBBM, Chicago.

JOHN McDONALD, formerly of WLEU, Erie, has joined KFRO, Longview, Tex., as local news announcer and studio technician.

GEORGE WATSON, formerly of NBC and WCFL, Chicago, and Paul Parker, radio actor and freelance mikeman, have been added to the announcing staff of WBBM, Chicago.

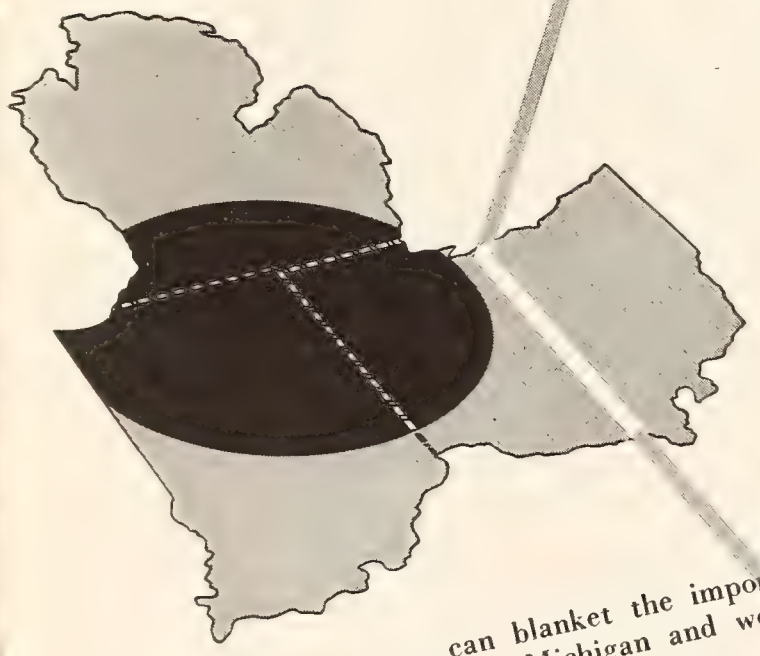
VIRGINIA SEEDS, of the WLS, Chicago, publicity staff, was married in October to Jack Retting, Chicago newspaperman.

PERRY WOOLEY, formerly of WKY, Oklahoma City, and Bill Hillhouse, have joined KBIX, Muskogee, Okla. William Barclay, formerly of W9XBY, Kansas City, and KWBG, Hutchinson, Kan., has been named KBIX program director.

LOIS WILLIAMS has returned to the CBS press department in San Francisco, after being confined to her home at Mountain View, Cal., with a fractured knee received in a street car accident.

CARLI ELINOR, Los Angeles radio and theatre orchestra leader, on Nov. 1 signed with Associated Cinema Studios, Hollywood recording studio, as staff music director.

STAR RADIO PROGRAMS, script service at 250 Park Ave., New York, is moving to larger quarters in the same building, effective Nov. 15.



ONLY WOWO

. . . can blanket the important tri-state area of northern Indiana, southern Michigan and western Ohio, which comprises the WOWO primary area.

No other station claims primary coverage of this market. No other station delivers it. The WOWO area is a rich and fertile island between the zones of influence of big city stations.

In 1933 the 429,000 families in the WOWO primary area purchased 295 million dollars* worth of merchandise.

Overlook the WOWO market and you are missing the customers out of whose jeans come these 295 millions annually.

J 99430

*latest U.S. census figure.

WESTINGHOUSE RADIO STATIONS · INCORPORATED ·

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

"TOPS"

ACCURACY • SPEED • WORLD COVERAGE

For many years those three factors have made UNITED PRESS the dominant news service for dominant newspapers. And now those same factors are making UNITED PRESS radio news service the dominant service for dominant radio stations.

UNITED PRESS radio news is written and edited by men experienced in the presentation of news on the air. The entire U. P. radio staff has been trained thoroughly to write for the EAR and NOT the eye. Their stories give listeners graphic word pictures of news events.

For those reasons dominant radio stations agree that UNITED PRESS radio news is "TOPS" for listener interest.

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

We Salute

ACHIEVEMENT

DAVEN SALUTES NBC. The gigantic strides made by the broadcasting industry in the past decade are in good measure due to the enterprise and initiative of this great institution. NBC artistic achievements and engineering skill have made and are making broadcasting history. We are glad to have some small part in its activity.

THE DAVEN COMPANY

160 SUMMIT ST. NEWARK, N. J.

Makers of volume controls, main gain controls, etc.

AIR EXPERIENCE

CBS to Train New Artists by WHN Appearances

TALENT being coached by Columbia Artists Bureau will be given preliminary microphone technique over WHN, operated by the Marcus Loew interests, under an arrangement effected by Ralph J. Wonders, Bureau head, and Louis K. Sidney, manager of WHN.

In announcing the plan CBS explained that crowded network schedules prevent many worthwhile radio personalities from getting beyond the audition room. Systematic training of promising talent and its development through actual broadcast experience.

KNX Named in Suit

WESTERN Broadcasting Co., operating KNX, Hollywood, Edward Albright, announcer, and officials of the company, were sued Oct. 29 by Rachel Fields Pederson, author of *Time Out of Mind*, a recent best seller published by Macmillan. The court action alleges that Albright read the book over the air and continued after warning to desist. Philip Cohen, attorney for the plaintiff, based his complaint on unfair competition and asks for $25,000 punitive and $15,000 actual damages.

FRED ASTAIRE, nearing the end of a 13-week series for Packard Motor Car Co. on NBC-Red network, has received a contract renewal for another 13 weeks. He will start work on a new film, "Stepping Toes", within a few weeks.

Annual Memorial Award In Pittsburgh Received By Wilbur C. Sutherland



W. C. Sutherland

WILBUR C. SUTHERLAND, announcer and sports reporter of KDKA, Pittsburgh, on Nov. 2 was awarded the H. P. Davis Memorial Award in a special program, the presentation being made by Councilman Robert Garland. The award includes a gold medal and $150 in cash. Second place went to Edwin Schaughency, announcer of the KDKA *Musical Clock* program. Third place was won by Ernest Heff, of WJAS-KQV. It is the second time Sutherland has won the award. Fred Webber and Tony Wakeman have been other winners.

Instead of special auditions, the judges listened to the 27 Pittsburgh announcers on their regular programs during October. The award has been provided each year since 1933 by the widow of H. P. Davis, known as the "Father of Radio Broadcasting," and who was prominent in the early days of radio development at the Westinghouse Electric & Mfg. Co., East Pittsburgh.

Sutherland, native of Baltimore after graduation from Cornell in 1928 as an electrical engineer, enrolled in the student course at Westinghouse and was first assigned to steel mill sales engineering work.

this is the National Broadcasting Company



THIS IS KFYR Bismarck

THE CALL LETTERS HEARD IN 421,732 RADIO EQUIPPED HOMES THROUGHOUT NORTH AND SOUTH DAKOTA, EASTERN MONTANA, WESTERN MINNESOTA, PARTS OF NEBRASKA AND WYOMING, MANITOBA AND SASKATCHEWAN, CANADA.

LET US TELL YOUR STORY.

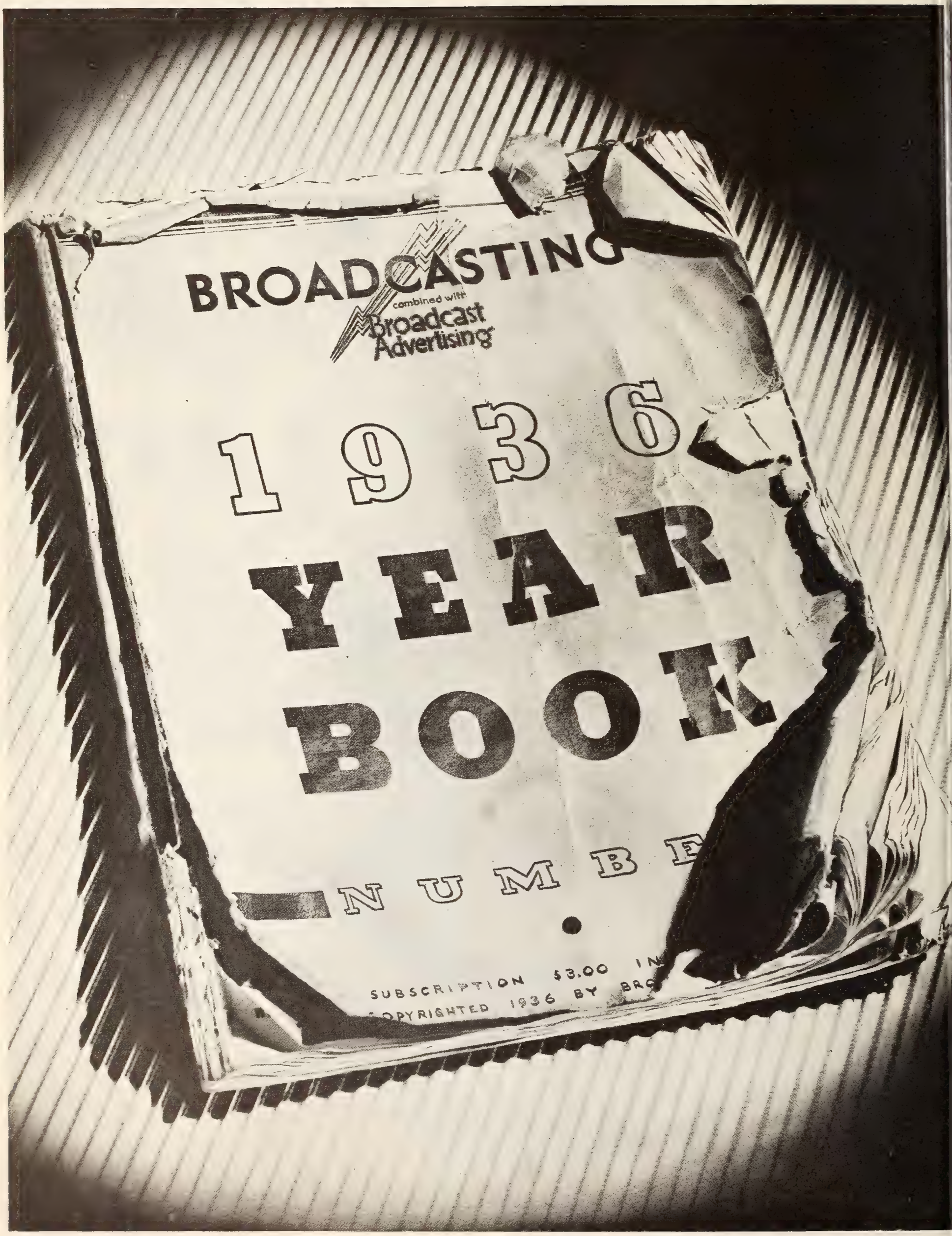
KFYR

The Meyer Broadcasting Company Bismarck, N. Dak.

★ ★ ★ ★

WLW IS JUSTLY PROUD OF THE RESULTS IT HAS PRODUCED FOR ITS ADVERTISERS

BUT WLW's GREATEST PRIDE IS IN THE PLEASURE IT GIVES TO ITS VAST LISTENING AUDIENCE


BROADCASTING
combined with
Broadcast
Advertising
1936
YEAR
BOOK
NUMBE
SUBSCRIPTION $3.00 IN
COPYRIGHTED 1936 BY BRO

Taken From Life

Here's a picture of one of the 7,000 issues of the 1936 YEARBOOK Number. We'll confess it looks like last year's straw hat.

But that tattered, torn and thumbmarked volume had a real career—as did 6,999 equally useful brothers. They have undergone the day-by-day ordeal . . . constant use by radio advertisers . . . by advertising agency executives . . . by station and network people . . . and by others identified with the business of broadcasting.

THAT is readership . . . . and in the right places

Now, the 1937 edition of the YEARBOOK is in the making! There are more and better features, which will make it even more indispensable to the men who buy radio time.

We sincerely believe that the YEARBOOK Number is the year's best opportunity for effective promotion—a lasting medium at regular rates.

The YEARBOOK Number

is scheduled to be mailed on or about February 15, 1937 and will be sent to all subscribers.

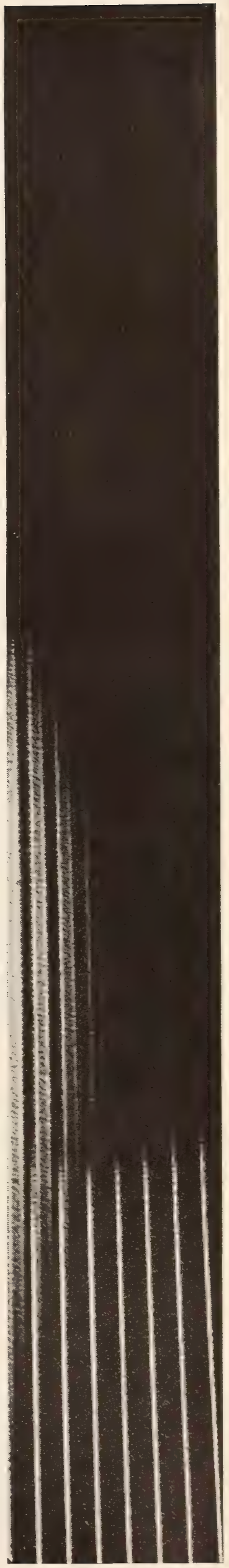
MAKE YOUR RESERVATION TODAY!

Final Advertising Forms Close December 15, 1936

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.



The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KDKA, Pittsburgh

Cline & Johnston Inc., Owosso, Mich. (C & J beans), 27 *sp*, thru Advertisers Inc., Madison, Wis.
Colgate - Palmolive - Peet Co., Jersey City, 26 *sa*, thru Benton & Bowles Inc., N. Y.
Little Crow Milling Co., Warsaw, Ind., 156 *sp*, thru Rogers & Smith, Chicago.
Utica Knitting Co., Utica, N. Y., 26 *sa*, thru John Thomas Miller, N. Y.
John Morrell & Co., Ottumwa, Ia., 78 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Campbell Cereal Co., Northfield, Minn., 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Drums Inc., Detroit (chemicals), 26 *sp*, thru C. C. Winningham Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka - Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.
Procter & Gamble Co., Cincinnati, 50 *ta*, thru Blackman Adv. Inc., N. Y.
M. J. Breitenbach Inc., New York (Pepto-Mangan), 87 *ta*, thru Brooke, Smith & French Inc., N. Y.
Pinex Co., Fort Wayne, Ind., 154 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa., 78 *sp*, & *t*, thru Ruthrauff & Ryan Inc., N. Y.
Duff - Norton Mfg. Co., Pittsburgh (jacks), 13 *sp*, thru Walker & Downing, Pittsburgh.
G. E. Conkey Co., Cleveland (poultry feed), 30 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Easy Washing Machine Corp., Syracuse, 39 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KFBK, Sacramento

Gilmore Oil Co., Los Angeles, 12 *ta*, thru Botsford, Constantine & Gardner Inc., Los Angeles.
Buffalo Brewing Co., Sacramento (Buffalo Beer), 2 weekly *sp*, thru Adam Damm Adv. Service, Sacramento.
Crusaders, Chicago, 2 weekly *t*, thru Marshalk & Pratt, Inc., N. Y.
Buick Motor Co., Flint, Mich., 20 *sa*, thru Arthur Kudner Inc., N. Y.
Dodge Bros. Corp., Detroit, 20 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

Colgate - Palmolive - Peet Co., Jersey City (Palmolive, Supersuds), 5 weekly *t*, thru Benton & Bowles Inc., N. Y.
Larus & Bros. Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.
Campbell Soup Co., Camden (Franco-American division), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry) 3 weekly *sp* (starts Aug. 3, 1937), thru Ruthrauff & Ryan Inc., N. Y.

KGMB, Honolulu

Acme Brewing Co., San Francisco (beer), 7 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Pro-phy-lac-tic Brush Co., Florence, Mass. (toothbrushes), weekly *sp*, thru Lambert & Feasley Inc., N. Y.
Carter Medicine Co., N. Y. (little liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 7 weekly *sa*, thru Blackman Co., N. Y.

WBIG, Greensboro, N. C.

B. C. Remedy Co., Durham, N. C. (proprietary), 1937 football games, thru Harvey-Messengale Co., Atlanta.

WHAM, Rochester

Candy Cod Labs. Inc., New York, 5 weekly *sa*, thru Mackay-Spaulding Inc., N. Y.
Utica Knitting Co., Utica, N. Y., 3 weekly *ta*, thru John Thomas Miller, N. Y.
Bulova Watch Co., New York, 14 weekly *ta*, *sa* (starts Jan. 1), thru Biow Co. Inc., N. Y.
Kellogg Co., Battle Creek (food), 6 *sp*, *t*, thru N. W. Ayer & Son Inc., Philadelphia.
Drums Inc., Detroit (cleaning fluid), 3 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Bunte Bros., Chicago (candy), 3 weekly *sa* (starts Jan. 6), thru Fred A. Robbins Co., Chicago.

WBT, Charlotte, N. C.

Colgate-Palmolive-Peet Corp., Jersey City (Supersuds), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Colgate - Palmolive - Peet Inc., Jersey City (Palmolive soap), 6 *sa*, thru Benton & Bowles Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla., 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
A & O Co., New Bern, N. C. (proprietary), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Plough Inc., Memphis (St. Joseph aspirin), 7 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

WAAB, Boston

General Household Utilities Co., Chicago (Grunow appliances), 30 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Willard Storage Battery Co., Cleveland, 84 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
F. W. Fitch Co., Des Moines (hair tonic), weekly *sp*, thru L. W. Ramsey Co., Davenport, Ia.
Gibbs & Co., Chicago (Gabrieleen permanent wave), weekly *sp*, thru Bertram & Reibel Adv., Chicago.

KOH, Reno, Nev.

GallenKamp Stores Co., San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.

WOWO, Fort Wayne

McKenzie Milling Co., Quincy, Mich. (flour), 3 weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.

KSFO, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Roman Meal Co., Tacoma, Wash. (cereal), 6 weekly *sa*, thru Milne & Co., Seattle.
Pinex Co., Fort Wayne, Ind. (cold remedy), 21 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
American Pop Corn Co., Sioux City, Ia. (popcorn), weekly *t*, thru Cooldige Adv. Co., Des Moines.
Lea & Perrins, New York (condiments), 6 weekly *sa*, thru Schwimmer & Scott, Chicago.

W9XBY, Kansas City

General Mills Inc., Minneapolis (Wheaties), 5 *sp*, thru Simons-Michelson Co., Detroit.
Pennzoil Co., Oil City, Pa., 26 *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Minneapolis Brewing Co., Minneapolis (Grain Belt beer), 6 weekly *t*, thru Erwin, Wasey & Co. Inc., Minneapolis.
Fontenelle Brewery Co., Omaha (Robin Hood beer), 2 weekly *sp*, thru Bozell & Jacobs Inc., Omaha.

WNAC, Boston

National Carbon Co., Inc., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Colgate - Palmolive - Peet Co., Jersey City, N. H. (Supersuds), 26 *sa*, thru Benton & Bowles Inc., N. Y.
U. S. Industrial Alcohol Co., New York (Super-Pyro), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., 78 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WIP, Philadelphia

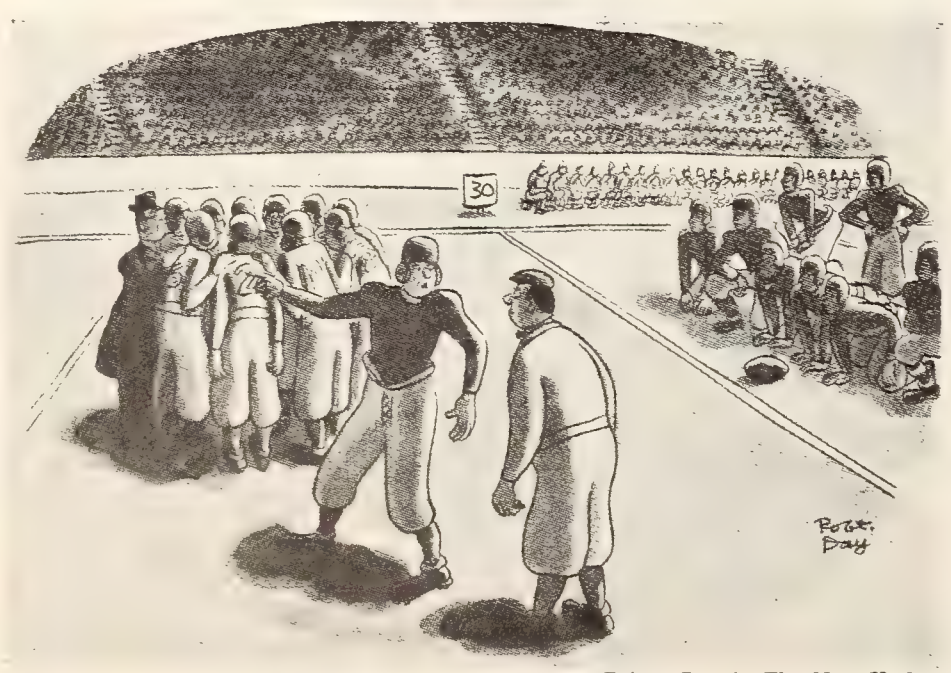
Plantabbs Corp., Baltimore (fertilizer), 14 weekly *sa*, thru Cahn, Miller & Nyberg Inc., Baltimore.
Club Aluminum Products, Chicago (kitchenware), 6 *sp*, direct.

WKRC, Cincinnati

Procter & Gamble Co., Cincinnati (Crisco), 100 *ta*, thru Blackman Adv. Inc., N. Y.
Standard Oil Co. of Ohio, Cleveland, 7 weekly *sa*, direct.

KJBS, San Francisco

Parapet Co., San Francisco (Parapet cleanser) 2 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.



Robert Day in The New Yorker

"Him? He's our radio sponsor."

WMAQ, Chicago

Aurora Laboratories, Chicago (Clear Again cold remedy), 6 *sa*, 1 *sp* weekly, thru Aubrey, Moore & Wallace Inc., Chicago.
Buick Motor Co., Flint, Mich. (automobiles), 5 *ta*, thru Arthur Kudner Inc., N. Y.
Milton Bradley Co., Springfield, Mass. (games), 3 weekly *sa*, thru Blackstone Co., N. Y.
Hurley Machine Co., Chicago (Easy washing machines), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 *ta*, 2 *t* weekly, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
National Tea Co., Chicago (chain food stores), 20 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.
Commercial Solvents Corp., Terre Haute, Ind. (Norway anti-freeze), weekly *sp*, thru Maxon Inc., Detroit.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly *sa*, thru Blackman Adv. Inc., N. Y.
Campana Corp., Batavia, Ill. (Moon Glow Nail Polish), 13 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Aurora Laboratories Inc., Chicago (Clear Again cold remedy) 1 *sp*, 6 *sa*, weekly, thru Aubrey, Moore & Wallace Inc., Chicago.

WCAE, Pittsburgh

Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 9 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), 39 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
College Inn Food Products Co., Chicago (soup, tomato juice), 30 *sa*, thru Blackett - Sample - Hummert Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 364 *sa*, thru Joseph Katz Co., Baltimore.
Procter & Gamble Co., Cincinnati (Crisco), 80 *ta*, thru Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 260 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Beaumont Laboratories, St. Louis (Four-Way tablets), 220 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Washington State Apple Inc., Wenatchee, Wash. (apples), 26 *sa*, thru J. Walter Thompson Co., San Francisco.
Milton Bradley Co., Springfield, Mass. (games), 18 *sa*, thru Blackstone Adv. Agency, New York.
Gas Appliance Society, San Francisco (gas ranges), 43 *sa*, thru Jean Scott Frickelton Adv. Agency, San Francisco.
Doraldina Inc., Hollywood, (cosmetics) 8 weekly *sa*, thru Advertising Arts Agency, Los Angeles.

KFRC, San Francisco

Central City Chemical Consolidated, San Francisco (Lennox cough syrup) 3 weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.
Gragnano Products Inc., San Francisco (Golden Grain Italian Macaroni products), 3 weekly *sp*, thru Emil Brisacher, San Francisco.

KYA, San Francisco

Owl Drug Co., San Francisco (Pacific Coast chain store), weekly *sp*, direct.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 6 weekly *sa*, thru Barrons Adv. Co. Inc., Kansas City.
Piso Co., Warren, Pa. (proprietary), 6 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

KYOS, Merced, Cal.

Pacific Greyhound Lines, San Francisco, *t*, thru Beaumont & Hohman Inc., San Francisco.

RADIO ADVERTISERS

AMERICAN SALES Co., Washington, distributing Old Milwaukee beer in the Washington and Baltimore regions, has started *The Human Side of Sports* on WJSV, Washington, with Buck O'Neil as commentator. Spangler & Berry, Washington, is agency.

ALLAN MARIN, former radio director of Neisser-Meyerhoff Inc., Chicago agency, has joined Dr. Peter Fahrney & Sons Inc., Chicago (proprietary medicines), as advertising manager. While he said it was too early for him to make any definite announcement, Mr. Marin said he was considering radio campaigns for several of the company's products and that his plans would probably begin to materialize after the first of the year.

REED DRUG Co., of Miami (proprietary) has appointed Vanderbie & Rubens Inc., Chicago, as advertising agents.

NU-ENAMEL Corp., Chicago (paint) has moved its headquarters from New York to Cleveland. The company recently acquired the Cleveland plant of Chi-Namel Paint & Varnish Co.

CENTRAL CITY Chemical Consolidated, San Francisco, (Lennox cough syrup), has appointed M. E. Harlan Adv. Agency, San Francisco, to direct its Pacific Coast advertising and along with other media on Nov. 2, started a thrice weekly quarter-hour transcription series on KFRC, San Francisco.

AMERICAN ROLLING MILL Co., Middletown, O. (sheet metal) has appointed N. W. Ayer & Son Inc., New York, to handle its account.

NORSEC Co., Jersey City (toothpaste) has appointed Platt-Forbes Inc., New York, as agency.

POMPEIAN Co., Bloomfield, N. J. (cosmetics) has placed its account with Charles Dallas Reach Co., Newark.

H. G. FELD Co., New York (building materials) has appointed Wortman-Barton & Co. Inc., New York, to handle its account. Media includes radio, tradepapers and magazines.

BOSTON SHOE EXCHANGE & WEINER BROS., New York (furniture & clothing) has named Wortman-Barton & Co., Inc., New York, as advertising counsel. Radio, newspapers and direct mail will be used.

MARY NOLAN, New York (cosmetics) through Wortman-Barton & Co., Inc., New York, is planning to use spot radio in New York locally, or may buy an established local program.

HARRY M. LOTZ, New York (Perfection shoes) has placed its account with Wortman-Barton & Co. Inc., New York. Radio and class magazines are planned.

BAKON-YEAST Inc., New York (Vitamin B product) has named Wortman-Barton & Co. Inc., New York, as advertising agent. Client is using the Phil Cook participation period on WMCA, New York, six days weekly, in a test campaign. More New York stations may be added later.

PHOENIX BREWING Corp., Buffalo (Three Star Beer) has appointed Addison Vars Inc., Buffalo, to place its advertising.

ALTORFER BROS. Co., Peoria, Ill. (ABC) appliances) has named Hanff-Metzger of Illinois, Chicago, as agency.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has placed its account with Batten, Barton, Durstine & Osborn Inc., Minneapolis.

CHAPPEL BROS Inc., Rockford, Ill. (Ken-L-Ration) is advertising through C. Wendel Muench & Co., Chicago.

CUYHOGA County Funeral Directors Assn., Cleveland, has started a cooperative radio campaign on WHK and is running the *Country Church of Hollywood*, transcription produced by the Radio Transcription Co. of America Ltd.

RUSSELL MILLER MILLING Co., Minneapolis, has taken 130 episodes of *Chandu*, transcription series from Earnshaw Radio Productions, Hollywood, for placement on KGIR, Butte, Mont.

SELF REALIZATION Fellowship Church, Los Angeles, through Faraon Jay Moss & Associates, Los Angeles agency, is transcribing a series of quarter hour programs at the Los Angeles studios of MacGregor & Sollie Inc., for placement on stations.

HEMPHILL DIESEL Engineering Schools Inc., Los Angeles, has appointed West & Associates Inc., Glendale, Cal., as agency.

NEW YORK, NEW HAVEN & HARTFORD R. R. Co., Boston, is placing radio advertising through Dowd & Ostreicher Inc., Boston.

J. L. PRESCOTT Co., Passaic, N. J., has named Geare-Marston Inc., Philadelphia, to service its advertising of Jean's Prepared Flour Mixes.

Shawd Joins WXYZ



Arch Shawd

ARCH SHAWD, who resigned in October as manager of CKLW, Windsor-Detroit, has been appointed sales manager of WXYZ, Detroit, and the Michigan Radio Network, it was announced Nov. 2 by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Mr. Shawd has been with CKLW, recently sold by its American backers to the Rogers-Majestic interests operating CFRB, Toronto, for nearly five years as salesman, sales manager and general manager. Before that he was with the display advertising department of the *Detroit Free Press*. He assumed his new post Nov. 2.

CALL letters of WLBF, Kansas City, Kan., were changed to KCKN early in November by authority of the FCC.

Free Time Is Requested For Flower Disc Series

A "FREE" offer of a series of 13 quarter-hour transcriptions titled *Music & Flowers* has been made to stations by Morner Productions Inc., 2 W. 45th St., New York, "in the interest of flower appreciation and containing no commercial credit or trade names."

"Since only a limited number of radio stations can be supplied with this series," the offer reads, "exclusive territorial rights will be granted whenever possible." Stations are advised that "garden clubs, women's clubs, schools and universities, housewives and flower lovers in general will welcome *Music & Flowers* as one of the most constructive, beautiful and entertaining programs on your schedule."

WILLIAM C. PERRY, a former music director for NBC in New York, died Oct. 30 at Banning, Cal. He had been at a desert sanitarium for several months. He is survived by the widow and a daughter. The body was taken to Camden, N. J. for burial.

PRO BONO PUBLICO*

. . to give YOUR program added importance and sales power

50 Non-Commercial Broadcast Periods Each Week •



NEWS: 7:30 to 7:40 A. M. Monday through Saturday. 10:00 to 10:05 A. M. Monday through Saturday. 12:00 Noon to 12:10 P. M. Monday through Saturday.

EDUCATION: "Wayne University Talks" each Friday 3:45 P. M. to 4:00 P. M. "Books of Today, Yesterday, Tomorrow" each Sunday 12:30 P. M. and Thursday 4:30-4:45 P. M.

MUSIC: Music Appreciation, each Friday 2:00 P. M. to 3:00 P. M. Music Guild, as scheduled by N. B. C. Rochester Civic Orchestra, as scheduled by N. B. C. Detroit Conservatory of Music, Sunday 12:15 P. M. to 12:30 P. M. United States Navy & Marine Bands, Monday 2:00 to 3:00 P. M.

HEALTH: 11:30 to 11:45 A. M., Detroit Board of Health, each Monday, Tuesday, Wednesday, Thursday and Saturday. 8:45 A. M. to 9:00 A. M., YWCA, each Wednesday and Friday.

WOMEN'S INTEREST: Happiness House, Monday through Saturday, 11:00 to 11:30 A. M. American Association of University Women, each Friday 4:45 to 5:00 P. M. Local Federated Women's Clubs, each Saturday, 12:15 to 12:30 P. M. National Federated Women's Clubs, each Thursday, 2:30 P. M. to 2:45 P. M.

* *PRO BONO PUBLICO, translated, means "for the good of the public" and translated once again, means "extra pulling power for the good of WXYZ advertisers."*

WXYZ

NBC Blue Network

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York • Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago • Western Office: Russ Building San Francisco, Cal

Public Domain Library OfLang-WorthExpanded

FIRST shipments of the second series of Lang-Worth Planned Program Service were made early this month to subscribing stations, amounting to more than 93% of the list which subscribed to the first library of tax-free music. The series takes familiar public domain melodies of the ages and treats them in modern rhythmic style.

While the library was originally intended for domestic use, stations in a number of countries have subscribed. The second series includes name orchestras and artists, continuity service and publicity material. C. O. Langlois, general manager of Lang-Worth Feature Programs, stated that the second series was based on suggestions from stations.

TRANSCRIPTIONS

WARD REFRIGERATOR & MFG. Co., Los Angeles office, has recorded a series of 26 five-minute transcriptions at Associated Cinema Studios, Hollywood, under the title of *Icities & Oddities*. Logan & Stebbins, Los Angeles agency, will place the discs on stations throughout the country.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting a new commentary series of *John Nesbitt's Passing Parade* for Duart Sales Co. Ltd., San Francisco (Creme of Milk Face Cream and Permanent Wave), which, thru Howard E. Williams Adv. Service, San Francisco, will be placed on various eastern and midwestern stations. Titan is also cutting a series of one-minute announcements for the Central Shoe Co., St. Louis, to be placed direct on various stations.

THE radio program division of the Walter Biddick Co., Los Angeles, has purchased *Green Valley Line, Treasurer of the Lorelei* and *Blair of the Mounted*, transcriptions from Audisk Corp., San Francisco transcription firm which went out of business in October. The Biddick organization will place the items in its current sales catalog.

S. WILLIAM YOUNG, formerly manager of the Victor Division of RCA Mfg. Co. in Chicago, where he supervised construction of the company's recording studios, and previously with Columbia Phonograph Co., has joined the Chicago staff of NBC's Transcription Service. For the last six months Young has been on the West Coast with Jan Garber's orchestra, which he served as business manager.

WIP, Philadelphia, has subscribed for the WBS transcription library.

MORGAN RECORDING Co., new San Francisco transcription concern, is cutting a quarter-hour series of travelogues titled *Roadways of Romance* with Comdr. A. W. Scott, commentator, for the Pacific Greyhound Lines Inc., that city (transportation), which will be placed through Beaumont & Hohman Inc., San Francisco agency. A series of 13 five-minute transcriptions based on "curious facts" are being cut by the Morgan Recording Co. for St. Claire Brewing Co., San Jose, Cal., to be placed through Guggenheim Adv. Agency, San Francisco.

RICHARD HOLMAN, who writes the scripts and also acts in *The Cub Reporters*, serial being cut by MacGregor & Sollie Inc., Hollywood transcription concern, after an illness which confined him to his home in San Francisco, has returned to Southern California.

STANDARD RADIO Inc., Hollywood transcription program producers, early in November started to record Henry King's orchestra for its library service with production at the RCA Mfg. Co. sound studios in that city.

RADIO PRODUCERS SALES Co., subsidiary and sales staff for Radio Recorders Inc., Hollywood, on Nov. 1 changed its name to Radio Producers of Hollywood.

RADIO RECORDERS Inc., Hollywood transcription studios, on Dec. 1 will move to its new building at 932 No. Western Ave. The old studios at 606 N. Bronson Ave. will be used for auxiliary purposes until April, 1937.

JAMES B. KEYSOR Sound Studios, 57 Richards St., Salt Lake City, for several years doing instantaneous recording, has started a transcription department.

THE John Hix *Strange as It Seems* program on Don Lee-CBS network twice a week for Gilmore Oil Co., Los Angeles, and produced by the Raymond R. Morgan Co., Hollywood radio agency, has been taken on transcriptions twice a week by the British Australian Lead Manufacturers Pty. Ltd. for airing on 2GB, Sydney.

ARTHUR TIBBALS, for two years production manager of KFAC, Los Angeles, has been named production manager for Associated Transcriptions of Hollywood.

WFAA, Dallas, has subscribed to the NBC *Thesaurus* transcription library.

Ernest R. Folger

ERNEST R. FOLGER, 66, president of J. A. Folger & Co., San Francisco (coffee & tea), died in a Belmont (Cal.) hospital, Nov. 7 following a long illness. A graduate of Yale University, he entered the family coffee business which was founded in 1850. Upon the death of his brother, James A. Folger, he became president of the company in 1921. Survived by his widow, and two daughters, Mrs. Robert Watt Miller and Mrs. Cyril Tobin.

Library Approved Declares Baldwin

Finds Favorable Response to Public Domain Disc Plan

A "GRATIFYING response" to the proposal of the NAB to record a library of 100 hours of public domain music has been received from members of the trade association, with some 300 of the NAB's 400 members already having responded to the initial questionnaire, James W. Baldwin, NAB managing director, declared Nov. 12.

Although less than a month has elapsed since Mr. Baldwin mailed to his membership the announcement of the plans on Oct. 23, more than three-fourths of the membership responded, he said. The only question asked in the letter announcing the plan was whether the station used the lateral or vertical type of reproduction so that the NAB could gauge its orders for pressings. Practically all responses, Mr. Baldwin said, indicated intense interest in the plan for a public domain library, which would be free from payment of copyright royalties to ASCAP or other groups.

Production Study

MR. BALDWIN declared it is yet too early to say when actual production will begin. He explained he is negotiating with various recording companies and investigating their methods of production before deciding upon placement of the initial recording order.

The music to be transcribed is the result of searches made at the Library of Congress, which is the repository for public domain and other works. Edward J. Fitzgerald, director of the NAB Bureau of Copyrights, is in charge of the work and has been searching the Library files. He has procured clearance, according to Mr. Baldwin, of some 1,600 numbers which, he estimated, will make up the 100 hour transcription library.

The transcription library project is a part of the NAB plan to eventually build up a reservoir of music which, in times of emergency, would relieve the industry of its dependence upon groups owning copyrights.

No estimate can be made yet of recording costs or the amount to be assessed stations for the production of the library, Mr. Baldwin declared. Such matters as studio facilities and use of orchestras and artists for production must be taken into account, he pointed out, and it may be several months before actual production begins. Recordings will be done under the immediate supervision of Mr. Fitzgerald, who personally is supervising the arranging of the public domain numbers. [See Nov. 1 BROADCASTING].

Doraldina Testing

COSMETIC DISTRIBUTORS Inc., Los Angeles (Doraldina Cosmetics) early in November started a test announcement campaign on KFI, Los Angeles, and KGO, Oakland. Advertising Arts Agency, Los Angeles, handles the account. If the campaign on the Coast warrants opening additional territory by radio, stations in Michigan and Ohio will be used.

"FOUR GOOD SEATS 'WAY BACK, PLEASE!"

What do you mean—"good seats 'way back"??? There ain't no such things! And Louisville people know it just as well as you do. You *can't* cover Louisville with an outside station. But using WAVE, sir, you *do cover* this really big market with one inexpensive N. B. C. station —*really reach* our 1,132,692 total potential listeners, 30% of whom live virtually within sight of our tower!

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

PHILADELPHIA...THE HOME MARKET

KYW Solidly Sells It



This third metropolitan district is the largest single-family home market in the United States. The local acceptance of KYW, backed by the prestige of the National Broadcasting Company, presents an advertising medium of real influence in this area.

KYW

10,000 WATTS

NBC Red Network

PHILADELPHIA

Completely programmed by NBC

ABC Appliance Plans

ALTORFER BROS. Co., Peoria, Ill. (ABC washing machines), has named Hanff-Metzger Inc., Chicago, as advertising agency. The *Hilltoppers* program, broadcast three times weekly on WLS, Chicago, will be continued, and a quarter-hour transcription series, featuring a chorus of boys and girls, has been recorded in Columbia Phonograph Co.'s Chicago studios for use in a dealer-cooperative campaign which is now being discussed at a series of dealer meetings.

JULANE PELLETIER, pianist at WJJD, Chicago has just received word of the birth of Julane Johnson, the 45th baby (and the eighth of the Johnson clan) to be named for her.

The Other Fellow's Viewpoint . . .

Wrong Caption

TO THE Editor of BROADCASTING:

It may interest you to know that in your issue of Nov. 1, Page 11, Volume 11, No. 9, there appears a picture in the upper left hand corner, of three members of the NBC staff who are supposed to be engaged in broadcasting an opera from the Metropolitan in New York City. The caption below the picture states that Milton J. Cross, Herbert Liversidge and Charles Grey are pictured above.

It so happens that in December 1931, when this picture was taken, I was the person referred to as the production expert—and not Herbert Liversidge as stated in your magazine. Mr. Liversidge has been doing the opera for the past two years, but for the first three years, and when the picture was taken, I was the production man in charge * * *.

EDWIN L. DUNHAM
Ruthrauff & Ryan Inc.
New York City

Nov. 4, 1936.

Editor's Note — Our sincere apologies to Mr. Dunham, original production man for NBC on the Metropolitan Opera assignment. The mistake was due to an error in the caption supplied to BROADCASTING with the photograph used in our NBC anniversary layouts.

Shift in Time

TO THE Editor of BROADCASTING:

We notice on page 78 under "Network Accounts" you have the campaign which is being participated in by a number of banks throughout the country as being from 10:30 to 11 p. m. This is in error and regret sincerely to note it. The correct time is 10 to 10:30 New York time.

We are just wondering from what source you got the time you list.

R. MOORE
The Wessell Company
Chicago

Nov. 3, 1936.

Watch Tower Objects

To the Editor of BROADCASTING:

As a representative of the *Watch Tower*, of Brooklyn, New York, I am authorized to ask you to correct the statement made in an article "Freedom of the Air" appearing in the Sept. 1 issue of your magazine, which read as follows:

"The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford."

The above statement is untrue and should be corrected. We have no objections to any one connected with Station WOL telling their listeners to tune out our programs. We are trying to reach the people who love the truth and those who do not love the truth are welcome to tune out.

W. H. JENKINS,
Jehovah's Witnesses.

For Higher Power

TO THE Editor of BROADCASTING:

I am taking out a couple of minutes to compliment you on your editorial in Nov. 1 issue of BROADCASTING entitled "A Couple of Points." This editorial is very much to the point.

All local and regional broadcasting stations which have shown by their past record to be able to move ahead with the development of the art, should be given a substantial increase in power, say, a ten-fold increase.

I. Z. BUCKWALTER
Mason-Dixon Radio Group Inc.
Lancaster, Pa.

Nov. 9, 1936



BETTER HURRY, BOYS—WE CAN'T STRETCH IT!

Except for a very, very limited number of mid-morning, mid-afternoon and late-evening periods, WDAY is sold out. Unfortunately, we can't stretch the clock, nor "add another section"..... Therefore, kind friends, either speak NOW or prepare to be tolerant, later! Pax vobiscum.

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

KSD
IN ST. LOUIS

Ask about limited choice day time available for Christmas sales messages.

Write, Phone or Wire

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

AGENCIES AND REPRESENTATIVES

R. S. KENDRICK has been appointed manager of the Atlanta office of John H. Perry Associates, station and newspaper representatives, taking charge Dec. 1. For the past seven years Mr. Kendrick has been connected with publication representation in Atlanta. In recent months John H. Perry Associates has opened offices in four cities throughout the United States. William K. Dorman is New York manager; O. J. Ranft, Chicago manager; J. J. Higgins, Detroit manager. In San Francisco they are represented by R. J. Bidwell & Co.

JOSEPH E. HANSON has resigned as executive vice-president of Frank Presbrey Co., New York, to join H. M. Kieswetter Adv. Agency, New York, as vice-president.

WILLIAM V. PARKER, formerly of General Plate Co., Attleboro, Mass., and the *Boston Daily Record*, has joined Sutherland-Abbott Adv. Agency, Boston.

JACK VAN NOSTRAND, for the last two years production manager of KFRC in San Francisco, resigned Nov. 1 to join the script and production department of Benton & Bowles Inc., in Hollywood. No successor has been named at KFRC, but William Pabst, assistant station manager, is supervising production.

SIDNEY GARFINKEL ADV. AGENCY, San Francisco, has increased its office space at 153 Kearny St., and also has added to its personnel. L. C. Cole, formerly associated with a Los Angeles agency, has been brought in as account executive and I. Adriel Fried, formerly with the *Emanu-El & Jewish Journal*, San Francisco publication, has been placed in charge of new business contacts.

LIONEL K. BRIDGE, on the exploitation and publicity staff of Lord & Thomas, Los Angeles, for *California's Hour*, which was sponsored by the California Chain Stores Association Inc., over 9 CBS-Don Lee network stations for 26 weeks, was scheduled to leave San Francisco Nov. 11 for Sydney, Australia. He is to be gone several months, combining business and pleasure.

EDNA PUPHAL, in the traffic department of KFRC, San Francisco, for the last six months, has resigned to join F. Wallis Armstrong Co., Los Angeles. She will work with Diana Bourbon of that agency.

LUKE C. ACORD has joined the staff of Advertising Arts Agency, Los Angeles, as a radio merchandising expert and account executive. For four years he was with the Sperry Flour Co., San Francisco, and previously managed the *Sharples' Breakfast Club* on KNX, Hollywood.

FURGASON & ASTON, New York, station representative, has moved its office to 17 E. 45th St. The firm also maintains offices in Detroit and Chicago.

WCOL, Columbus, has appointed Joseph H. McGillvra as its national representative effective Oct. 28.

ROBERT SMITH, of Young & Rubicam Inc., New York, has been transferred from the mailing department to the radio publicity division under Fred Wile.

BOB HOWARD, president of Roesler & Howard Inc., exclusive foreign-language program representatives, has returned to his New York headquarters in the Lincoln Building after a week in Chicago where he and George Roesler completed details of getting the new organization under way.

EDWARD BALLINGER leaves the radio department of J. Walter Thompson Co. in Chicago Nov. 15 to join WKY, Oklahoma City, to handle sales promotion.

No Men Wanted

AN URGENT plea for mother's milk was received recently by WIP, Philadelphia, and due to the emergency aspects of the case, spot announcements were aired throughout the day and early evening requesting persons who could help to get in touch immediately with a certain telephone number. The last spot announcement was aired at 7:45 p. m., and not until the spot was read on the air was it realized that it followed the *For Men Only* program, on from 7:30 to 7:45 p. m.

Roesler & Howard Tests Spot Series in German

ROESLER & HOWARD Inc. has aligned WWSW, Pittsburgh, WIND, Gary, WSBC, Chicago, WEDC, Chicago, and WEMP, Milwaukee, making a total of 20 stations now represented by this recently organized firm, which is specializing in the promotion of foreign language programs for American radio stations.

The company has placed a two-week test announcement campaign in German on WPEN-WRAX, Philadelphia, for *National Weeklies Inc.*, Chicago, advertising a contest to get subscriptions for a German magazine, through Albert Kircher Co., Chicago. If the test is successful the campaign will be extended to include stations with German-speaking audiences in all parts of the country.

Flamm Is Honored

DONALD FLAMM, president of WMCA, New York, was to be honor guest at a testimonial dinner tendered by the board of the Infants Home of Brooklyn at the Plaza Hotel, New York, Nov. 14. Among those scheduled to speak were Anning S. Prall, FCC chairman; former Mayor Walker of New York; David Sarnoff, RCA president; Alfred J. McCosker, WOR president; Judge Ferdinand Pecora of the New York State Supreme Court, and Max Steuer, noted lawyer. The same organization gave a tribute dinner to Mr. McCosker last year in recognition of his charitable contributions. Speeches were broadcast by WOR.

Pure Milk to Expand

PURE MILK DAIRY PRODUCTS Co., Chicago, subsidiary of the Pure Milk Association, (Golden Rich Cheese), is sponsoring two quarter-hours of Transradio news flashes weekly on WOR, Newark, and is preparing a new program which will probably be broadcast twice weekly over an MBS hookup. Agency is Hanff-Metzger Inc., Chicago.

Aladdin Lamp Series

MANTLE LAMP Co. of America, Chicago (Aladdin lamps) return to the air on Nov. 7 with *Smilin' Ed McConnell* on two MBS stations (WOR, WLW), Saturdays 9:15-9:30 p. m. with repeat for WLW, 9:30-9:45 p. m. Program is keyed from WLW and was placed through Presba, Fellers & Presba Inc., Chicago.

Alfred W. Erickson

ALFRED W. ERICKSON, 60, chairman of the board of McCann-Erickson Inc., New York, died Nov. 2 in Pasadena, Cal. Mr. Erickson established Erickson Adv. Agency, New York, in 1902 and was in active control until it merged with H. K. McCann Co., New York, forming the present firm of McCann-Erickson. He was the organizer of the Congoleum Co. which later became known as Congoleum-Nairn Inc., Kearney, N. J. and was chairman of this concern at the time of his death. He was also associated with the Bon Ami Co., New York, and Barrett Co., New York. Funeral was held in New York Nov. 6 with H. K. McCann, president of McCann-Erickson; W. H. Johns, chairman of the board of Batten, Barton, Durstine & Osborn; John Benson, president of the American Association of Advertising Agencies; and John L. Anderson, secretary and treasurer of McCann-Erickson, among the honorary pallbearers. Mr. Erickson is survived by his widow.

Reid Heads Rankin Radio

J. LEWIS REID, pioneer radio announcer and one of the original "four horsemen" at the old WJZ in 1923, and later with WOR, Newark, has been named radio director of Wm. H. Rankin Co., New York agency. Last year he arranged transatlantic broadcasts in London for Standard Oil Co. of Indiana. He has a background of theatrical experience.

ATTENTION
RADIO STATION SALESMEN!

RADIOADS
have a
SURPRISE FOR YOU:
ask your
COMMERCIAL MANAGER

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1357 No. Gordon St.
Hollywood, Calif.



STAR
OF THE
Pacific Coast

★ Men Still Talk About the Gold Rush in California . . . That was in '49.

★ Men are Now Talking about the Gold Rush in California . . . of '36.

★ Millions are Being Spent on San Francisco developments . . . Payrolls are Mounting.

★ The Smart Advertiser is using radio . . . That means KYA in San Francisco.

KYA

The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

STUDIO AND PROGRAM NOTES

A NEW time-sharing arrangement with the other station on its frequency has been effected by WBNX, New York, providing for the use of 5:30 to 7 p. m. daily, except Sunday, by station WAWZ, Zarephath, N. J., for its religious broadcasts. Formerly staggered at various hours throughout the week, the uniform arrangement makes it possible for listeners to know the schedules of both stations without constant reference to listings. Under the new schedule WBNX is heard from 9 a. m. to 5 p. m. and from 7 p. m. to 1 a. m.

WFIL, Philadelphia, has revived the *Famous Philadelphia Women of Yesteryear* series presented last year by the Philadelphia Club of Advertising Women. Requests for a renewal of the series came from schools, churches, clubs and other groups. The sketches are written and presented by members of the club, of which Miss Edith Ellsworth is president. The radio committee consists of Miss Ruth Clair, chairman, Mrs. A. J. Hild, Mrs. Kay Cavender, Miss Catherine Schafer.

WGR, Buffalo, is broadcasting a new football program *Musical Scoreboard*, sponsored Saturday evenings by George F. Stein Brewery, with Armand S. Weill Co. Inc. producing. Afternoon scores are announced between foolish patter and college music.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS

National Representatives

In Pupils' Hands

PROGRAM and operation officials of WGL, Fort Wayne, Ind., will take a well-earned vacation one Saturday of each month, beginning Dec. 12, when students of North Side High School take over all broadcasting activities for an entire day. Each Fort Wayne institution above the grade-school class will be given an opportunity to man the WGL helm, and student program directors, operators and production heads will be given all possible cooperation in making their broadcasting venture a success.

TO IMPROVE news coverage, radio stations KOIL and KFAB, Omaha-Council Bluffs, have installed a direct wire from the Omaha fire department's master dispatch and information controls in the telephone building. A loud speaker, has been installed in the news room of KOIL and Omaha branch of KFAB, connected with the fire system. It will also enable the stations to send their mobile broadcasting equipment to the scene of any large fire almost as soon as the fire trucks. All trips of the fire department's new emergency truck are also reported over the loud speaker system. Thus radio stations KOIL and KFAB will get all information quickly concerning suicides, drownings, and other emergency cases covered by the fire department. Emerson Smith, announcer, Bob Cunningham, program director, and Al Bates, engineer, have been awarded badges as members of the department.



BIG CHIEF—Kata Rogeso, Prince of the Solomon Islands and an ordained minister of the Seventh Day Adventist Church, draws big crowd as he is interviewed by Foster May, the *Man on the Street* for WOW, Omaha.

BABY YVONNE, six-year-old child prodigy, has been signed by Iowa Network and was to be introduced on KSO, Des Moines, Nov. 15 in a program featuring public officials, newspapermen and college psychology professor. Her program has been sold to Ungles Baking Co.

PRIMITIVE music is the theme of a broadcast sponsored on WNYC, New York, by the music and dramatic departments of Brooklyn College. Included in the program, first of a series of two weekly broadcasts, was a death song of the Luiseno Indians, from Smithsonian Institution. It was reproduced from the wax cylinder of the original on aluminum.

MEREDITH WILLSON, NBC western division musical director in San Francisco, is conducting a 30-piece orchestra at the 21st Pacific Annual Auto Show, which started Nov. 14 and continues through Nov. 21, in the Exposition Auditorium, that city. It is Willson's first public appearance since that with the San Francisco Symphony orchestra several months ago. He is being sponsored by the Gilmore Oil Co. for the seven day show.

MORE than a quarter-million guests have visited WGN's radio studio building on Chicago's Michigan Boulevard since its opening a year ago. From Oct. 1, 1935 to Sept. 31, 1936, a total of 199,148 persons witnessed the public broadcasts given nightly except Saturday, and 53,862 visitors were conducted through the building on the daytime tours.

KHJ, Los Angeles, has started a quarter-hour sustaining program on Sunday afternoons with violin music by Purcell Mayer, and organ interludes by Gaylor Carter. The program continues without interruption and with no announcement of numbers. It is titled *Forty Words and Music*. The 40 words are the opening and closing lines.

WMIN, St. Paul, has started *Out of the Mouths of Babes*, a childrens' program six afternoons weekly. Dramatics and musical with children participating and reading of poems, stories and the like feature the programs.

THE fourth year of *Pianologues* has been started by WSM, Nashville, with Lawrence Goodman, noted pianist and composer, in charge. The program is used by music instructors as supplemental training for students. Tennessee Polytechnic Institute assigns the programs as home work.

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WTMJ, Milwaukee, has stopped piping sustained dance music from local hotels and ballroms after 10 p. m., instead supplying its own studio dance music. A 13-piece staff dance orchestra has been added, augmenting the 17 full-time musicians. The idea is being promoted heavily as *"Starland Chateau* — no admission or cover charge." Taverns and other enterprises unable to afford their own orchestras are being contacted by direct mail and urged to give their patrons "the finest dance music without changing the dial every 15 minutes." Enough sponsors were quickly signed to pay the cost of the program.

INGLEWOOD PARK CEMETERY Assn., Inglewood, Cal., on Nov. 18 will broadcast its 500th half-hour program on KHJ, Los Angeles, with *Frederick Stark's Concerteers* and soloists. The series is the oldest on the station in point of consecutive service. Paul Winans, radio executive of Advertising Arts Agency, Los Angeles, has produced the program for the last six years.

WHAT happens to lost bank accounts was revealed by WMCA, New York, recently when Frankie Basch, roving reporter, interviewed an executive of Dime Savings Bank.

PARODYING Tin Pan Alley, *The Clown Court*, written, sold, staged and MC'd by Edith Shedlove, "Polly the Shopper" of KSTP, St. Paul, for a half-hour each Sunday afternoon, not only specializes in the novel arrangements of "The Knights of Note", KSTP singing-instrumental organization, but invites listeners to send in their parodies of ditties of the day.

THE FIRST program to be auditioned in the "Blue Room", new audition studio opened recently by WLS, Chicago, was sold immediately. Program is *The Old Timers*, featuring Ralph Emerson, organist, and Hal O'Halloran; sponsor is McKenzie Milling Co., Quincy, Mich. (pancake flour), and the program is broadcast three times weekly; agency is Rogers & Smith Adv. Agency, Chicago.

KSTP, St. Paul, takes its mobile transmitter to University of Minnesota once a week and goes right into classrooms for interviews with instructors and students. The first of the series originated in the speech clinic, where vocal handicaps are corrected.

FONTENELLE BREWING Co., Omaha, is sponsoring mystery dramas on W9XBY, Kansas City, with two programs being presented each Saturday night. The first at 7:30 presents the mystery and announces $50 prize and awards of Robin Hood beer to first listeners who wire the solution to the mystery. At 10:30 the same evening the cast presents the solution and prize winners are announced.

New WJSV Program Chief

FRED A. LONG, for the last four years in the CBS production department in New York, where he handled the Chesterfield and Lucky Strike programs, among others, on Nov. 2 became program director of WJSV, Washington, CBS capital key. He succeeded Wells Church, who resigned in September and went with the Republican National Committee radio division. Mr. Long for four years was with the Yankee Network, part of the time as manager of WEAN, Providence. Lee Little, WJSV announcer, who came to Washington a year ago from KMOX, St. Louis, has been transferred to the CBS production staff in New York.

JEAN PAUL KING, NBC announcer and master of ceremonies, has been signed as *The Globe Trotter* of the Metrotone newsreels.

WHK 1390 K.C.

WJAY 610 K.C.

"Is the Time I Want Available?"

In Cleveland, *YES*—due to the consolidation of WHK and WJAY. Right now we can give you choice periods on the sole CBS outlets covering one of America's richest markets. We do however suggest immediate reservations. Write or wire us today.

WHK ★ WJAY

CLEVELAND

H. K. CARPENTER

Vice President & General Manager

C. A. McLAUGHLIN

Sales Manager

Also under WHK Management — WHKC, COLUMBUS

Christmas
Gift Order Form

Please send
BROADCASTING

TO _____

_____

_____

★

TO _____

_____

_____

★

TO _____

_____

_____

★

Send bill to:

_____

_____

_____

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Procter & Gamble Adds Four on NBC

Also Enlarges "Vic & Sade"; Now Has 14 NBC Programs

PROCTER & GAMBLE Co., Cincinnati has placed four new programs on the NBC networks in addition to enlarging the *Vic & Sade* NBC-Blue series, making a total of 12 five-weekly quarter-hour daytime programs and two evening quarter-hour periods on NBC networks. P & G is understood to be spending more money for daytime radio programs than any other sponsor using NBC exclusively. Last year the P & G account on NBC totaled over $2,000,000 and it will be well over this figure this year.

Through Blackman Adv. Inc., New York, P. & G. placed the following new accounts: *The O'Neill's*, on NBC-Red, also to be broadcast on 11 stations on the NBC-Blue network Mondays thru Fridays, beginning Nov. 16, for Ivory soap. The program will be heard only as far west as Chicago.

Personal Column of the Air, written by Octavius Roy Cohen, which has been on transcriptions for several seasons, will be transferred to NBC Nov. 16. Discs will continue to be used in one western city and Canada. The program is based on personal columns in metropolitan newspapers. Both the NBC-Red and Blue networks will be used five days a week.

Other Changes

ON NOV. 13 P. & G. discontinued the *Home Sweet Home* (Chipso) period on NBC-Blue network, 11:15-11:30 a. m., turning over the period to *Personal Column of the Air*, which adds WGAR and WXYZ to the Blue network formerly used. In addition the Red network, 2:45-3 p. m., will carry the program to 18 stations in a split network covering the East and South.

Another Blackman P. & G. account (Crisco), with *Vic & Sade* on the NBC-Blue network, Mondays through Fridays, 11:30-11:45 a. m., will add 14 stations to the network. On Nov. 2 WBAL was added; Nov. 16 WXYZ and WGAR will join; Nov. 30, WBZ-WBZA, WMAL, KWK, WMT, KSO, KOIL, WREN, KLO, KGO, KFSD will complete the network.

Drene, P. & G. shampoo, on Dec. 10 will start an unannounced program on three NBC-Blue stations (WJZ, WBZ-WBZA), Thursdays, 7:45-8 p. m. H. W. Kastor & Sons Adv. Co. Inc., Chicago placed the account. Drene is also using WEAF and WMAQ in a two-station hookup in addition to a number of local spot programs featuring Jack Randolph.

Under this new setup P. & G. has the Red network signed from 2:45 to 4 p. m. five days a week and the Blue from 10:15 to 10:45 a. m. period and 11:15 to noon hour plus a single quarter-hour at 9:45 a. m., are under P. & G. sponsorship, making a total of 10¾ hours of broadcast time each week for these daytime programs. The evening programs utilize an hour, once a week, on five stations.

PROCTER & GAMBLE Co., Cincinnati, largest single user of network and daytime broadcasting in the country, reported record earnings of $6,629,564 for the third quarter of 1936.

Football in Demand

DODGE DEALERS of Minneapolis and St. Paul, satisfied that Minnesota would be national champions not only in 1936, but in 1937 as well, signed an option for sponsorship of the 1937 games on KSTP, St. Paul. After Minnesota defeated Purdue, Harry Fuller, acting for the dealers, contacted Stanley Hubbard, KSTP general manager, and arranged for the option. Harvey-Massingale Co., Atlanta agency, has bought Saturday afternoon football on WBIG, Greensboro, N. C., for the 1937 season.

Gold Dust Now Hecker

GOLD DUST Corp., New York (Gold Dust, Silver Dust, Shinola, Fairy soap, etc.) has changed its name to Hecker Products Corp., and hereafter the common stock of the corporation will be listed on the New York Stock Exchange under the new name. The change, according to G. K. Morrow, chairman of the board, has been under consideration for some time.

CBS TO TRANSFER STATION LICENSES

APPLICATIONS FOR permission to transfer the licenses of nine of its owned and operated stations from the present licensee corporations to CBS itself were filed with the FCC Nov. 9 by the network. The stations are WABC, New York; WEEI, Boston; WBBM, Chicago; WJSV, Washington; KNX, Hollywood; WCCO, Minneapolis; WKRC, Cincinnati; KMOX, St. Louis; WBT, Charlotte.

CBS explained that the licenses for the stations now are held by its wholly-owned operating subsidiaries. Upon Commission approval, the operating subsidiaries will be dissolved and the stations will be operated directly by the network. "The purpose of this action is to simplify the corporate structure," CBS announced. No change in personnel or in the method of operation of the stations is contemplated.

In connection with the filing of the application, it was explained officially at CBS that the move is being taken because of corporation tax matters and because it would eliminate the holding company aspect. Through a single corporation, moreover, it was stated, CBS feels its organization would become more compact.

In addition to these stations, CBS has entered an agreement to purchase WOAI, San Antonio, for $825,000, subject to FCC approval. It is presumed this station also would be transferred to direct CBS ownership.



"LIFE ON RED HORSE RANCH" —A gripping story of the West with music by "Tex" Owens and The Texas Rangers. Great all-family show for all-family product. KMBC-tested for spot broadcast.



"HAPPY HOLLOW"—Top sustaining mail puller on CBS. Welcomed from coast-to-coast, one of network's most popular programs now is ready to do a sensational selling job· KMBC-built and tested.



"ACROSS THE BREAKFAST TABLE" is making scores late to work in the KMBC Market. It's a grand eye-opener, a "natural" for any home product. On network or spot, it's a sure winner! Wire or telephone

KMBC
OF KANSAS CITY
THE PROGRAM BUILDING AND TESTING STATION
FREE & SLEININGER, Inc., Nat'l Rep.
GEORGE E. HALLEY, Program Sales

Broadcasting To All Homes!

The question of what will meet with universal audience acceptance is a major problem in this business of broadcasting to all homes.

Your program must possess the combined qualities of originality, entertainment value, and sustained interest. It must not only attract but hold the listening audience.

Transco has achieved a national reputation as builders of feature length major productions which have gone on, year after year, producing sales results for sponsors, and profits for the stations presenting them over the air.

In this business of producing electrically transcribed programs for radio, there is no substitute for experience.

One of our field managers is in your neighborhood. He will be happy to give you a complete audition.

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

NEWS
is your best bet
TRANSRADIO

Tributes to NBC at Big Banquet

(*Continued from page 13*)

celebration will be able to see as well as hear by radio."

Speaking for the advertiser, Mr. Chester said that industry intends to keep its programs "fine and clean". The advertisers using the nationwide networks, he declared, want the public to like their programs and they seek constructive criticism.

Ovation for Aylesworth

A SPONTANEOUS ovation greeted Mr. Aylesworth when Mr. Sarnoff introduced him as the man who had been selected to head NBC upon its creation. Now divorced from NBC entirely, Mr. Aylesworth declared he looked upon NBC "as a father might see his son". He praised the FCC because it "wisely refrained from interference with the freedom of the air in the programs and policies laid down by the broadcasters and their advisors." In the early days of radio, he added, the policies executed by those pioneers proved to be wise, as evidenced by the development of the art and industry. "Radio," he concluded, "is safe in the hands of the American people."

French Minister Jardillier, speaking in his native tongue, admitted that American radio technique is ahead of that in France. He urged greater interchanges of programs among nations by international rebroadcasting, and congratulated NBC on its progress and leadership. Another visitor, M. Rambert, president of the International Broadcasting Union, told of the work in the formation of that organization, which in a general way corresponds to the NAB in this country, and discussed the problems that confront European broadcasters.

Dr. Coffin commended the action of broadcasters with respect to religious broadcasts. "Radio," he said, "has fostered not merely tolerance, which is a negative quantity; it has fostered mutual understanding and mutual appreciation. It has built up the spiritual solidarity of the land."

Dr. Compton traced the early beginnings of radio in the last century to the present. "As an impartial agency," he declared, "radio has just demonstrated [by the elections] its tremendous power for good in educating the masses of the people regarding the political issues of the day. Whether we like their decision or not, I think we must admit that the people knew what it was all about and knew what they wanted as probably never before."

A lighter note developed when Mr. Sarnoff introduced such figures as Amos 'n' Andy and Rudy Vallee. Amos observed that this actually was not NBC's tenth anniversary; that the birthday came three months ago, and that it just got the network "back from the politicians". And Andy revealed the anniversary was different because they were presented two solid hours of speeches. Vallee suggested that an "anniversary dinner" be held every year and that hereafter the guests should "dutch it".

Seated at the head table, in addition to the speakers, were William S. Paley, CBS president; Alfred J. McCosker, WOR president, and MBS chairman; Postmaster General James A. Farley; Agriculture Secretary Henry A. Wallace; FCC Commissioner Thad H. Brown; General James B. Allison; Edward J. Nally; Hon. William Bondy; Paul D. Cravath; Newcomb Carlton; Walter Damrosch; William Green; Roy Barton White; Maj.-Gen. James G. Harbord; Dewitt Millhauser; Morgan J. O'Brien; James R. Sheffield; Norman H. Davis; Frederick Strauss; Felix M. Warburg; Hugh S. Robertson; John R. Todd; Gerard Swope; Gen. Charles G. Dawes; C. D. Howe; Adml. C. E. Courtney; Edward Johnson; Grover Whalen; Martin T. Manton, and Dr. Harry Woodburn Chase.

At the conclusion of the banquet, a two-hour program of entertainment was offered, featuring outstanding NBC and concert artists.



MEMENTO — This oxidized silver paper weight in the form of a plaque was given each guest at the NBC Tenth Anniversary banquet Nov. 9 to commemorate the occasion. One side is a bas relief conceived by Richard Loederer, of Vienna, and sculptured by Kilenyi. The other carries the inscription: "To those who have shared with us in the advancement of broadcasting."

Hearings on Power

APPLICATIONS of KYW, Philadelphia, to increase its power from 10,000 to 50,000 watts, and of KVOO, Tulsa, to increase from 25,000 to 50,000 watts on Nov. 10 were ordered set for hearing by the FCC Broadcast Division. Both stations operate on clear channels, the former full time and KVOO dividing time at night with WAPI, Birmingham.

SEPARATE STAFFS FOR WHK AND WJAY

PROGRAM production and scheduling of WHK and WJAY, Cleveland, as separate units of a single establishment, already is showing results in the form of a more balanced setup, the stations claim. Executives who headed departments at WHK now have their respective departments for the two stations.

Individual members of the staff are, for the most part, identified definitely with one station or the other. However, this arrangement is not rigid; in special fields such as sports, special events and civic affairs, the person best qualified for each broadcast is assigned to it, regardless of the station over which it goes.

The special events department finds itself in an enviable position when important outside broadcasts come up. The desired time is likely to be available on one station or the other. Also, a number of CBS sustaining programs are being carried by WJAY, in addition to the WHK-CBS schedule. Columbia commercials remain on WHK only, as before. The news services used by the two stations remain separate, WHK broadcasting news from Transradio Press, and WJAY using United Press service.

The following executives and department heads, formerly holding these positions at WHK, now serve in the same capacity for the two stations: General manager, H. K. Carpenter; sales manager, C. A. McLaughlin; production manager, John T. Vorpe; program director, Mary O'Kelley; technical supervisor, E. L. Gove; chief announcer, Russell Richmond.

The salesmen, of course, represent only one station. Each station has its own staff of salesmen, with Mr. McLaughlin in charge of both. Ralph Worden is publicity director and news editor of WHK while Ben Dean is publicity director and news editor of WJAY.

Aitchison Will Address First Radio Bar Session

CLYDE B. AITCHISON, commissioner of the Interstate Commerce Commission, will be the principal speaker at the first dinner of the Federal Communications Bar Association in Washington Nov. 18, the association's executive committee announced Nov. 2. Associate Justice Owen J. Roberts, of the U. S. Supreme Court, is expected to attend, along with members of the FCC and its general counsel, Hampson Gary.

The association, formed this year, has a membership of 135, with Louis G. Caldwell, former Radio Commission general counsel, as president. Aside from the dinner this month, the association plans a meeting in February or March in which a full day will be devoted to business sessions and an evening to dinner and entertainment.

GILMORE OIL Co., Los Angeles, through Botsford, Constantine & Gardner, Los Angeles agency, utilized the public interest in politics late in October for a series of 13 one-minute spot announcements recorded in Hollywood by RCA Mfg. Co. Instead of playing partisan politics, the Gilmore discs urged the audience to "Vote for Gilmore".

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A. W. Robertson, Graham A. Robertson, Hugh S. Robertson, Edward Robinson, Doc Rockwell, Wm. Rogow, C. M. Rohrabaugh, D. R. Rollinson, I. R. Rose, Norman S. Rose, Samuel Rosenbaum, Jack Rosenberg, Murray Rosenberg, Sol. A. Rosenblatt, David Rosenblum, F. J. Ross, Harold Ross, Jack Ross, S. L. Ross, T. J. Ross, Jr., Willan C. Roux, John F. Royal, Raymond Rubicam, Harvey Runner, F. M. Russell, John M. Russell, George Rutherford, O'Neil Ryan, Jr.

S

H. Sadenwater, Fred Sammis, Pitts Sanborn, Curtis Sanford, David Sarnoff, Irving Sarnoff, Morris Sarnoff, Sam Saxe, G. R. Schaeffer, Otto Schairer, Hans Schaudinn, A. A. Schechter, Edward H. Schiffer, M. A. Schlesinger, E. J. Schneider, Col. Schneider, A. H. Schoellkopf, F. A. Schoepflin, Oswald Schuette, David Schultze, Albert L. Scott, W. J. Scripps, H. W. Secor, Kurt Sell, Oscar Serlin, Daniel Seyforth, Sam Shane, J. H. Shannon, S. O. Shapiro, M. H. Shapiro, D. S. Shaw, Elliott Shaw, R. M. W. Shaw, James R. Sheffield, John Shepard, 3rd, Edward Sherman, I. E. Showerman, Lee Shubert, Stanley Shuford, Ben Sills, Robert Simon, C. P. Simpson, Malcolm Douglas Simpson, S. H. Simpson, Jr., Robert Simmons.

Arthur Sinsheimer, Jack Skirball, George Skouras, George M. Slocum, L. B. Slocum, D. P. Smelzer, Cecil Smith, Courtland Smith, C. V. Smith, Edric Brooks Smith, Frank Smith, F. W. Smith, Harold Smith, R. E. Smith, T. A. Smith, William W. Smith, Frank M. Snell, E. H. Sniffen, C. A. Snyder, Glen Snyder, Charles Sonfield, Dr. Ladislav Sourek, Henry Souvaine, E. W. Spaulding, C. E. Speaks, Paul D. Spearman, Edwin M. Spence, F. E. Spencer, Jr., R. G. Spencer, Melvin Spiegel, E. S. Sprague, George C. Sprague, Samuel G. Staff, C. E. Stahl, D. N. Stair, Anthony Stanford, F. K. Starbird, Hon. Jindrich Starch, Roman Starzynski, Aaron M. Stein, Aaron Steiner, C. E. Stephens, Ivo Stern, E. C. Stevens, Henry C. Stevens, Frederick A. Stevenson, Lee Stewart, A. A. Stickler, James Stirton.

Dr. Charles R. Stockard, Edward Stockmar, E. W. Stone, Harry Stone, Lester Stone, Douglas Storer, John J. Storey, Chester Stratton, D. G. Stratton, Frederick Strauss, Julian Street, Jr., Benjamin Strong, Sol Stroock, Sidney Strotz, Pablo Suarez y Roig, A. B. Sullivan, Henry Sullivan, T. D. Sullivan, G. Lynn Sumner, S. M. Sundell, Robert T. Swaine, John F. Sweeney, Walter Swertfager, Gerard Swope, Herbert Bayard Swope.

T

Henry W. Taft, Sol Taishoff, H. R. Talbot, J. D. Tarcher, Dr. Rinato Tasselle, C. A. Tattersall, C. W. Taussig, Charles H. Taylor, Deems Taylor, Douglas Taylor, Frank Taylor, W. H. Taylor, Charles N. Teetor, R. J. Teichner, S. L. Thenen, D. C. Thomas, John W. Thomas, Lowell Thomas, Reginald Thomas, W. J. Thomas, Samuel E. Thompson, G. B. Thompson, Major Leslie E. Thompson, F. M. Thrower, Jr., Robert Thurston, Robert S. Thurston, William Tieman, J. Tierney, Charles Tighe, W. O. Tilenius, Lewis H. Titterton, John R. Todd, Webster Todd, William Tracy, Niles Trammell, Helen Traubel, Hon. Conrado Traverso, George W. Trendle, L. F. Trigg, Steve Trilling, J. S. Tritle, E. H. Troup, J. G. Truesdell, Walter Trumbull, Joseph P. Tumulty.

Barton P. Turnbull, Julius Tuteur, D. S. Tuthill, Arthur B. Tuttle, Charles H. Tuttle, E. H. Twamley, James S. Tyler, Tracy F. Tyler, Levering Tyson.

U

Dr. Harold C. Urey.

V

Lawrence Valenstein, Rudy Vallee, John W. Van Allen, J. D. Van Amburgh, Leroy A. Van Bomel, Amedee J. Van Beuren, George T. Van der Hoef, D. B. Van Houten, Victor van der Linde, J. van der Mark, Dr. B. Van der Pool, Arthur Van Dyck, Dr. Hendrick Willem van Loon, W. G. Van Schmus, J. W. Vermilye, B. C. Vladeck, Irwin Vladimir, Dr. Heinrich Vogel, William E. Vogelback, William Vogt, Paul Volkmer, Dr. Kurt von Boeckmann, George von der Leigh, Harry von der Leigh, Erich Von Kunsti, F. W. von Meister, Col. Alvin C. Voris, Edward Voynow.

W

Dr. Kurt Wagenfuehr, Lee B. Wailes, David Wald, Everett Walker, Frank Walker, Hon. James J. Walker, C. A. Wall, J. F. Wall, Hon. Henry A. Wallace, Edward Wallerstein, Felix M. Warburg, Harry E. Ward, J. S. Ward, Allen Wardell, Alan G. Warner, Major Albert Warner, Harry Warner, J. C. Warner, J. R. Warwick, Paul Warwick, Roy A. Weagant, J. R. Weatherspoon, Charles A. Webb, W. E. Webb, Floyd Weber, H. H. Weber, Bethuel Webster, Jr., Joseph Weed, Theodore Weicker, Jr., Julius Weinberger, W. H. Weintraub, W. E. Weiss, Robert Weitman, H. P. Werner, W. G. Werner, Curtis A. Wessel, R. B. Westergard, Harold P. Westman, Godfrey Wetterlow, Grover Whalen, Harold Wheelahan, R. A. Whidden, George White, Roy Barton White.

R. H. White, Thomas J. White, Hon. William Wallace White, Paul Whiteman, William F. Whitman, Matthew P. Whittall, John Wicks, Chester H. Wiggin, Harry C. Wilder, J. C. Willever, Arthur Willi, F. E. Williamson, Gregory Williamson, Charles E. Wilson, L. B. Wilson, Ward Wilson, John E. Wing, Paul Wing, S. G. Wingfield, Ezra Winter, William A. Winterbottom, Henry Rogers Winthrop, Rabbi Jonah B. Wise, Roy C. Witmer, L. A. Witten, Edward Wolf, Albert Woodley, H. A. Woodman, Mark J. Woods, Easton C. Woolley, Frank W. Wozencraft, J. Graham Wright, John Wright, Montgomery Wright, W. L. Wright.

Y

Michael Yamin, Captain H. Yanagihara, Lunsford P. Yandell, Herbert Yates, Hon. Tsune-chi Yii, C. J. Young, Gar Young, George Young, Gordon E. Youngman.

Z

A. L. Zeitung, Edward Ziegler, Frank Zink, Frank T. Zinn, Bruno Zirato, George F. Zook, Dr. V. K. Zworykin.

EXTENSIVE campaigns to promote food gifts at Christmas are being planned by retail grocery organizations, which have adopted the slogan "Give Food for Gifts".

RESULTS! COUNT MOST

Let us acquaint you with our work.



WEED & COMPANY

Talent for Tests ...KEX



KEX is famed throughout the Oregon Country for its masterful production of local programs that are on a parity with Network presentations.

This station with the largest staff of artists, writers and technicians offers exceptional facilities for "Test" programs. Owing to its excellent coverage of this rich market, it is an unusual "buy" for the advertiser who wants to *prove his program* before extending territories.

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt New York

Action to Restrain Sale Of KTHS, Hot Springs, To Barton Group Begun

A SUIT to enjoin the sale of KTHS by the Hot Springs (Ark.) Chamber of Commerce to the interests headed by Col. T. H. Barton, prominent Arkansas oil man, was filed Oct. 31 in the chancery court there by Mayor Leo P. McLaughlin of Hot Springs, Richard M. Ryan, Hot Springs attorney, and James H. Head, Texarkana attorney. They charge the president and secretary of the chamber with entering into an "improvident" deal in agreeing to sell the 10,000-watt part-time station on the 1040 kc. channel to Radio Enterprises Inc., a Barton subsidiary, for $75,000, claiming its value without physical assets is "in excess of $250,000".

Col. Barton, through Edward Zimmerman, head of his radio subsidiary, which also operates KARK, Little Rock, and KELD, El Dorado, entered into the purchase arrangement last April 11, and has applied to the FCC for voluntary transfer and for permission to move KTHS into Little Rock. The suit will undoubtedly hold up FCC action. The complaint sets forth that KTHS is the only physical asset of the chamber and that it advertises Hot Springs far and wide, since "in this modern era the chief source of proclaiming the advantags, natural and artificial, of this city is the radio."

On Oct. 20 Arkansas Newspapers Inc., publishing the *Hot Springs Sentinel Record* and *New Era*, *El Dorado News* and *Times* and *Texarkana Gazette*, the latter also owning KCNC, Texarkana, applied to the FCC for a new daytime 100-watt station on 1310 kc. [BROADCASTING, Nov. 1].

WNLC, New 100-Watter, Signs Sponsors Quickly

ON THE AIR only two months, WNLC, recently authorized new 100-watt station on 1500 kc. in New London, Conn., reports it already has 150 sponsors. The station, licensed to the Thames Broadcasting Co., was installed by Prof. Daniel E. Noble, director of the former WCAC, Connecticut State University station now out of existence. One of its features is the transmitter grounding to the railroad tracks nearby.

Roderick L. Morey, of W. Medford, Mass., is president and chief stockholder of WNLC, with Gerald J. Morey, Edwin J. Morey and Mr. Noble each owning 10%. John C. Hinrichs Jr. is advertising manager; Russell Brooks, formerly with WATR, Waterbury, program director; Paul Swimelar, chief announcer; Mrs. Ruth Edgar, in charge of artist bureau; Richard Benvenuti, musical director; Neil Spencer, chief engineer; Francis Garufy, assistant engineer; Joseph P. Dyer, announcer; Leonard Stevens, dramatic director, and Mrs. Lucile Gardner, secretary.

Montgomery Ward Spots

MONTGOMERY WARD & Co., Chicago (mail order), will start a special spot campaign Nov. 23, using three announcements daily on KSTP, WTCN, KOA, WFBR. Agency is Lord & Thomas, Chicago.

When Radio Was a Pup

(*Continued from page 17*)

peared in the Feb. 8, 1923, issue of *Printers' Ink*:

RADIO AN OBJECTIONABLE ADVERTISING MEDIUM

IT IS A MATTER of general advertising interest to record that the American Telephone and Telegraph Co. is trying to establish a new advertising medium. Through its station, WEAF, New York, it is permitting advertisers to broadcast messages. So far the company's venture is only in the experimental stage. As a tryout, it has placed a nominal charge of $100 on a ten-minute talk. During this time about 750 words can be delivered.

The fact that several advertisers have already availed themselves of this service would seem to indicate that there is a demand for it. Just the same, it is our advice to the American Telephone and Telegraph Company to "stop, look and listen" before extending this new branch of its business. The plan is loaded with insidious dangers. The company, itself, evidently recognizes this, as it is proceeding cautiously in this advertising broadcasting experiment. For one thing, it is restricting the number of times a product may be mentioned during the course of a talk. It feels that the radio audience may regard the advertising message as an unwarranted imposition on its time. For this reason, it is insisted that the advertiser make his announcement subtle. No bald statements are permitted.

But regardless of how carefully censored the messages may be, the objection to this form of advertising still stands. Station WEAF has built up its reputation on the fine quality of its programmes. Radio fans who tune in on this station are accustomed to get high-class entertainment. If they are obliged to listen to some advertiser exploit his wares, they will very properly resent it, even though the talk may be delivered under the guise of a matter of public interest or even of public welfare. An audience that has been wheedled into listening to a selfish message will naturally be offended. Its ill-will would be directed not only against the company that delivered the story, but also against the advertiser who chooses to talk shop at such an inopportune time.

There are several objections to the sending out of advertising through radio broadcasting stations, but we are opposed to the scheme principally because it is against good public policy. We are opposed to it for the same reason that we object to sky writing. People should not be forced to read advertising unless they are so inclined. We are opposed to it on much the same grounds that we object to "readers" or press agent dope or any other kind of disguised publicity that inveigles persons to read it on the promise that it is news. Forcing a business proposition under people's noses or into their ears when they are trying to do something else is not the way to win the good-will of these people.

Another point that the American Telephone and Telegraph Company should consider: Much of the radio's popularity is due to the way the newspapers have been playing it up. In many cases they are devoting whole pages and in some cases entire sections to radio developments. The programmes of the various broadcasting stations, which the newspapers publish, is of inestimable value to radio users, and in fact without these published programmes the broadcasting stations would be seriously handicapped. It is certain that the newspapers will not continue to give the radio interests all of this generous cooperation if the broadcasters are themselves going to enter into advertising competition with the newspapers.

ABC Music Ruling

FOLLOWING the action of the Affiliated Broadcasting Co., midwestern regional network, in eliminating its Chicago studio orchestras and musical staff and originating all of its musical programs from Hammond, Ind., James Petrillo, head of the Chicago Federation of Musicians, ruled that no Chicago station may broadcast any ABC musical program. This ruling does not seriously affect the network, as WJJD, its only Chicago outlet, had been carrying few ABC programs, the chain depending chiefly on WIND, Gary, and WWAE, Hammond, for Chicago coverage.

A NEW 250-watt daytime station on 1040 kc., in Peoria, Ill., is sought in an application filed with the FCC by Edgar L. Bill, chief owner of WMBD, Peoria.

Jel-Sert Goes Net

JEL-SERT Co., Chicago (Mapl-Mix, a maple syrup powder), on Nov. 7 started *Melody of Romance*, a program of romantic songs sung by Charles Sears, tenor, and played by Harry Kogen's orchestra, broadcast Saturday mornings, 11:15-11:30, over a coast-to-coast NBC-Blue network. A series of letter-writing contests, offering $100 in cash and ten Mix-Masters for the best letters completing the sentence, "I Like Mapl-Mix Because . . .", will be conducted on the program, each contest running two weeks. Premiums are also being offered to jobbers and jobber salesmen. Agency is Rogers & Smith, Chicago.

WMIN
"The Voice of Minnesota"
1,250,000
Potential Buyers
in the
MINNEAPOLIS—ST. PAUL
Trade Area
8th Largest in the U. S.
LOWEST COST
In The Twin Cities
WMIN
SAINT PAUL, MINNESOTA

WJBY Produces Results In Alabama's Second Industrial Market
WJBY
Gadsden, Alabama



HURRY!
HURRY!!
HURRY!!!

☛ WBAL covers Maryland plus!

☛ WBAL is growing by leaps and bounds!

☛ WBAL still has a few spots on its crowded schedule!

☛ WBAL raises its rates January First!

If you want it at the present rates we caution you to step lively, please.

WBAL
Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Radio and Politics

(*Continued from page 20*)

and accuracy that networks and stations alike won nothing but praise for their efforts. Not only could they enjoy a sense of self-satisfaction for a job well done, but the highest officials in the land and the rival party leaders seemed to be of one accord in their expressions of praise for the non-partisanship shown by radio through election day as through the campaign itself.

Already the networks are beginning to lay plans for covering the inauguration of President Roosevelt and Vice President Garner in Washington on Wednesday, Jan. 20, their tentative plans embracing pickups throughout that day.

Stations depended for election returns upon their network affiliations, their direct news association reports and their local tieups with newspapers; more of the latter were made this year than ever before in radio's short history, with newspaper publishers now eager to ally their forces with radio. Even without the newspapers, the radio stations were amply protected by the networks, when they had network connections, and by the Transradio, United Press and International News Service reports which are now available to them direct.

Election Coverage

THE networks depended basically upon the Press-Radio Bureau, which combined the AP, UP and INS reports and fed them to NBC, CBS and Inter-City System headquarters in New York. In addition, they had big staffs of tabulators, announcers and commentators at New York and at key points such as Hyde Park, Topeka, Republican headquarters in Chicago and Democratic headquarters in New York. Pickups from various other cities, including some extraordinary features, were frequent throughout the day and night and added bright human interest touches to the broadcasts.

NBC's election setup was directed by Abe Schechter, director of special events; Paul White ran the show for CBS. Comprehensive staffs and scores of pickups were employed in the unprecedented coverage task.

Yankee Network reported that its own news service, fed by INS and its own staff, gave "on the minute" returns until 5 a. m. Nov. 4, with the 11 to 1 o'clock periods sponsored by Dodge automobiles under a $4,000 sponsorship deal. WMCA featured street interviews from the sidewalks of New York, with Larry Nixon as news chief handling the Press-Radio reports. WOR leaned heavily on Transradio Press and joined with MBS for special pickups. WBZ-WBZA, Boston-Springfield, had special setups and newspaper tieups and went after regional laurels with a 24-hour series of features.

WGAR, Cleveland, had Pontiac Motor Co. to sponsor its election reports, and sent out a mobile shortwave transmitter early in the morning to get listener reactions and broadcast advice to the public to "vote early". WFIL, Philadelphia, instead of filling the air with jumbles of figures, broadcast a complete summary of the voting at half-hour intervals, three announcers presenting the state and total figures for each party in *March of Time* style. KFJZ, Fort Worth, reported the local Coca Cola company and a local clothier sponsored its Transradio reports until 1 a. m.

These are only a scattering few of the station features; practically every one of the 600 or more stations in the country had its own stunts and accomplishments to boast of. An innovation was introduced in Los Angeles the night of Nov. 3 when the local A & P food stores bought up all the spot time on KFI and KECA and for six days previous to the election carried spot announcements and bought newspaper space heavily to attract listeners. In addition, it gave away an election tabulation chart at all of its stores.



OLDEST VOTER—Discovered by Boake Carter through one of his Philco broadcasts, Mark Thrash, 115-year-old Negro, was interviewed over WDOD, Chattanooga, by Chuck Simpson, announcer, this broadcast being relayed to CBS as a feature highlight between returns on election night.

Libel Suit Offers Test of Liability

Candidate Sues Iowa Radio System, Newspaper Owner

THE JOINT liability of a station and a political speaker for alleged libels uttered over the radio may again be tested in the Iowa courts as a result of a suit filed Oct. 31 by Harold Cooper, former chairman of the Iowa Liquor Commission, against the Iowa Broadcasting Co. and Verne Marshall, editor of the *Cedar Rapids Gazette*.

Mr. Cooper asks $200,000 damages for a statement impugning his honesty in office alleged to have been made by Mr. Marshall during the recent political campaign in the course of a sponsored speech over WMT, Cedar Rapids. The Iowa Broadcasting Co., subsidiary of the *Des Moines Register & Tribune*, operates WMT and also KSO and KRNT, Des Moines.

Nebraska Ruling

THE ONLY established precedent in such cases developed in 1932 when the Supreme Court of Nebraska held the owner of a station jointly liable with the speaker in cases of defamatory utterances. This developed in the case of C. A. Sorenson, then attorney general of Nebraska, against Richard F. Wood and KFAB, Lincoln, in which Sorenson sued for damages for alleged libelous statements made by Wood over KFAB.

The State Supreme Court decision reversed the finding of the lower court, the latter having assessed damages against Wood, who was candidate in the 1930 elections for attorney general, but absolved the station of any liability. Sorenson had sued for $100,000, but was given a $1 verdict against Wood.

The State Supreme Court's opinion held that the Radio Act of 1927 conferred no privilege to stations to "publish" defamatory utterances and the defense of the station that it is a common carrier was not supported by the evidence. The court held that when one writes libelous words and reads them before the microphone with the consent of the owner of the station, the reader and the owner unite in the publication of libel and may be joined as defendants.

Creamery on Michigan Net

DEVELOPED as a sustainer over WXYZ, Detroit, from an idea furnished by George W. Trendle, president, a half-hour mystery show *Adventures of the Green Hornet*, which has proved highly popular since last January, on Nov. 10 went under the sponsorship of Detroit Creamery Co., big milk distributor. The program is now carried Tuesdays and Thursdays 7:30-8 p. m., over WXYZ, eight stations of the Michigan Network and WSPD, Toledo. Fran Striker, author of the *Lone Ranger* dramas, writes the show, with James Jewell as director. N. W. Ayer & Son Inc., Detroit, places the account.







RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

California Series Defeats State Tax

Chain Stores Are Successful In Attack on Amendment

THE *California's Hour* program broadcast for several months from KHJ, Los Angeles, to Don Lee network stations in that state was instrumental in bringing about defeat at the polls Nov. 3 of Proposition No. 22, a referendum on a legislative measure placing a heavy tax on chain stores.

Chain retailing groups in the state sponsored the program through Lord & Thomas, Los Angeles. Only sponsor mention was "This program is brought to you by the chain stores of California." The program is credited with having created valuable good will for chain stores, besides leading to defeat of the amendment.

The series will be continued indefinitely, it was announced after the election, and starting with the Nov. 9 program the broadcasts are being handled by college students at California institutions of higher learning.

Community dedication featured the series, with an advance going to each community prior to its particular program to select local artists and publicize the event. Spot announcements were used as well as newspaper publicity. Some 10,000 applicants for places on the program were heard in the first four months of the program, and cash prizes were awarded. Performers were taken to Los Angeles for the programs.

Federal Radio Workshop Repeats College Course

TO ENABLE teachers and others interested in the technique of education by radio to gain practical experience, the Federal Radio Workshop Project, supported by a new grant of $113,000 of WPA funds, has joined with New York University to offer another course in building and producing radio programs, script writing, acting, etc. The session, which repeats the successful course of last summer, lasts from Nov. 9 to Dec. 23. It will be followed by a third session Jan. 4 to Feb. 11. About half the staff of the Radio Workshop is now headquartered at New York University, the remainder being in Washington. The project is under the supervision of Dr. John W. Studebaker, U. S. Commissioner of Education, and is directed by William Dow Boutwell, editor-in-chief of the U. S. Office of Education. The cost of the N. Y. U. courses is $50.

AN AUGURY of the future use of television was provided in London last month when its annual automobile show was televised, the images of the new models being transmitted on the two systems of television now on a daily schedule there.

WHEN IS A CANDIDATE?

Roosevelt, Landon et al Merely Private Citizens; Loophole Claimed in FCC Law

TO THE Editor of BROADCASTING:

In the public interest it would seem time that the relations and rights of broadcast stations as related to time on the air by candidates for public office should be clarified. Most of such discussions have centered about the speeches of "candidates" for President of the United States. Section 315 of the Federal Communications Act says:

"If any licensee (broadcast station) shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station * * *."

"Legally qualified candidate" are the key words. Neither the Constitution nor the laws of the United States make mention of or recognize that there is such a person as a "legally qualified candidate" for the public office of President of the United States. Such a designation is unknown to the laws of the United States. Such laws govern in the interpretation of the law of the United States, known as the Federal Communications Act. The laws of any particular state can have no force or effect in the interpretation of a federal statute. The office of President of the United States is filled by the choice of electors, or failing in such choice by vote of the House of Representatives. Consequently, Mr. Roosevelt, Mr. Landon, Mr. Thomas, Mr. Lemke, Mr. Colvin, and Mr. Browder, when seeking time on the air from any broadcasting station, are simply private citizens who would like to speak over the air; in legal contemplation they are not "legally qualified candidates for any public office" for the reason that any such candidate is unknown to the law, a stranger to its contemplation. One of them will probably be chosen President by either the electors chosen on Nov. 3, or by the House of Representatives.

It follows that any broadcasting station is clearly within its legal rights in granting or witholding its facilities to any such "candidate". No question of policy is here considered. This conclusion is not true as to candidates for elector, for Senator, for Representative, or as respects candidates for any state office.

But the question arises would the FCC be of this view. Here we are not left to conjecture. A station has a dispute or controversy with the Commission over the interpretation of this law, or with an individual seeking radio time. It invokes the power and authority of the United States District Court under the provisions of the Federal Declaratory Judgment Act of June 14, 1934 by appropriate petition and speedily and at slight expense takes the decision of such court on the question and obeys such decision. It is not to be contemplated that the Commission would attempt to punish or deprive a station of its facilities for obeying the decision of a federal court under applicable federal law. The same course of action is open to the Commission.

There are many other matters and questions in which broadcasting stations and their customers have vital interests which are likewise open to speedy and agreeable solution by the use of the mentioned procedural statute.

NATHAN BOONE WILLIAMS,
Attorney at Law
Washington, D. C.

Gas Appliance Spots

GAS APPLIANCE SOCIETY of California, San Francisco (gas ranges), used a series of spot announcements on 15 stations in California in a two weeks campaign which started Oct. 31 and continued through Nov. 13. Four hundred announcements of one minute duration each, both daytime and evening, were used. Stations were KGO, KFRC, KYA, KJBS, KGGC, KSFO, KLX, KRE, KHSL, KFBK, KWG, KIEM, KTRB, KMJ and KERN. Jean Scott Frickelton Adv. Agency, San Francisco, has the account.

Coach A. W. O. L.

ELATED by his team's victory over Minnesota and soaked from sitting for two hours in a driving rain, Coach Lynn Waldorf of Northwestern ran for shelter at the final whistle, completely forgetting his regularly scheduled post-game interview on WBBM, Chicago. Pat Flanagan, station's sports announcer, was forced to carry on alone for the radio audience and the sponsor, Wilson & Co., Chicago (Ideal dog food).

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Reaches an audience of more than a MILLION people within a 30 mile radius in one of Connecticut's most profitable markets . . . . .

BASIC CBS STATION



The Capture of PITTSBURGH

General Forbes did it 174 years ago with an army of 2,500 men.

You can do it today by capitalizing on the showmanship and entertaining programs that have won WCAE the greatest audience in Pittsburgh—capital of America's tenth economic area.

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representatives • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Election Augurs Well for Radio

(*Continued from page 9*)

tions expert of the State Department.

Unrest over the "radical fringe" in the administration that in the past has advocated some form of government operation of broadcasting, also appears to have tapered off. Certain of the so-called "Brain Trusters" during the last administration have attempted to palm off plans for nationalization, but these never got beyond the conversation stage, and were promptly squelched.

At the next session of Congress it is expected that legislation will be introduced which will have a bearing both upon broadcasting and advertising. For example, the beleaguered Copeland food, drugs and cosmetics bill to regulate the sale and advertising of these commodities, is almost certain to be presented, after having failed of enactment at the preceding two sessions — last session even after the Senate had passed it. In its final form, the bill was not regarded as seriously objectionable to advertisers or media, and the fight was on the issue of whether administration should be vested in the Department of Agriculture or the Federal Trade Commission.

Like all other legislation, this bill must start from scratch at the forthcoming session. The fact that extended hearings were held in both House and Senate, however, probably will obviate further investigations. Senator Copeland (D-N. Y.) chairman of the Senate Commerce Committee, it is presumed, will offer the measure, while in the House Rep. Chapman, (D-Ky.) is seen as its leader, having been chairman of the subcommittee which handled it at the last session.

NRA Revival Proposed

ANOTHER disturbing factor is the talk of revival of an NRA or some such similar bureau designed to control labor, wages and hours in industry. A mandatory 30-hour week, sought by organized labor, probably will become the focal issue. It is yet too early, however, to gauge the extent of administration support of such legislation.

The elections which so overwhelmingly returned the President to office also increased Democratic majorities in both houses of Congress. Despite this, however, there appear to be only a few important changes in the offing in radio leadership in either house, or in the chairmanship of committees dealing with it. A possible change in the chairmanship of the House Interstate and Foreign Commerce Committee, charged with radio legislation, is likely because the incumbent chairman, Sam Rayburn, of Texas, is a candidate for both the speakership and the majority floor leadership.

Should Mr. Rayburn succeed in his quest for either of these posts, he would relinquish the committee chairmanship. The ranking Democratic member is Rep. Clarence F. Lea, of California, who would be entitled to the post. Second in line is Rep. Robert Crosser of Ohio.

One rather outspoken critic of radio, Rep. Monaghan (D-Mont.), fell by the wayside even before the elections, having been defeated in the primaries in his state. He was the author of a bill in the last session for government ownership. The passing of Senator Couzens of Michigan, which followed his defeat in the Republican primaries, removed from the Senate Interstate Commerce Committee its ranking minority member. Much interested in radio, Senator Couzens was quite active in the drafting and enactment of the Communications Act of 1934, which created the FCC.

Republican losses on the Senate committee were heavy as a result of the elections. The majority membership, however, remained unchanged, except that it is logically expected that the Democratic personnel of the committee will be increased by virtue of the heavier Democratic plurality on the committee. Republicans defeated were Metcalf of Rhode Island and Hastings of Delaware, the latter a sharp critic of administration policies. Neither, however, figured prominently in radio legislation. Thus, Senator Wallace H. White Jr. of Maine, coauthor of the original Radio Act of 1927, becomes the ranking minority member.

Wheeler Keeps Chairmanship

CHAIRMANSHIP of this committee remains with Senator Bertram K. Wheeler, of Montana. Prior to the adjournment of the last session, he talked about an investigation of the FCC, more on the subject of its telephone inquiry, rather than on broadcasting. Biting in his criticism of certain radio practices, and an opponent of newspaper ownership of stations, the Senator has declared his committee would investigate this phase of regulation. However, the pressure of other legislation, notably railroad holding companies, at this time would indicate that an inquiry into FCC activity will not be on the early agenda of the committee, if at all at the forthcoming session.

Among new members expected on the Interstate Commerce Committee is Senator Arthur H. Vandenberg, of Michigan, one of the strongest of the Senate minority. Seen as the logical successor to the late Senator Couzens, who was from his own state, Mr. Vandenberg since the campaign has shown a new interest in radio. His participation in the suddenly famous "phantom interview" with President Roosevelt by the transcription process has aroused his interest to the point where his friends expect him to seek an assignment on the committee charged with radio legislation.

On the House side, minority representation on both the Interstate and Foreign Commerce Committee and the Patents Committee, the latter charged with copyright legislation, probably will be pared considerably, by virtue of the increase in the Democratic majority. Last session, there were seven Republicans on the Interstate committee and six on the Patents. It is not unlikely that the numbers will be cut to by one or two on each committee.

The Copyright Bill

THREE Democratic members of the Interstate Commerce Committee — Huddleston, of Ala., a loser in the primaries; Corning of New York, who did not seek reelection, and Monaghan — have created vacancies on the Interstate committee. Republican members of the Committee defeated were Cooper of Ohio, and Merritt of Connecticut. Thus Rep. Carl E. Mapes of

PRESIDENT'S GIFT
Executive Has Bulova Charm On Election Day

WHEN PRESIDENT Roosevelt cast his ballot at Hyde Park, N. Y., Nov. 3, the watch chain that adorned his lapel was the one worn by President Andrew Jackson. It was the gift of Arde Bulova, New York watch manufacturer, broadcaster and radio advertiser, who picked up the fox and hound chain at an antique shop and presented it to the President with the wish that he wear it for "good luck." The chain is made of Carolina gold, and in addition to the trinket designs and inscriptions, is adorned with several rough nuggets.

WIL

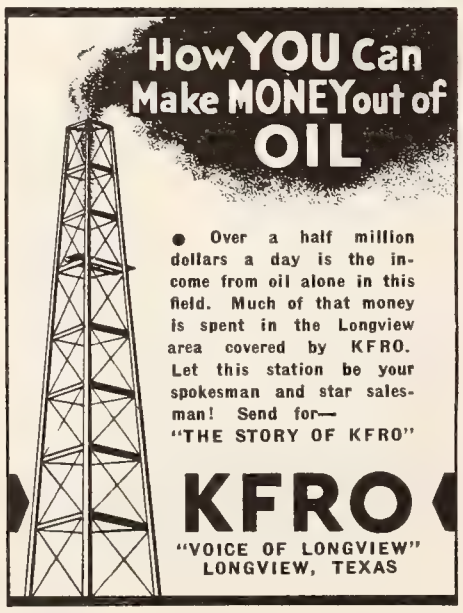
THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast direct from the office of the Chief of Police.



Represented by Wilson-Dalton-Robertson. On Pacific Coast by Walter Biddick Co.

KMA The Earl May Station SHENANDOAH, IA.



WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Michigan, will become the ranking Republican member.

The makeup of the Patents Committee, from the standpoint of interest in radio and copyright, will remain practically unchanged. It was this committee which considered at the last session the Duffy Copyright Bill, which would have eliminated the $250 mandatory innocent infringement clause, thereby depriving ASCAP and other copyright groups of their most potent weapon. Pro-ASCAP leanings of the Committee Chairman, William I. Sirovich of New York, and of such members as Rep. Lanham (D-Tex.), Kramer, (D-Cal.), and Daly (D-Pa.), blocked action on the bill. All of these members were returned.

Opponents of ASCAP on the Committee, who showed a regard for radio's interests, also have been returned. These include Deen (D-Ga.); O'Malley (D-Wisc.) and Church (R-Ill.).

Membership of the Senate Interstate Commerce Committee, and of the two House committees, as they now appear taking into account results of the elections, but with vacancies under the present bipartisan distribution to be filled at the next session when the Congressional committees are organized, follows:

Senate Interstate Commerce Committee: Democrats — Wheeler, chairman; Ellison D. Smith, S. C.; Robert Wagner, N. Y.; Alben W. Barkley, Ky.; M. M. Neeley, W. Va.; William H. Dieterich, Ill.; Augustine Lonergon, Conn.; Fred H. Brown, N. H.; Homer T. Bone, Washington; Vic Donehey, Ohio; Sherman Minton, Ind.; A. Harry Moore, New Jersey; Harry S. Truman, Mo.; (one vacancy); Republicans — White; Davis, Pa.; (three vacancies); Henrik Shipstead, Farmer-Labor, Minn.

House Interstate & Foreign Commerce Committee: Democrats — Rayburn; Lea; Crosser; Alfred L. Bulwinkle, N. C.; Virgil Chapman, La.; William P. Cole Jr., Md.; Samuel B. Pettengill, Ind.; Edward A. Kelly, Ill.; Edward A. Kenney, N. J.; George G. Sadowski, Mich.; John A. Martin, Col.; Edward C. Eicher, Ia.; Theodore A. Peyser, N. Y.; Thomas J. O'Brien, Ill.; David D. Terry, Ark.; (three vacancies); Republicans — Carl E. Mapes of Michigan; Charles A. Wolverton, N. J.; James Wolfenden, Pa.; Pehr G. Holmes, Mass.; B. Carroll Reece, Tenn.; James W. Wadsworth, N. Y. (two vacancies).

House Patents Committee: Democrats — Sirovich; Lanhan; Deen; O'Malley; Matthew A. Dunn, Pa.; Kramer; Daly, J. Hardin Peterson, Fla.; Graham A. Barden, N. C.; John L. McClellan, Ark.; Frank W. Boykin, Ala.; William B. Barry, N. Y.; William P. Connery Jr., Mass.; (no vacancies); R. T. Buckler (Farmer-Labor) Minn.; Thomas R. Amlie (Progressive) Wisc.; Republicans—Fred A. Hartley, Jr., N. J.; Leslie C. Arends, Ill.; Ralph E. Church, Ill. (three vacancies).

Lyon Van Expands

LYON VAN & STORAGE Co., Los Angeles, on Nov. 1 added KNX, Hollywood, and KSFO, San Francisco, to the stations carrying its weekly 15-minute transcription *Moving Stories of Life*, increasing the number to 11. Charles H. Mayne Co., Los Angeles agency, handles the account.

Prall Reasserts Faith in U. S. Radio

(*Continued from page 9*)

basically. Did they see in radio then a potentially great medium for the molding of public opinion, the education and entertainment of the people, even in the remotest corners of the land? Did they recognize it as a virile, bright advertising medium which ultimately would pay its own way?

These men in typically American fashion made the best of their opportunities. Through proper guidance during its adolescence, broadcasting became the composite newspaper, magazine, concert hall, schoolhouse, church and public forum. True, in the process it developed some of the ailments that are usual with the growing child, but the medical treatment was there, and I like to believe the crisis is passed.

For the Public Good

BUT MORE than that, under our form of government radio has become the purveyor of public good, of enlightenment and of culture. American radio, we believe, is the finest in the world because it has been permitted to develop unfettered by too many restraints of Government. Whatever may be said to the contrary, there is complete freedom of speech over the American ether — only laws and rules of common sense, common decency and libel are the limiting factors. And these should be observed in the spirit as well as in the strict letter.

Broadcasting as represented by our distinguished guests from abroad is generally operated by governmental corporations. These companies are naturally dominated by the government or individuals in power. In some nations the policy is to bar discussion of political questions save what the party in power thinks the public should hear.

In America we believe in private enterprise whenever it can do the job in the public interest. We regard our radio as the rightful heritage of the people, best performed through private operation under careful government surveillance. Radio broadcasting was born in America, nurtured in America and has prospered in America. In the United States, private competitive radio has given the world its greatest open forum for the free and unrestricted discussion of any and all economic and political questions.

As David Pool, a distinguished Rabbi, said, "Radio cannot be made to distinguish between man and man—a free radio recognizes neither class, nor caste nor creed. It is the authentic voice of democracy." In this country we would not seek public ownership of all broadcasting because we feel that it is not conducive to our form of Government. We desire to emphasize the freedom of speech without any restriction on the part of the party in power.

In Europe and in some other nations they have chosen an opposite course. While we recognize they have an absolute right to choose the method of administration of radio they desire, and we recognize that it may even be best for those countries, in the United States we do not feel that the methods which may be suitable in other nations are the best for our public welfare. It is for every country to decide which system it prefers, and our country has decided upon the so-called American system. In this country, we believe that broadcasting can be a medium for promoting good or evil, depending upon the manner in which it is used.

Freedom to Campaign

FOR SOME TIME past, forces have been working for government ownership of all broadcasting in the United States. They have pointed to Europe's government-owned systems in support of their arguments, but lately these proponents of a state-owned broadcasting appear to have become less articulate. Perhaps they have been comparing the free American radio with the methods used in other nations. As an illustration we can take our experience in the recent national elections campaign. A President and a majority of the Congress were elected. That campaign was waged largely by radio. Many think it was won and lost by the oratory over the air, but did President Roosevelt and other administration candidates for public office have the exclusive use of that ether? No indeed they did not. Every American citizen knows that Landon and Knox and Thomas and Lemke and Browder had the right to equal time and got it consistent with their demands and on the same basis. It has been a splendid test of the American system. That is freedom of expression. That is true democracy. That is America.

Banfi in Boston

BANFI PRODUCTS Corp., New York (Montecanti mineral crystals) is using 312 quarter-hour programs in Italian, titled *Montecanti News* on WAAB, Boston, piped from WOV, New York, six times weekly from Oct. 1 through Sept. 29, 1937, in Italian. Agency is Commercial Radio Advertising Service, New York.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Only Blanket Coverage

of

Rich Resort - Industrial

Western North Carolina

At the TOP 550 in San Antonio

MAY 6, 1936

Station acquired by KTSA Broadcasting Company, a unit of Hearst Radio—More CBS programs—outstanding local interest programs—promotion.....

OCTOBER 4, 1936

NEW HIGH FIDELITY transmitter — six-page section San Antonio Light—enlarged staff—programs—promotion.

NOVEMBER, 1936

FROM AUTHENTIC LETTERS

COVERAGE! "Uniformly excellent on trip via Dallas —Houston—San Antonio and thence to the Valley."

MERCHANDISING! "This is the finest kind of merchandising cooperation — congratulate you."

RESULTS! "Most effective advertising investment we have ever made. 90% of new accounts both from San Antonio and trade territory attracted by program."

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO
NATIONAL REPRESENTATIVES:
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL FOODS Corp., New York (Diamond Crystal Salt) on Nov. 15 starts *Adventures of Capt. Diamond* on 15 NBC-Blue stations, Sun., 3:15-3:45 p. m. Agency: Benton & Bowles Inc., N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) on Jan. 4 starts *Dangerous Romance* on 39 NBC-Red stations, Mon., thru Fri., 4:30-4:45 p. m. Agency: Lennen & Mitchell Inc., N. Y.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., on Nov. 10 started *Phillips Polly Follies* on 21 CBS midwestern stations, Tues., 10:30-11 p. m. Agency: Lambert & Feasley Inc., N. Y.

JEL-SERT Co., Chicago (Mapl-Mix dessert) on Nov. 7 started *Melody of Romance* on 25 NBC-Blue stations, Sat., 11:15-11:30 a. m. Agency: Rogers & Smith Adv. Co., Chicago.

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum) on Nov. 9 started *Poetic Melodies*, Mon., thru Thurs., and *Mortimer Gooch*, Fri., on 50 CBS stations, 7-7:15 p. m. with repeat 11-11:15 p. m.

CHRYSLER Corp., Detroit (Plymouth Division), on Nov. 7 started 7 participations in *Yankee Network News Service*, daily p. m. on 10 Yankee stations. Agency: J. Stirling Getchell Inc., Detroit.

CANADA DRY GINGER ALE, Inc., New York, on Oct. 26 started 30 participations in *Yankee Network News Service*, three times weekly, on 10 Yankee stations. Agency: J. M. Mathes Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Nov. 16 starts *Personal Column of the Air* on 16 NBC-Blue stations, Mon., thru Fri., 11:15-11:30 a. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Nov. 16 starts *Personal Column of the Air* on 18 NBC-Red stations, Mon., thru Fri., 2:45-3 p. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene) on Dec. 10 starts unannounced program on 3 NBC-Blue station (WJZ, WBZ-WBZA), Thurs., 7:45-8 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

ALLEGHANY STEEL Co., Brackenridge, Pa. (stainless steel) on Nov. 27 starts *Stainless Show* on 18 NBC-Blue stations, Fri., 7:15-7:30 p. m. Agency: Walker & Downing, Pittsburgh.

SIGNAL OIL Co., Los Angeles (gas & oil) on Nov. 20 starts for 52 weeks, *Signal Carefree Carnival* on 10 NBC-Pacific Red stations, Fri., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

CALIFORNIA CONSERVING Co., San Francisco (CHB food products), on Nov. 17 starts for 39 weeks *CHB House Party* on 12 NBC-Pacific Red stations, Tues., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

THOMAS COOK & SON-WAGON-LITS Inc., New York (travel service) on Dec. 6 starts *Malcolm LaPrade* on 15 CBS stations, Sun., 2:45-3 p. m. Agency: L. D. Wertheimer Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Nov. 16 starts *The O'Neill's* on 11 NBC-Blue stations (WJZ, WBZ-WBZA, WBAL, WMAL, WSYR, WHAM, WGAR, KDKA, WXYZ, WLS), Mon., thru Fri., 11-11:15 a. m. Agency: Blackman Adv. Inc., N. Y.

Renewal Accounts

PET MILK SALES Corp., St. Louis (canned milk) on Nov. 3 renewed *Mary Lee Taylor* on 61 CBS stations, Tue., Thurs., 11-11:15 a. m., repeat 3 p. m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Crisco) adds the following 14 stations to *Vic & Sade* on NBC-Blue network, Mon., thru Fri., 11:30-11:45 a. m.: Nov. 2, WBAL; Nov. 16, WXYZ, WGAR; Nov. 30 WBZ-WBZA, WMAL, KWK, WMT, KSO, KOIL, WREN, KLO, KGO, KFSD.

More Regional Meetings Are Arranged by AAAA

PARALLELING its recent Pacific Coast convention for members west of the Rocky Mountains, the American Association of Advertising Agencies will hold regional meetings for Eastern seaboard members in New York and for Central States members in Chicago. The New York meeting will be held at the Hotel Roosevelt Nov. 19. The Chicago meeting will be held Dec. 3, place to be announced later. Both meetings are for AAAA members only.

Programs are being built with especial attention to interesting and informing agency junior executives, many of whom are unable to attend the national convention of the Association held in the spring, held for the last two years at the Hotel Greenbrier, White Sulphur Springs, W. Va.

MBS Billings Up

BILLINGS of Mutual Broadcasting System for October totaled $271,629, an increase of 50.6% against the same month last year. This is the largest monthly gross receipt figure reported by MBS since its organization in 1935.

Life Insurers Discuss Power of Broadcasts in Promotion of Business

THE USE of radio as an advertising medium for life insurance was discussed by three speakers at the national convention of the Life Advertisers Association, comprised of some hundred life insurance companies, which met at the Edgewater Beach Hotel in Chicago Nov. 12-14, and discussed all types of advertising under the general convention theme: "Making Good Advertising and Sales Promotion More Effective".

Opening the radio session on the second afternoon of the convention, C. S. Rathbone, agency secretary of the Occidental Life Insurance Co. of Los Angeles, described his company's experiences in using radio to secure leads, build good will, and recruit new salesmen. Radio was first used, he stated, in conjunction with newspapers, but so outpulled the newspapers in securing direct replies that use of newspaper space was discontinued after a few months. Mr. Rathbone concluded with the statement that "we have no hesitancy in saying that radio as our major advertising medium has been the most important single factor in the rapid growth we have experienced during the past three years."

Karl Ljung Jr., assistant secretary, Jefferson Standard Life Insurance Co., Greensboro, N. C., spoke of the difficulty of finding a radio program which will "attract and hold an audience and at the same time sell our product." Inability to find such a program led his company to use daily announcements on WBIG and newspaper space to offer $50 in cash for the best suggestion for a suitable radio program, the prize to be doubled if the winner is insured by the Jefferson Co. The contest, which runs until Dec. 1, has already produced some good publicity for the company and its agents, Mr. Ljung said, but added that he will be surprised if it results in any usable program ideas.

Final speaker of the radio session was Rensis Likert, head of the research repartment of the Life Insurance Sales Research Bureau, who spoke on "Measuring Sales Effectiveness of Radio Programs".

Universal's Radio Editor

T. L. CHRISTIE, for the last two and one-half years associate editor of the Press-Radio Bureau under Editor-in-Chief James W. Barrett, has been appointed radio news editor of Universal Service, the night report of International News Service. Both of these Hearst services sell their reports to radio stations. Mr. Christie, who started with the *Lansing* (Mich.) *State Journal*, has been with the *Shanghai Post*, *Paris Herald*, *New York Herald-Tribune* and *Associated Press*, and while with Press-Radio Bureau handled the night news reports to NBC and CBS.

WMCA
NEW YORK'S OWN STATION



CLUB LUNCHEONS & TESTIMONIAL DINNERS
LEADS IN BANQUETS



RESISTANCE AT THE "COUNTER FRONT" IN KANSAS?

Advertisers, both local and national, who have experienced sales resistance in the Wichita area, have found that regular schedules over KFH send sales mounting to unexpected peaks—that's why our RENEWAL PERCENTAGE is so high, (90%).

WICHITA KFH KANSAS
Affiliated with CBS
National Representatives
EDWARD PETRY & CO.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

No Opera Broadcasts

METROPOLITAN Opera, broadcast direct from the New York stage for the last four seasons, and sponsored one year by Lucky Strike cigarettes and another by Listerine, will not be broadcast this year by NBC even on a sustaining basis as was the case for the last two seasons. The reason is said to be based on "unreasonable" demands made by the local musicians' union. It is understood no commercial sponsor is interested because of the conditions laid down.

Sleetmaster Spots

ANDERSON Co., Gary, Ind. (Sleetmaster, automatic sleet remover for windshields) has signed 12-week contract with WLW, Cincinnati, for weather forecast announcements seven nights a week, beginning Nov. 29. Sponsor is also negotiating for announcements in New York and Chicago. Schwab & Beatty Inc., New York, has the account.

Royal Goes on Tour

JOHN ROYAL, NBC vice president in charge of programs, during the week of Nov. 16 will leave New York on a 17,000-mile airplane tour of all Latin American countries having broadcasting systems. The primary purpose of his trip is to arrange for the exchange of more programs between NBC and Central and South American countries.

Scott Towels to Start

SCOTT PAPER Co., Chester, Pa. (paper towels) on Jan. 20 will start a variety program on 5 NBC-Pacific Red network stations, Wednesdays and Fridays, 3:45-4 p. m. (PST), programs to run 26 weeks and originate in San Francisco. J. Walter Thompson Co., New York City, is the agency.

BERRY BROTHERS Inc., Detroit (paint) is recording 13 five-minute WBS transcriptions to be placed on some 30 stations through local dealers. Maxon Inc., Detroit, is agency.

DAVID SARNOFF, RCA president and NBC board chairman, has donated $5,000 in cash as a personal gift to be used for scholarships to the 50th anniversary alumni fund of Press Institute, Brooklyn, of which he is an alumnus.

Direct Mail Tiein With Radio Shown

Plans Used by NBC Sponsors Described by Mr. James

WITH broadcast merchandising now on an established basis nearly every campaign on NBC gets "this added impetus to sales", E. P. H. James, promotion manager of NBC, declared at a recent meeting of the Direct Mail Advertising Association.

Taking a fictional "American Soup Co." as an example, Mr. James described a merchandising campaign and its relation both to radio and direct mail, in this way:

"First, the American Soup Co. wants to build an audience right from the start. To accomplish this they will use some things not in the direct mail category, such as spotlights and advertising tieins and addresses at conventions. But, realizing the importance of direct mail too, the company will also give each employe five program announcement postcards and ask them to mail the cards to friends. They will use stickers on the company mail, etc.. etc.

The Use of Tieins

"SECOND, the American Soup Co. wants to capitalize on and enhance the sales value of the program, so they use broadsides to dealers, which are convertible into window stickers; a special article in their house organ; a booklet to offer over the air; weekly bulletins for salesmen and other employes; a salesman's portfolio to be shown to dealers, etc., etc.

"I said that the need for the use of broadcast merchandising was recognized, established. That's true. But of special importance to this group of direct mail users and suppliers is the need for still better planning in direct mail radio tieins. From the minute an advertiser decides to go on the air—and as far ahead of the initial broadcast as possible—he should organize and plan his broadcast merchandising. It is not right to wait and have broadcast merchandising get started after the program is on the air. Probably the most important and most effective time is in the weeks of the first few broadcasts."

Mr. James told of the 2,000,000 entries being received each week by American Tobacco Co. in its *Hit Parade* contest for Lucky Strike cigarettes and told of the distribution of 20,000,000 entry blanks in six weeks.

Bigelow Carpet Discs

BIGELOW-SANFORD CARPET Co., New York, has offered dealers a series of eight transcriptions for local placement, along with continuity and decoratest material. Programs are based on the company's autumn campaign on Mutual network. Theatre tieins, sample folders and other material are included in the "Christmas package", as Bigelow terms its offer.

Covers the islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

STANDARD RADIO INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN . . . . . WITH PROOF

CHAPTER FOUR

Minnesota Macaroni Co.
Established 1892
MINNESOTA MACARONI
MACARONI AND EGG NOODLE PRODUCTS
MINNESOTA AND JENNY LEE BRANDS
THE TENDER AND TASTY MACARONI
110-140 WEST FAIRFIELD AVENUE
ST. PAUL, MINN., October 10, 1936.

St. Paul Dispatch-Pioneer Press
and Minneapolis Tribune.

Gentlemen:

As owners and operators of WTCN, we thought you might be interested in the returns we obtained recently as co-sponsors of a series of half-hour programs.

On one of these broadcasts in which the radio audience was invited to write directly to us, we received a flood of letters from more than 3,000 listeners.

We are certain WTCN has introduced MINNESOTA MACARONI products to many Northwest families.

Very truly yours,
MINNESOTA MACARONI COMPANY
By Walter F. Villaume.
Walter F. Villaume.
Vice-President.

WFV:br

WTCN
ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION
Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis
FREE & PETERS, INC.
(Formerly Free & Sleininger, Inc.)
National Representatives

Ruling in KVOS News Case Expected Within Few Weeks

Property Right in News at Issue as Supreme Court Hears Argument on Appeal From Circuit Court

THE RIGHT of broadcasting stations to pick up and broadcast news reports published in newspapers once they are sold in the usual way will be finally adjudicated by the U. S. Supreme Court which on Nov. 11 heard arguments in the case of the Associated Press vs. KVOS, Bellingham, Wash.

KVOS appealed to the highest tribunal from the decision of the Circuit Court of Appeals, rendered last Dec. 16, in which it was held the station improperly "pirated" Associated Press news dispatches in a manner that constituted "unfair competition". The Circuit Court had reversed the opinion of Federal Judge John C. Bowen, of Seattle, rendered in December, 1935, which had held that stations had the right to broadcast news from newspapers after they were available for sale. Judge Bowen had held that the advantage of radio in getting the news faster to remote places was simply another milestone in progress, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

Argument of Counsel

THE HIGHEST tribunal listened intently to the arguments advanced by William H. Pemberton, of Olympia, Wash., counsel for the station, and by John W. Davis, former Democratic presidential nominee, as counsel for the AP. Chief Justice Hughes and Associate Justice Brandeis led the questioning. The case, in regular order, will come up for conference among justices of the court, and one of them will be assigned to write an opinion. The court probably will recess Nov. 21 until Dec. 7, during which time the justices will be engaged in writing opinions. According to competent observers, an opinion in the case is not likely before Dec. 7 and may not be handed down even at that time.

The case came to the Supreme Court on appeal after the Circuit Court had enjoined KVOS from broadcasting AP dispatches published in newspapers affiliated with it. The appeal to the circuit court, but not to the Supreme Court, was partially financed by contributions from stations made through the NAB — an action which brought objections from a number of newspaper-owned stations.

In opening the arguments Mr. Pemberton contended that the press association suffered no damage by virtue of KVOS broadcasts of the dispatches since it was in no wise a competitor. If anyone was damaged, he said, it was the *Bellingham Herald*, AP newspaper in the same city, from which some of the news items were purportedly taken. He said KVOS broadcast the news in the morning five hours after the Bellingham paper was published and in the evening three hours after publication.

"The question is," he asserted, "whether a news item published in a newspaper has been dedicated to the public and whether a radio station can give excerpts of a news item to the public."

Declaring that the station is not in competition with the AP, Mr. Pemberton asserted that the corporation as an entity is not affected. "The only ones affected are three of its members and that does not give the Associated Press a cause of action."

"This is the same Associated Press as in the International News Service case, is it not?" asked Justice Brandeis. "They have the same property right in news as in that case, have they not?"

Mr. Pemberton declared this was not the case, since the news broadcast by KVOS already had been published, whereas in the INS case, in which property rights in news were established, there was the question of piracy prior to publication. Responding further to Justice Brandeis, Mr. Pemberton declared there was "no fraud or misrepresentation," pointing out that the information was procured by buying a copy of a newspaper and small portions of the news thereafter were broadcast.

"The Associated Press," he continued, "contends we have no right to use that news because its full commercial value had not been exhausted in that community. That is the only thing there is to this case."

Chief Justice Hughes asked where the damage occurred, and Mr. Pemberton said the AP contended that "we should not use the news until after it had reached all the subscribers."

"We claim that no damage has been shown to the Associated Press," continued the attorney. He added that it was "mere speculation" to say that broadcasting news increases the value of radio advertising and decreases it for the newspapers. "In fact," he said, "our broadcasting of news increases the circulation of newspapers. If that were not true 120 of the largest newspapers would not have established their own radio stations."

Aid to Circulation

JUSTICE BRANDEIS inquired whether persons stopped taking newspapers because of the broadcasts, and Mr. Pemberton replied that on the contrary he felt the circulation of the newspaper has increased.

Opening arguments for the AP, Mr. Davis asserted KVOS was charged with "unlawful piracy" of news of the *Bellingham Herald*, *Seattle Post-Intelligencer* and *Seattle Times*, all AP members, and that this constituted unfair competition and improper use of another's property. He said the advertising rates of the station are higher for news broadcasts than at other times. The AP, he argued, was "injured and damaged" by the fact that its news was disseminated by radio before the papers could reach subscribers.

"This case," Mr. Davis continued, "is absolutely governed by the International News Service case and all attempted distinctions must fall."

As for the KVOS contention that it obtained its news from a radio news service, Mr. Davis declared that 183 "literal reproductions of articles" carried by the AP had been broadcast over KVOS.

"Was the Associated Press given credit for the news?" asked Justice Brandeis. Mr. Davis responded in the negative, asserting "that was eliminated."

When Justice Brandeis asked whether the AP would object to distribution of its news to all the

C.C.Group Meeting

A MEETING of the Clear Channel Group of 13 stations operating on exclusive waves has been called for the Palmer House, Chicago, Nov. 21 by Edwin W. Craig, vice-president of WSM, Nashville, and chairman of the Group. The broadcasters, among other things, will discuss continuance of the organization formed two years ago for the purpose of protecting the status of clear channels and of advocating superpower. Louis G. Caldwell, Washington attorney, is counsel and presented the Group's case before the FCC hearings in October.

WNOX

ALONE COVERS
THE RICH
WNOX-KNOXVILLE
MARKET

• • •

RETAIL SALES
$117,745,000

KNOXVILLE, TENN.

WABY

NBC BLUE
ALBANY OUTLET

NOW ON THE AIR
WITH
NEW COLLINS TRANSMITTER

INTENSE COVERAGE

Why . . .

Did a Rockford merchant go 142% over quota in sale of $70 ranges after making 5 radio announcements?

• • •

The Answer Is—

WROK

ROCKFORD, ILLINOIS
1410 K.C. 500 Watts

We serve
a 64½ Million Dollar Market
Almost EXCLUSIVELY during the daytime.

1000 Watts
1260 Kc.
KGVO
Missoula
Montana

Columbia Broadcasting System Affiliate

barbershops in a city, Mr. Davis responded: "I don't think it would be any less piracy because the audience was so limited. If that was done within the period in which the news was still of value to the newspapers, I think it could be enjoined."

"Do you object to broadcasting the language or the facts?" Justice Brandeis asked.

"I object to piracy of our formulation of the facts," Mr. Davis declared, asserting that the radio stations are "competitive solicitors of advertising."

"Pirating" of news of this character, Mr. Davis added, might in time place newspapers at the mercy of the radio stations. The damage, he declared, was a question not only of actuality but of potentiality, on the ground that the news picked up by KVOS had monetary value and had been collected at substantial cost to the AP.

The issue the court must decide is whether it will allow a permanent injunction by which KVOS, and as a consequence, all other stations, would be restrained from broadcasting its news until 18 hours after publication. The circuit court had held, in granting the injunction, that KVOS should not broadcast any AP news for the period following publication of its newspapers during which the broadcasting of the news to KVOS' "most remote auditor may damage the complainant's paper business of procuring or maintaining their subscriptions and advertising."

Ohio Partners Seeking New 50,000-Watt Station

ASKING that WTBO, Cumberland, Md., be moved off 800 kc. and onto 810 kc., M. Smith Davis and C. A. Thompson as "The Ohio Farmers Broadcasting Co." applied to the FCC Nov. 12 for a new limited time 50,000-watt station to operate on 800 kc. at Johnstown, O. Their application stated that the concern was a partnership and that the partners are individually and indirectly interested in construction and financing. WTBO operates daytime on 800 kc., which is the clear channel of WFAA - WBAP, Dallas - Fort Worth. The 810 kc. is the clear channel of WCCO, Minneapolis, on which WNYC, New York operates limited time.

Shifts at WBBM-CBS

RICHARD N. CHINDBLOM, production director of the WBBM-CBS Chicago staff for the past ten months and previously an engineer at WBBM, on Nov. 9 was made assistant program director of WBBM, succeeding Ben Paley, who is assuming a new position in Hollywood. Bob Hafter, who recently came to Chicago from St. Louis, where he was program director of KMOX, steps up to the post of production director.

Teleprograms in Gotham

TELEPROGRAMS Inc., located at 10 E. 40th St., New York, a wired radio service similar to Muzak Inc., has been organized by J. R. West, formerly an executive of Electrical Research Products Inc. Mr. West is president of the new firm and John Barr is sales manager. Other members are Edward H. Crandall, James E. Knott and Martin Sweeney, hotel operators; A. B. Jones, chairman, New York Tunnel Authority; Arthur Marks, president Aeolian - Skinner Organ Co. William Powers, Skouras Theatres and Fox West Coast, is general counsel. The firm is piping programs from 711 Fifth Ave., New York, and is using WBS library recordings. Erno Rapee, Radio City Music Hall musical director, is music consultant for the firm, a licensee of Western Electric.

Ford-M-G-M Deal

REPORTS that Ford Motor Co., Detroit, is negotiating with M-G-M for exclusive radio rights to its movie stars could not be confirmed at M-G-M or at the Ford agency, N. W. Ayer & Sons Inc., New York, as BROADCASTING went to press. The three-year contract under which Waring has broadcast exclusively for Ford, using both CBS and NBC-Blue networks, expires in December and it is understood that the contract will not be renewed. In addition to the Waring program, Ford broadcasts the *Sunday Evening Hour* on CBS.

VERNON RADCLIFFE, formerly of the New York NBC production staff, has joined N. W. Ayer & Son Inc., New York, to handle production of the *Sealtest Saturday Night Party*.

Lawyers Criticize Good Will Court

BANNING of the *Good Will Court*, sponsored over the NBC-Red and Intercity System networks by Chase & Sanborn, was recommended Nov. 11 by the New York County Lawyers Association, the directors of which approved a report of a special committee investigating the feature.

As a means of ending the broadcasts, the committee's report had recommended that a rule be adopted by the appelate division against the participation of lawyers in such activities. Simultaneously, the Association's Committee on Professional Ethics disapproved giving legal advice by radio and by mail.

The committee's report stated that A. L. Alexander, who conducts the program, is not a lawyer, and that persons acting as judges are either former judges or sitting judges in New York City. It was charged also that the presentation is one-sided and that the advice "is accompanied by the announcer's solicitation to purchase the sponsor's coffee."

Nestle's Tests on KDKA

NESTLE'S MILK PRODUCTS Inc., New York, (Nestles chocolates) are using *Style & Shopping*, quarter-hour program, twice weekly on KDKA, Pittsburgh, in a test campaign. Lord & Thomas, New York, has the account.

GUS REINIGER, NBC Thesaurus representative, has left on a good-will trip through the South and to the West Coast.

A Few Simple Words!

WE have just concluded a week of gala festivities celebrating our Tenth Anniversary of friendly broadcasting service to Eastern Ohio, Western Pennsylvania and Northern West Virginia. We could elaborate on the enormous interest evidenced in the celebration — we could glory in the 6,000 WWVA fans who paid to see their WWVA favorites in action in a glorious Tenth Anniversary Jamboree celebration—but we're not. Somehow, all the thrills—all the satisfaction —all the accomplishment associated with ten years of friendly service are summed up in these few, simple words which closed one of the many congratulatory letters we received from our friendly listeners:

"I am writing these few lines in just simple words, but I hope you will understand how I have tried to tell you how much I appreciate your station and its friendly service."

There is nothing we can add to such a simple, straightforward and sincere evidence of listener loyalty, except, perhaps, to say that it is worthy of every radio advertiser's serious consideration.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Intense Coverage in any Section or the Entire Nation

How much of the national market are you covering?

How much additional territory could you cover profitably?

The National Brokerage Company can secure distribution for your product and give you intense coverage in any section of the country or in all sections —efficiently and economically.

It offers manufacturers of food products or grocery specialties a practical, close-contact, result - getting service without waste or lost motion. A service that will definitely increase sales and keep them on the upgrade profitably.

Charges are nominal, based on actual sales.

Inquiries are invited from manufacturers whose products are suitable for wide distribution.

National Brokerage Company
A National Sales Organization
Edward M. Power, Jr., *President*
OLIVER BUILDING -:- PITTSBURGH, PA.

IN BALTIMORE, IT'S
WFBR

Television Impresses the Radio Industry

(*Continued from page 12*)

nessed a rather crude demonstration in Chicago in 1929. Although it is not perfect, we should realize that television is almost upon us. In my opinion, it will completely revolutionize the radio industry, especially with respect to the production of programs. RCA deserves much appreciation from the industry."

William E. Vogelback, WIRE, Indianapolis—"Comparing my impressions of the first radio performance I listened to with this latest initial television impression, I am struck by the very much higher degree of perfection which the television performance had to offer. We all knew that television was here in some form. We are amazed that it has reached the stage now evident."

Ralph Miller, WKY, Oklahoma City — "To me today's television demonstration was the most interesting and absorbing thing I have ever seen. It opens up a whole new world. Television after it gets a little further along will revolutionize many forms of business, such as communications, banking, etc. The difficulties already overcome by television would seem to guarantee early general television transmission and reception."

Ray V. Hamilton, KFRU, Columbia, Mo. — "After seeing the television demonstration I am convinced that if Mr. Roosevelt had had television he would have carried Maine and Vermont also."

R. S. Thurston, KGU, Honolulu —"The demonstration was impressive, the results better than expected. This opens up an extremely interesting problem, especially to those of us located 2,400 miles southwest of San Francisco where we have mountains up to 14,000 foot elevations."

O. B. Hanson, NBC chief engineer, and C. W. Horn, NBC development director, were in charge of the demonstration under President Lohr. Attending, in addition to several dozen NBC executives, were the following:

Maj. Gladstone Murray, general manager, Dr. Augustin Frigon, assistant general manager, and N. L. Nathanson, director, Canadian Radio Corp.; Minister of Transport Howe, Ottawa; C. P. Edwards, Department of Transport, Ottawa; Robert T. Convey and Dan Seyforth, KWK, St. Louis; John D. Ewing, KTBS, Shreveport, La.; Harry C. Wilder, WSYR, Syracuse; Campbell Arnoux, WTAR, Norfolk; Harold Wheelahan, WSMB, New Orleans; A. H. Ginman and J. H. Thompson, Canadian Marconi Co., Montreal; R. S. Thurston, KGU, Honolulu; Herbert M. Peck, J. L. Meyerson and Ralph Miller, WKY, Oklahoma City and KLZ, Denver; D. E. Kendrick and William E. Vogelback, WIRE, Indianapolis; E. H. Butler, A. H. Kirchhofer and Edgar H. Twamley, WBEN-WEBR, Buffalo; Frank M. Smith, WLW-WSAI, Cincinnati; George F. Booth and John Storey, WTAG, Worcester; John Shepard 3d, WNAC-WAAB, Boston; Paul Morency, WTIC, Hartford; Martin Campbell, WFAA, Dallas; Hope Barroll Jr. and Purnell H. Gould, WFBR, Baltimore; Andrew W. Cruse, U. S. Department of Commerce; Palmer W. Hoyt, KGW-KEX, Portland, Ore.; E. A. Hanover and William Fay, WHAM, Rochester; George W. Norton Jr. and Nathan Lord, WAVE, Louisville; Walter J. Damm and Donald Abert, WTMJ, Milwaukee; W. J. Scripps, Easton Woolley and J. S. Whitcomb, WWJ, Detroit; James C. Hanrahan and Jack Howard, Continental Radio Co. (WNOX, WCPO, WMC, WNBR); Gardner Cowles Jr., Iowa Broadcasting Co. (WMT, KSO, KRNT); Elzey Roberts and Ray Hamilton, KFUO, Columbia, Mo.; Charles A. Webb and Don S. Elias, WWNC, Asheville, N. C.; A. L. Glassman, KLO, Ogden, Utah; Joseph Lopez, WICC, Bridgeport, Conn.; James S. Jennison, WEAN, Providence; John J. Boyle, WJAR, Providence; Roy M. Lynnes, WLS, Chicago; Harry J. Grant, Milwaukee Journal; Robert S. Maslin, WFBR, Baltimore; James Moroney, Dallas News.



HOME TELEVISION—This is an experimental televisor, using the 9-inch tube whereas the 12-inch tube will undoubtedly be used by RCA when it commercializes these receivers. The Kinescope tube's screening surface is reflected onto an upright mirror. Dials similar to those on sound receivers are manipulated for tuning — 14 of them, which will be reduced in number eventually. When television is ready for market, this is about how the home receiver will look.

Industry Figures Invited

THE Nov. 12 television demonstration, which was opened to the industry at large, brought acceptances from several hundred persons. It was held under auspices of the RCA Mfg. Co., with I. R. Baker, chief of transmitter sales in charge. The acceptances came from the following, among others:

New York State—William S. Paley, Paul W. Kesten, Adrian Murphy, A. B. Chamberlain, E. K. Cohan, P. C. Goldmark, F. Drewes, J. E. Forsander, J. M. Dyer, Henry Crossman, J. Hollywood, and H. V. Akerberg, CBS; Donald Flamm, WMCA, New York; Clarence Wheeler and Maurice Clarke, WHEC, Rochester; Lillian E. Kiefer and Anthony Napolitano, WMBQ, Brooklyn; Frank R. Clarke and W. H. Reuman, WWRL, Woodside; Rabbi Aaron Kronenberg and Oscar Kronenberg, WARD, Brooklyn; Arthur Faske and Louis W. Berne, WCNW, Brooklyn; W. J. Hodge and W. I. Lucius, Johns-Manville Sales Corp.; W. J. Williams and Prof. H. D. Harris, WHAZ, Troy; M. A. Howlett and A. R. Goux, WBBR, Brooklyn, Alfred J. McCosker, Theodore S. Streibert and Jack R. Poppele, WOR; I. R. Lounsberry, WGR-WKBW, Buffalo; Peter J. Testan, Jr. and J. Calloway, WBBC, Brooklyn; C. D. Mastin and L. H. Gilbert, WNBF, Binghamton; Roy L. Albertson, WBNY, Buffalo; E. B. Fitzpatrick, WHDL, Olean; Dale L. Taylor, WESG, Elmira; Frank Tripp and John T. Calkins, Gannett Newspapers, Elmira; Jack Strauss, Bamberger Broadcasting Service; Loren Watson, Associated Music Publishers; Richard O'Dea, B. Judis and Max Weiner, WNEW, New York; Frank Marx, WMCA, New York; Henry Greenfield and Alexander Kahn, WEVD, New York; Kolin Hager and Chester H. Lang, WGY, Schenectady; I. Brimberg, WNYC, New York; J. Irac and H. Kay, WOV, New York; G. F. Bissell, WMFF, Plattsburg; Fred Waller, Harry Cuthbertson, Austin Keough, and A. J. Richard, Paramount News; Harold Lawrence, Power City Broadcasting Co., Niagara Falls; Louis K. Sidney, WHN, New York; Louis Totah, WSVS, Buffalo; Harold Smith, WOKO-WABY, Albany; Roy Howard and James C. Hanrahan, Continental Radio Corp.; Emile Gough and O. H. Tunell, Hearst Radio Inc.; C. Horstman, RKO;

New Jersey—Norman Reed and Martin Griffin, WPG, Atlantic City; Paul H. LaStayo and D. D. Jones, WAAT, Jersey City; N. Wilson, WAWZ, Zaraphath; Paul Harron and A. W. Burnham, WHOM, Jersey City.

Pennsylvania—Donald Withycomb, Roger Clipp and Samuel R. Rosenbaum, WFIL, Philadelphia; Leon Levy and Jack Leitch, WCAU, Philadelphia; A. W. Dannenbaum and A. W. Dannenbaum, Jr., WDAS, Philadelphia; L. H. Bailey and W. P. Ogelsby,

(*Continued on page 77*)

X

MARKS THE SPOT

FOR YOUR SPOT CAMPAIGN IT'S

WSOC Charlotte, N. C. an NBC Affiliate

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop

THE VOICE OF MEMPHIS

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC — In The Responsive Mid-South Market — They Won't Work in Any Market Anywhere

Wide Range Transmission—5,000 Watts Power

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

KVI

COVERING THE TACOMA SEATTLE MARKETS

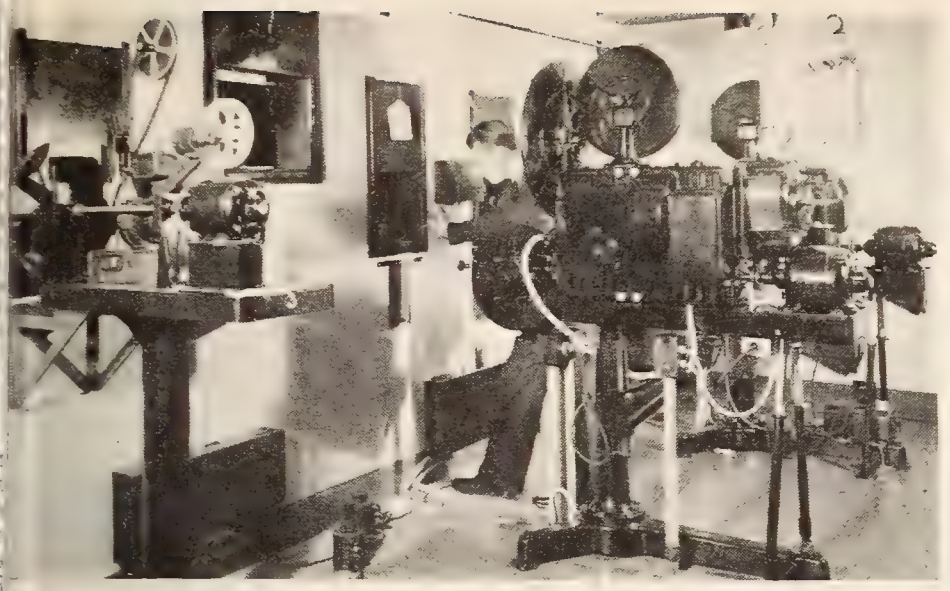
SEATTLE TACOMA

FREE & PETERS, Inc.
National Representatives

NOW . . . 5000 WATTS

Now operating with 5,000 watts daytime, 1,000 night, on 570 kc—with NEW Western Electric high fidelity transmitter—NEW 444-ft. Truscon tower—NEW, finest (salt water) transmitter site. CBS station.

Use the New (Salt Water) KVI



TELEVISION SCANNING ROOM — This photograph shows the film projecting machine (center) which operates much like a motion picture theatre projector but feeds into the Iconoscope camera. Since film subjects will undoubtedly furnish a large part of the program material for television, just as transcriptions now provide much of the program material for sound broadcasting, this is probably how the projection room of the average radio station will look when sight joins sound.

Magazine, Newspaper Radio Editors Favorably Impressed by NBC Television

By ROLAND C. DAVIES

APPROXIMATELY 275 magazine and newspaper radio editors from New York and other cities were taken behind the scenes of television Nov. 6 by RCA and NBC in New York for their first glimpse of visual broadcasting under practical field conditions, representing a complete program built for entertainment value as well as for a demonstration of transmission.

The 40-minute television program, well-rounded in its entertainment quality with the combination of "televised" addresses by David Sarnoff, RCA president, and Lenox R. Lohr, NBC president, moving pictures and studio acts of singing and dancing, created a highly favorable reaction among the radio editors as to the future of visual broadcasting as an entertainment medium. The "live" acts or the performers in the NBC studio won the greatest praise from the radio writers as programming which would be of the type to win public interest.

Large Tube Shown

A FEATURE of the demonstration was the first showing of a new 12-inch receiving tube which reproduced a picture on a 7¼ by 10½-inch screen, the largest screen yet employed which is capable of commercial adaptation. The pictures on this new screen were reproduced in yellowish tones which seemed more restful to the eyes than the green screens that have been used on the previous 5½ by 7¼ inch sets with 9-inch kinescopes. Three sets with the larger screens were interspersed with a dozen sets with the smaller screens in the receiving studio.

Another featured portion of the demonstration was a film reproduction by television of a tour through the NBC Television Studios in the RCA Building, showing the construction of the studios specially adapted to television technique, taking of television pictures in the studios and the transmitter station on the Empire State Bldg. One of the "hits" of the program was the singing of Hildegarde, "the Television Girl", who played in one number her own piano accompaniment. An excellent bit of tap dancing by another performer and comedy dialogue and singing by the Inkspots, a colored quartet, also demonstrated the versatility of televised programs.

The program developed applause just as occurs in motion picture theatres. The showing of President Roosevelt in a news film produced a burst of applause, while the appearances of Betty Goodwin, of the NBC Press Department, who is now designated NBC television announcer, were received cordially.

Mr. Sarnoff's Views

RCA President, David Sarnoff, disclosed in an address from the television screen that RCA is planning to expand its field tests by increasing the number of observation points in the New York metropolitan area and by raising the standards of transmission. He declared that RCA will rearrange its present transmitting and receiving apparatus with 343-line definition to adopt a 441-line definition standard. While this will mean the rebuilding of the present equipment, Mr. Sarnoff said that standards cannot be frozen prematurely or progress will be prevented, although he noted frequently changing standards means rapid obsolescence of television equipment.

Television progress in the United States is giving this nation "an unquestioned position of leadership" in the art, Mr. Sarnoff declared, saying this leadership occurred in research, laboratory development and technical demonstration. He explained that the field tests of RCA since Sept. 1 had exceeded expectations and one location, 45 miles from the transmitter on the Empire State Bldg., has consistently received transmissions. He asserted that in the near future the radio horizon for television will greatly exceed the present plans of the engineers.

Daytime Television Test Is Expanded by Don Lee

TO TEST every daylight hour, Harry R. Lubcke, director of television for the Don Lee Broadcasting System, revised the broadcast schedule of W6XAO, Don Lee television transmitter in Los Angeles, effective Nov. 9, when W6XAO went on the air continuously from 8:30 a. m. to 6:30 p. m. to enable members of the Don Lee staff and others to check image-reception throughout the day. Following this initial transmission, a regular weekly schedule was inaugurated, calling for programs each Monday, from 9 to 10 a. m.; Tuesday, 10 to 11 a. m.; Wednesday, 11 to 12 noon; Thursday, 12 noon to 1 p. m.; Friday, 1 to 2 p. m., and Saturday, 2 to 3 p. m. This accomplishes the objectives of the all-day test, throughout the various days of the week. The evening transmission of W6XAO remains the same, starting at 6:30 p. m. daily except Sunday. Starting Nov. 10, KHJ, Los Angeles, began operating simultaneously with W6XAO, transmitting the voice accompaniment to the W6XAO images from 9:30 to 9:45 p. m.

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:

"It'll pay you to see what we have to offer."

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

No. 3 Of A Series On The New York Market!



MOUNT MORRIS PARK, in New York's Spanish Colony is less than ½ sq. mile in area but contains a larger population than Pasadena, Calif.

THE UNITED STATES census for the Spanish speaking population of greater New York lists only natives of Spain, Central and South America and the West Indies for a total of 41,292. There are, however, more than 100,000 Porto Ricans and Cubans as well as many Mexicans and Portuguese not officially tallied.

ESTIMATED AT over 200,000, the Spanish speaking population of metropolitan New York is greater than the population of Malaga, the fifth largest city of Spain. The average family expenditure varies from $1,800 per year to $4,048 per year. THEY LISTEN TO AND SUPPORT 15 SPANISH LANGUAGE PROGRAMS ON STATION WBNX!

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE
SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP
OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET
1000 WATTS DAY AND NIGHT

FOR SALE

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland

Accident Is Fatal To Hill and Mather

CHARLES A. HILL, general manager of WIBM, Jackson, Mich., and Don Mather, commercial manager of the station, were killed Nov. 4 in an automobile accident while en route from Jackson to Detroit. The car, according to eyewitnesses, was traveling at a high speed when it overturned after hitting a barricade on the road. Al Poole, driver of the car, suffered leg fractures.

Mr. Hill, a radio engineer, took over management of the Jackson local in 1933, after having worked on the technical staff of CKLW, Windsor-Detroit. Prior to that, he was with NBC in Chicago. The station is owned by Herman Radner of Detroit. Mr. Hill died while being taken to the hospital. He leaves a wife and three children. He was quite active in industry affairs, and participated in the organization of National Independent Broadcasters, local station organization, two years ago.

Mr. Mather, 27, was killed instantly. His body was pinned in the wreckage. He joined WIBM three years ago as a salesman.

Washing Machine Spots

HURLEY MACHINE Co., Chicago (Thor washers), is using one-minute transcribed announcements, beginning Oct. 19 and running five days a week for nine weeks, on WMAQ, WJR, WJJD, WIND, KOMO, KGW, KFRC, KFI and KDKA in a pre-Christmas campaign. Agency is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Back in Congress

BOTH of the "broadcaster members" of Congress during the last session were returned to the House during the elections this month. They are Karl Stefan (R-Neb.) former news commentator on WJAG, of Norfolk, Neb. and Frank E. Hook (D-Mich.), associated in the ownership of WJMS, Ironwood, Mich. Chandler Gurney, former manager of WNAX, Yankton, S. D., was a Republican candidate for the Senate in that state, and until the last ballots were counted, appeared to be the winner. He lost, however, to the incumbent Democrat, Senator Bulow.

Florida Citrus on 25

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (citrus fruit) is using 25 stations in its spot radio campaign which started during the week of Nov. 2. The program is titled *Florida's Treat* and features Harry Richman as master of ceremonies, Freddie Rich's orchestra, and guest stars. Three quarter-hour transcriptions are broadcast Mondays, Wednesdays and Fridays, and the series will run for 26 weeks. Stations on the schedule, placed through Ruthrauff & Ryan Inc., New York, include: WTIC, WRC, WBBM, WHAS, WSMB, WCSH, WFBR, WNAC, WJR, KWK, WBEN, WGY, WFBL, WBT, WLW, WTAM, KYW, WCAE, WJAR, WMC, WSM, WRVA, WSB, WHAM, WTMJ.

McKesson & Robbins Tests

McKESSON & ROBBINS Inc., Bridgeport, Conn., effective Feb. 1 will advertise through Brown & Tarcher Inc., New York, on behalf of Calox toothpowder, Ibath and Yodora deodorants, and Abolene solid. A test spot campaign is planned for Calox, Ibath and Yodora.

ATLANTIC REFINING Co., Philadelphia (petroleum products) has signed for the exclusive radio rights to the Temple University basketball games which will be broadcast on WIP, Philadelphia, this winter. N. W. Ayer & Son Inc., New York, is agency.

Lohr on Television

(*Continued from page 12*)

the intimacy of the home permi close attention and proximat viewing of the pictures.

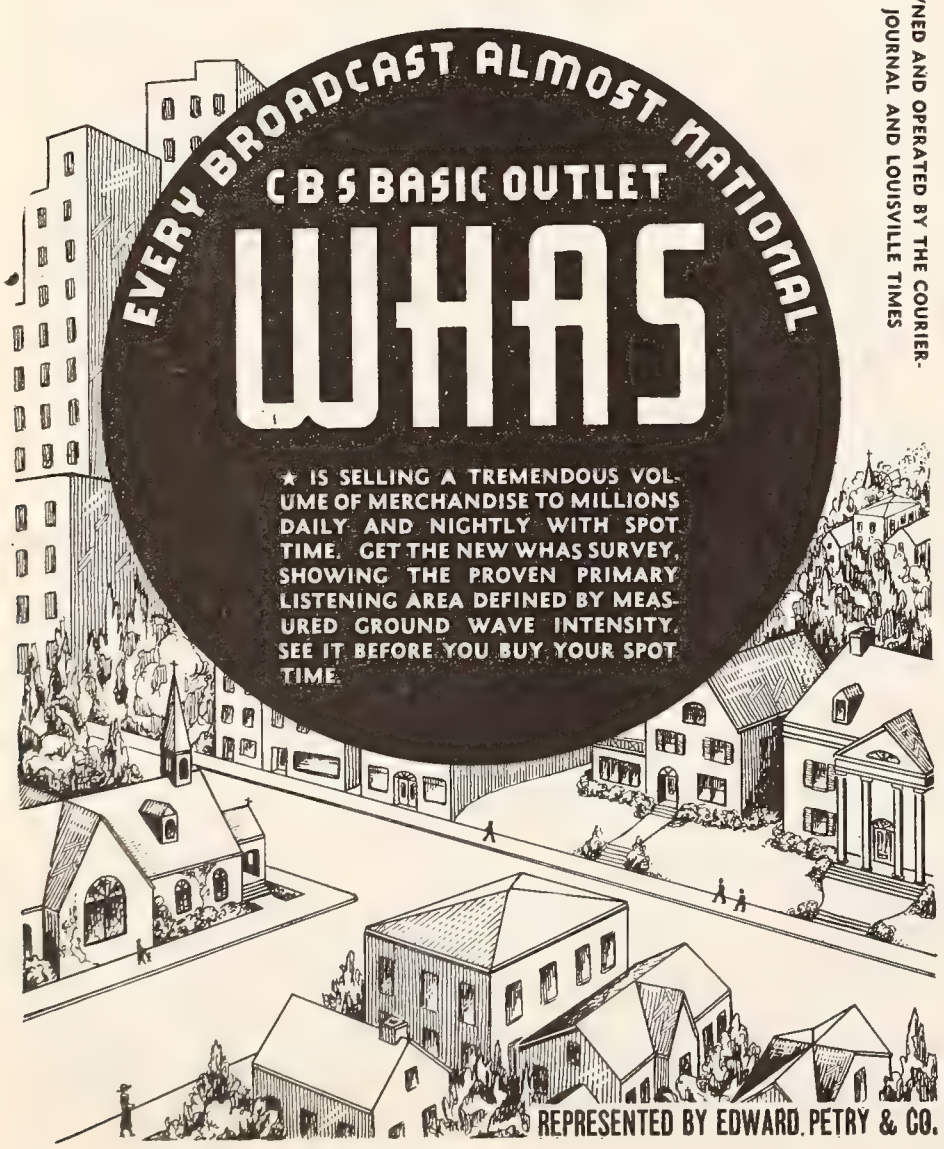
The tube framing the greenisl hued picture, said Mr. Lohr, designed to last 2,000 hours. H said he thought the two tub ought to be interchangable in eac set. He "guessed" that the initi price of receivers would be pe haps $450, scaling down to $20 as mass production and compet tion get well under way.

Network television will com either by means of shortwave r lays or through the coaxial cabl the first experimental line of whic has already been laid by A. T. T. between New York and Phila delphia and a one-mile length c which now connects the Radi City television studios with th Empire State transmitter. NBC said Mr. Lohr, is already studyin the possibility of a regional ne work from New York to Bosto and Washington, but network ex pansion of television will be slowe up, he said, by the enormous cost and will take considerable time.

As for television as an adver tising medium, Mr. Lohr said "i will sell more goods than soun radio now does." The public, h said, now tolerates most commer cial announcements. When a spon sor like an automobile manufac turer can demonstrate his com modity by means of pictures to gether with explanations, adver tising possibilities are boundless.

Asked when the NBC station should make ready to install tele vision transmitters, Mr. Lohr de clared his company will keep it affiliates fully apprised of all de velopments henceforth. It is im possible as yet, he said, to calcu late cost factors. From anothe official source, it was learned b BROADCASTING that RCA has n intention of selling its apparatu to NBC affiliates alone; visua broadcasting equipment, it wa stated, will be sold to all licensee of the FCC who desire to buy it

It was disclosed that RCA i not planning to standardize it 343-line images, but will soon be gin rebuilding the present appa ratus to come up to the Radi Manufacturers Association's in dustry-accepted standard of 44 lines. This will mean a complet revamping of present equipmen at a great cost, and even the 7 experimental models of receiver now in use by RCA and NB officials will become obsolete.



WEBC

DULUTH • SUPERIOR

WMFG
HIBBING

WHLB
VIRGINIA

Complete coverage of Northern Minnesota, Wisconsin and Michigan.

Represented by

CRAIG & HOLLINGBERY

NEW YORK
250 Park Avenue

CHICAGO
307 North Michigan Avenue

Regional NAB Sales Meetings Discuss Frequency Discounts

Cash Discounts Also Taken Up as Northeast and North Central Sections Consider Problems

HOP TALK on broadcasting ling methods and means of im- oving them held the attention of les executives of stations in the rtheast and North Central sec- ns of the country at meetings of anches of the NAB Sales Man- ers Division held Nov. 10 in w York and Chicago. The ses- ns were the first of a series of tional meetings by units of the vision which will hold a national eeting in Chicago Jan. 18.

At the New York meeting of the rtheastern group, held in the rk Central Hotel, some 50 de- ted themselves to a forum dis- ssion of promotion of spot busi- ss. No conclusions were reached t the issues taken up will be ised at the general meeting in icago. E. Y. Flannigan, com- rcial manager of WSPD, To- do, chairman of the Northeastern roup, presided.

Frequency Discounts

HE North Central Section, meet- g at the Hotel Sherman, Chi- go, went on record as approving effort to standardize frequency scounts and will make a motion that effect at the national meet- g. Eighteen members attended e round-table discussions, pre- ded over by Craig Lawrence, mmercial manager of KSO and RNT, Des Moines, chairman of e section.

The Chicago meeting also in- uded round-table discussions as llows: Sales methods and re- uneration, led by W. F. Ditt- an, WTMJ; dual rates, led by C. Hagman, WTCN; standardized equency discounts, led by Wil- m Cline, WLS; merchandising actices, led by Randy Ryan, MMJ, and per inquiry and con- gent business, led by Craig awrence, Iowa Network.

J. Buryl Lottridge, KOIL, Oma- , national chairman of the Sales anagers Division, discussed the lation of these sectional meet- gs to the national session sched- ed for January, and K. W. Hus- d, WCCO, head of the commit- e on national sales, reviewed all the topics discussed at the und-table sessions as they apply the national picture.

In addition to the foregoing the icago meeting was attended by e following: Hale Bondurant, HO; H. J. Greig, McClatchy Ra- o Stations; Clark Luther, WOC; orman Boggs, WAAF; Charles aley, WMBD; F. C. Eighmey, HBF; Gregory Gentling, KROC; ernard Lavin, WDAY; J. A. agner, WHBY-WTAQ; John almer, WCAZ; Dr. George W. oung, WDGY.

At the New York session, a con- nsus was asked on several moot oblems of particular import to ation sales executives. These will further discussed at the national meeting. To the question "Do your salesmen work on salary or commission" at least 90% answered "commission". It was notable that the exceptions were the large stations, while the smaller stations nearly 100% subscribed to the commission and drawing account arrangement.

The dual-rate problem was discussed, with 75% of the stations indicating that they maintained both national and local rates. Stations in important markets or of high wattage preferred the single-rate; local stations argued for the dual rate.

Of special importance to advertisers was the reaction to the question "Will your station accept one-minute or 100-word announcements during peak evening hours?" Eighty per cent answered "no", but unanimously expressed approval of the 30 or 40-word flash announcements that several large national advertisers have released over spot stations recently.

Cash Discount Opposed

RELATIVE to the 2% cash discount which several advertising agencies recently have solicited, all except two newspaper-owned stations specified they refuse to honor the additional discount.

Merchandising departments are being established in many stations, with 60% answering "yes" to the question: "Does your station maintain a merchandising department?"

Discussions on specific subjects were led by C. F. Phillips, WFBL, Syracuse, merchandising; Harry Trenner, WNBF, Binghamton, sale of local business; Lewis H. Avery, WGR-WKBW, Buffalo, sale of national business. Frank W. Kelly, WHAM, Rochester, was appointed to head a committee to investigate what type coverage map is most useful to time-buyers. H. H. Hoessly, WHKC, Columbus, will supervise the exchange of program and time-selling ideas between stations represented at the meeting. The exchange of effective ideas is an important function, with the intense interest of the delegates in the initial meeting presaging good results in this direction.

The pruning of the national committee, which originally consisted of 14 members and later was cut to seven, came in for severe censoring by Harry Trenner, who resigned his local sales chairmanship of the national committee in protest. As a result of the reduction, he said, small station executives on the committee were deleted while representatives of high-powered stations remained. John F. Patt, WGAR, a member of the executive board of the NAB, who was present at the session, stated he knew nothing of the pruning, and would write a letter to the executive committee presenting the complaint advanced by Trenner.

Following is a list of those who registered for the New York meeting: H. H. Hoessly, WHKC; Frank W. Kelly, WHAM; O. J. Kelchner, WMMN; Harry Trenner, WNBF; W. A. Riple, WEEU; E. Y. Flannigan, WSPD; C. F. Phillips, WFBL; Philip P. Allen, WLVA; John W. New, WTAR; C. O. McLaughlin, WHK-WJAY; Lewis H. Avery, WGR-WKBW; Louis G. Baltimore, WBRE; Fred Bock, WADC; George F. Bissell, WMFF; R. P. Jordan, WDBJ; S. W. Caufield, WBNX; George D. Coleman, WGBI; Aaron Kellert, WABY-WOKO; Shelton Maxey, WCHV; Carl Calman, WINS; W. F. Craig, WLBC; S. R. Elman, WATR; William Mallo, WDRC; L. H. Bailey, WHAT; John F. Patt, WGAR; T. M. Maxwell, WCAM; S. Alfred Wasser, WMEX; William W. Warner, WAAB; Kenneth Sink, WFBG; William B. Gellatly, WOR; Samuel Gellard, WLTH; Albert A. Cormier, WIP; Bert Lebhar, WMCA; Oscar Kronenberg, WARD; Paul H. LaStayo, WAAT; Milton W. Stoughton, WSPR; Frank R. Clarke, WWRL; C. L. Bailey, WHP.

Other group meetings by branches of the Sales Managers Division, formed at the last NAB convention in July, included the South Central Division and the Pacific Coast branch, to be held this month. Jack O. Gross, KWKH, is chairman of the South Central Division which was to meet in Oklahoma City, and Hugh M. Feltis, KOMO-KJR, headed the Pacific group to meet in San Francisco Nov. 20.

"A" CUT CRYSTALS

(Approved by FCC)

With mounting _____$50.00

Hollister Crystal Co.

WICHITA, KANSAS

EQUIPMENT

A NEW vertical radiator 474 feet high and new transmitting equipment are to be installed by WXYZ, Detroit, key station of Michigan Network. Lynne C. Smeby, technical supervisor, has started erection of the tower and plans to complete it within eight weeks. It will be located atop the 15-story Maccabees Bldg., where the studios are located. The top of the radiator will be equipped with a turnstile antenna to be used later on for ultra-high frequency transmission.

THORDARSON ELECTRIC MFG. Co., Chicago, has announced a complete line of Tru-fidelity transformers said to possess a number of features not hither found as a result of having perfected production methods and developed better materials. Catalog No. 500, describing the equipment, has just been issued.

WMBH, Joplin, Mo., has placed a new Western Electric transmitter in operation.

WDAE, Tampa, Fla., has installed a Scripps industrial generator for emergency use.

SHURE BROS., Chicago, has issued a six-page catalog of its 1937 line of microphones and accessories. A number of new items have been added to the catalog.

FRAZER & Co., oldtime San Francisco exporting firm largely specializing in the export of sound equipment and recording machines, has opened a Los Angeles branch at 1406 S. Grand Ave., in charge of Alan Ramsay.

WOWO, Fort Wayne, has applied to the FCC for authority to operate a shortwave station, using Westinghouse equipment. It will supplement high-frequency units now operated by WOWO-WGL, its two Fort Wayne stations.

A PETITION bearing the names of 2,630,000 persons was filed with the FCC Nov. 2 by representatives of the People's Pulpit Association (Jehovah's Witnesses), asking that its good offices be extended to encourage a nation-wide network discussion of "certain debatable questions by a high Catholic official and Judge Rutherford," head of that organization.

Advertisement

Out Here In Chicago...

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

FAR BE IT from us to say "we told you so" but we can't help but feel proud of the part radio played in the national election. In Chicago, millions of newspapers daily, edited with poisoned pens, failed to stem the incalculable power of radio in bringing truth out of chaos.

* * *

WGES has sixty-three actual applicants for open time, accounts that cannot be accommodated because of no available time. We feel as if that's a record for anybody's station.

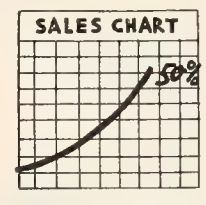
* * *

Those election straw ballots proved about as accurate as "showmanship ratings" and self-serving "surveys."

* * *

Hooray for Jim Baldwin again! The recording of that music library is the biggest forward move in NAB history.

* * *



WEMP, Milwaukee's independent station chalked up a 50% sales increase in October over September — are we proud? Charles J. Lanphier, whose radio experience includes Alaska to South America, has just been appointed as the new boss there.

* * *

WSBC has applied for 250 watts daytime. This station claims the distinction of being America's model local station.

* * *

Modernistic new studios just completed in Chicago mark WCBD's designation as a Chicago station.

* * *

Walter Hollander, the well informed advertising manager for REM, said some pretty swell things in a letter to WGES recently, renewing his contract with WGES and expanding to WCBD. The gist of it was "a station that's managed by the same personnel as WGES (WCBD) MUST BE A GOOD STATION."

* * *

After checking over the averages for stations in the United States as presented in the Radio Broadcasting Business Census recently released, we are mighty contented with the records shown by our various stations — *they're so far above the average!*

Gene T. Dyer

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

A WORLD Congress of Radio Engineers in Sydney, Australia, in April 1938 is planned by the Australian Institution of Radio Engineers in connection with the Sydney celebration of its 150th anniversary. A special effort to secure attendance of American and European radio engineers will be made.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

IN THE CONTROL ROOM

RAY FERGUSON, NBC maintenance engineer in San Francisco, has been transferred to the network's Hollywood technical department. His San Francisco successor is E. L. Parkhurst, formerly field engineer for the network in that city. Ralph Denechaud, formerly in NBC's San Francisco technical department, has also joined the Hollywood engineering staff. E. E. Jefferson, with NBC before going over to KSFO in San Francisco as chief engineer, has returned to the network in that city as field engineer. Switches in personnel were announced by A. H. Saxton, NBC division engineer in San Francisco.

CLIFFORD HARRIS, formerly chief engineer of WIP, Philadelphia, has been advanced to the post of technical supervisor, succeeding Edward Johnston, who has joined the technical staff of WCAU, Philadelphia.

WALTER WIDLAR, formerly of WJAY, Cleveland, resigned to join WGAR, that city, and not the reverse as printed in the Nov. 1 issue of BROADCASTING.

ALFRED TOWNE, formerly with the Rembler Co. Ltd., San Francisco broadcasting and sound equipment manufacturers, has joined the engineering staff of KSFO in that city, succeeding E. E. Jefferson, resigned. Royal V. Howard is KSFO's chief engineer.

A. C. GOODNOW, formerly studio supervisor of KYW, Philadelphia, has been transferred by Westinghouse Radio Stations Inc. to Fort Wayne, Ind. to supervise the technical installations of the new studios of WOWO and WGL, Westinghouse stations.

A. EARL CULLUM Jr., formerly with the Southwest Broadcasting Co., has established a radio consulting and field engineering service at 2935 N. Henderson Ave., Dallas.

L. E. ELTON, formerly of Iowa Broadcasting System, has joined WBOW, Terre Haute, Ind., as transmitter engineer.

W. W. WOLFE, research head of RCA Mfg. Co., Hollywood, left early in November to spend three weeks at the Camden, N. J. plant and study recent discoveries in high-fidelity sound recording.

R. G. DENNECHAUD, technician at KFI, Los Angeles, early in November joined the Hollywood technical staff of NBC.

WALTER DIETRICH, newcomer to the technical ranks, late in October joined the engineering staff of Radio Recorders Inc., Hollywood transcription laboratory.

J. A. MIDDLEBROOKS, of the CBS engineering department, is in Cincinnati supervising installation of the new 5 kw. Western Electric transmitter which WKRC will place in operation next month.

HERBERT E. IVES and Robert C. Mathes, Bell Laboratories scientists, have been granted patents No. 2,058,882 and 2,058,883 on a system of electro-optical image transmission and production.

ELLWOOD WARWICK LIPPINCOTT, operator of KVOS, Bellingham, Wash., who also acts as announcer and time salesman, has applied to the FCC for a new 100-watt station on 1310 kc. in Bend, Ore.

JACK HOPKINS, formerly of KLMB, Monroe, La., has joined KFRO, Longview, Tex., as assistant engineer and press operator. Sid Parks has resigned to become technician for the Gregg County police department's KACU.

HAROLD JACKSON, NBC engineer in Chicago, on Nov. 6 became the father of a baby boy.

HARRY EHRHART, of the engineering staff of WCAU, Philadelphia, has been made supervisor of the WCAU building.

JOSEPH A. VOLK, engineer of KSD, St. Louis, is the father of a baby girl born Oct. 26.

ART PECK, engineer of KSTP, St. Paul, is the father of a baby boy born in October.

JOE NOVEY, engineering maintenance supervisor at WBBM, Chicago, is convalescing after an apendectomy.

WILLIS FREITAG, son of V. C. Freitag, manager of KRKD, Los Angeles, has become a technician-announcer for the station. He was graduated from the University of California at Los Angeles last summer.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

New daytime station applicant must employ experienced station, sales and program managers before hearing December fourth. Permanent jobs in growing city of forty thousand. Harmon Stevens, Port Huron, Michigan.

Situations Wanted

Experienced operator holds Broadcast License. Unemployed. Desires position. Box 573, BROADCASTING.

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

Press Operator; solid; combination operator-announcer. Experienced maintenance and construction. Box 576, BROADCASTING.

Experienced operator; licensed five years; best references; desires position with progressive station. Box 574, BROADCASTING.

Station connection, any capacity with opportunity, by licensed station operator and former owner, twelve years' experience developing local into regional 100 watt network station. Can announce, entertain, operate, sell and manage. Married, age thirty-six, available at once. Box 577, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new) direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

UNUSUAL buy: 3-unit Esco M.G. set reconditioned by G.E. following our use at W1MK. Suited to small or medium power broadcasting station work. (1) 1,000 to 2,000 v.d.c. at 750 ma. two commutator generator. (2) 14 v.d.c. field generator exciter, runs filaments if desired. (3) 4 H.P. 2 phase 220 v.a.c. motor. Also, 30 amp. 4 pole manual switch. Also G.E. 110 v 60 cycle magnetic power switch for control. Two field rheostats with above. Original cost over $450. Sell $125 cash crated, f.o.b. Hartford. Will quote separately on motor and switches if desired. A.R.R.L. Communications Department, West Hartford, Conn.

Tower Is Demolished

ECTED up to 650 feet, the new 0-foot vertical radiator of KDKA, estinghouse station, near Saxonrg, Pa., was completely demolled when blown down by a high nd Oct. 30. Cause of the accint was a defective guy wire. one was injured, although there re numerous spectators nearby. e damage was covered by insurce. R. N. Harmon, Westinghouse gineer, is supervising the new stallation, which resumed imediately and will be ready for eration in about six weeks.

Standard Brands Test

TANDARD BRANDS Inc., New rk, on Nov. 8 started *National elling Bee* on WJZ, New York, ndays, 9-10 a. m. Dr. Harry agen conducts the program, in hich children from the New York ea take part. The sponsor plans build the program into an eveng hour if possible, it is underod. Program will run for eight eeks and was booked through J. alter Thompson Co., New York.

RCA Union Vote

CTION of the National Labor elations Board in certifying nited Electrical Radio Workers America as exclusive bargaing agency for all employes in the CA Mfg. Co. Camden plants is a ntradiction of the law which cred the board, E. T. Cunningham, esident, stated Nov. 9. He said at less than a third of the emoyes had voted for exclusive repsentation by UERWA, and added at bargaining rights of other ions in the plants are thereby stroyed.

Record Piano Music at 33⅓ R.P.M.



with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

Elaborate Pickups Are Staged by NBC

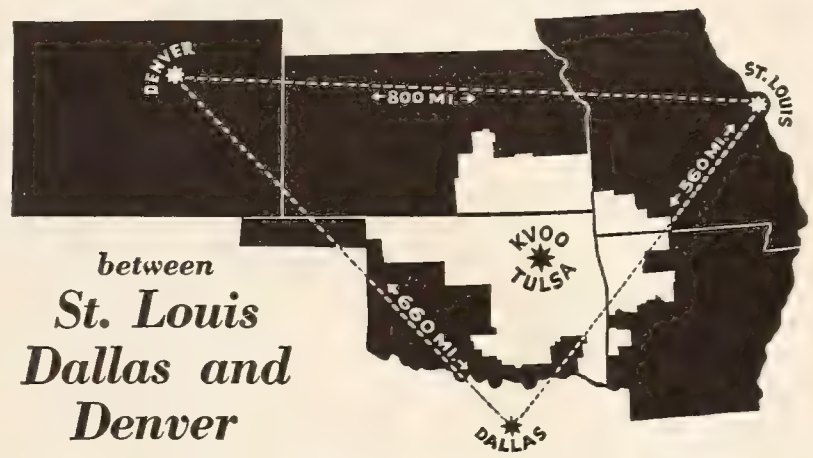
TWO unusual feature broadcasts, carried over NBC networks, fascinated the foreign radio notables who came over for NBC's tenth anniversary celebrations — one on Nov. 11 being a two-way shortwave rebroadcast to and from Rome while they were flying from Niagara Falls to Washington in two airplanes, and the other on Nov. 9 comprising pickups from 15 different points.

Robert Jardillier, French Minister of Communications, and Maurice Ramber, president of the International Broadcasting Union, were in the airplanes and listened in while David Sarnoff, at his desk in Radio City, spoke with Senator Marconi in Rome; then Senator Marconi spoke with M. Jardillier and M. Rambert and others in the planes while John B. Kennedy, Max Jordan and Fred Bate acted as commentators. The broadcasts came through very clearly, though there was some "fuzz" from Rome.

On Nov. 9, Kurt Sell, U. S. representative of the German Broadcasting System, carried on a two-way conversation with Roderick Dietze, announcer in Berlin, as did H. S. Palmer, president of the New Haven Railroad, while Mr. Sell and Mr. Palmer were aboard the streamline train *Comet* out of Boston and Mr. Dietze was on the *Flying Hamburger*, both trains being under way at about 80 miles an hour. On the *Comet* were John McNamara, WBZ announcer; William Card, NBC program department; Charles S. Young, assistant manager of WBZ; George Harder, WBZ press representative: Donald Stanier and Robert Duffield, WBZ engineers.

During the 45-minute program, there were also pickups from Jack Fraser and Cameron King aboard the submarine *S-20* off Sandy Hook; a KOA crew atop Pike's Peak; George Hicks describing Radio City and Fifth Avenue from the NBC mobile transmitter car; Ted Kimball describing an Army tank drill at Fort Meyer, near Washington; Charles O'Connor talking from the New York - New Jersey midtown tunnel; from a Cleveland Police Department radio cruising car; a pickup from the U. S. Coast Guard cutter *Pontchartrain;* a description of the new San Francisco-Oakland bridge, and a relay from a squadron of Navy planes flying over San Diego.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA



A Recognized Consulting and Engineering Service for Established Stations and New Station Applicants

- FC-2 Frequency Control Unit
  APPROVED BY F.C.C.
- Tru-Axis LOW DRIFT Crystals
  APPROVED BY F.C.C.
- Precision Frequency Measurements

Our Measurements Are Acceptable to the F.C.C.
WRITE FOR BULLETIN NO. B-14

COMMERCIAL RADIO EQUIPMENT CO.
216 EAST 74th STREET KANSAS CITY, MO.



geared to produce distribution

Present national and regional advertisers on the "Missouri Triangle" have increased distribution and "over-the-counter" sales in the most thickly populated areas in Missouri. Your product, too, can and will gain and enjoy a wider popularity if you tell your story to the listening audiences in these three major Missouri markets.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 31 TO NOVEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 10

APPLICATIONS GRANTED:

KGFG, Oklahoma City—CP move trans., studio, new equip., vert. radiator.

WSAN, Allentown, Pa.—CP new equip., vert. radiator.

WCOC, Meridan, Miss.—CP change equip.

WCBA, Allentown, Pa.—CP new equip., vert. radiator.

WCAZ, Carthage, Ill.—CP change equip., increase D to 250 w.

WFBG, Altoona, Pa. — CP new equip., vert. radiator, increase D to 250 w.

WAYX, Waycross, Ga.—License for CP new station 1200 kc 100 w unltd.

KFPY, Spokane—License for CP change trans. site, equip., change 1340 to 890 kc, increase D 1 to 5 kw.

KYOS, Merced, Cal. — License for CP new station 1040 kc 250 w D.

KHQ, Spokane—Mod. CP new equip.

WTAD, Quincy, Ill.—Mod. CP increase 500 w to 1 kw D.

WOC, Davenport, Ia. — Auth. transfer control from Palmer School of Chiropractic to B. J. Palmer & D. D. Palmer.

KMAC, San Antonio—Amended CP move trans. locally, new equip., vert. radiator, increase D to 250 w.

KLS, Oakland, Cal. — CP move trans., studio locally, vert. radiator.

WIBX, Utica, N. Y. — CP move trans. locally, new equip., vert. radiator, reduce D from 300 to 250 w.

WBEN, Buffalo — License for CP move trans. locally, new equip., vert. radiator, increase D from 1 to 5 kw.

KRBC, Abilene, Tex. — License for CP new station 1420 kc 100 w unltd.

WMBH, Joplin, Mo. — License for CP new equip.

WBST, South Bend, Ind.—Same.

KWYO, Sheridan, Wyo.—License for CP move trans. site, new equip., vert. radiator, increase D to 250 w.

WDSU, New Orleans — License for CP change equip.

KGNF, North Platte, Neb.—License for CP change equip.

KCMC, Texarkana, Ark. — Mod. CP trans., studio sites & vert. radiator.

WBCM, Bay City, Mich.—Mod. license increase 500 w to 1 kw 1410 kc unltd.

KUJ, Walla Walla, Wash.—CP change equip.

KGKB, Tyler, Tex.—CP change equip., increase D to 250 w, time from unltd. D spec. N to unltd.

WACO, Waco, Tex. — CP new equip., vert. radiator.

KSCJ, Sioux City, Ia. — CP move aux. trans.

WDAF, Kansas City — CP move trans. site locally, new equip., vert. radiator.

WCKY, Covington, Ky.—CP new equip.

KRNR, Roseburg, Ore. — CP change equip., increase 100 w D to 100 w N 250 w D unltd.

WBTM, Danville, Va.—CP change equip.

WATL, Atlanta—CP move trans., studio locally, new equip., increase D to 250 w.

KFVD, Los Angeles — CP new equip., vert. radiator, increase 250 w N & D ltd. to 1 kw N & D ltd.

WGRC, New Albany, Ind.—License for CP new station 1370 kc 250 w D.

KSLM, Salem, Ore.—Mod. CP re equip.

WFOY, St. Augustine, Fla. — Mod. CP new equip.

KTAT, Birdville, Tex.—Vol. assign. license to Tarrant Brdcstg. Co.

KOY, Phoenix, Ariz. — Vol. assign. license to Salt River Valley Brdcstg. Co.

WWAE, Hammond, Ind.—CP new equip.

KOVC, Valley City, N. D.—License for CP new station 1500 kc 100 w unltd.

WGST, Atlanta — Mod. CP vert. radiator, trans. site.

KSRC, Seattle — Mod. CP move trans. locally, vert. radiator, change equip.

WCPO, Cincinnati—CP move trans. locally, new equip., vert. radiator.

KTSM, El Paso, Tex. — CP move trans. locally, new equip., vert. radiator, increase D to 250 w Sh.-WDAH, permanent auth. carry WDAH schedule on KTSM trans.

KSUN, Lowell, Ariz. — License for CP 1200 kc 100 w 250 w D unltd.

KMA, Shenandoah, Ia.—License for CP 930 kc 1 kw 5 kw D unltd.

KGHL, Billings, Mont.—License for CP 780 kc 1 kw 5 kw D unltd.

KGCX, Wolf Point, Mont.—License for CP and Mod. thereof 1450 kc 1 kw unltd.

WSAR, Fall River, Mass.—Mod. CP extend completion.

WSAU, Eau Claire, Wis. — Mod. CP change equip., increase D 250 w to 1 kw.

KROY, Sacramento, Cal. — Mod. CP move trans., studio locally, new equip., vert. radiator.

WGPC, Albany, Ga.—Mod. CP move locally, change equip., vert. radiator.

WJRD, Tuscaloosa, Ala.—License for CP 1200 kc 100 w D.

KGER, Long Beach, Cal.—CP change equip.

WALA, Mobile—CP change equip.

WAAB, Boston — Auth. use former WNAC trans. as aux.

KSCJ, Sioux City, Ia.—CP change equip., increase D to 5 kw LS.

WHFC, Cicero, Ill.—Mod. license spec. to unltd., facilities WEHS, WKBI.

SET FOR HEARING—KGFI, Corpus Christi, Tex., Mod. CP to 1330 kc 500 w unltd.; KPRC, Houston, mod. license increase N 1 to 5 kw (before Division); KFNF, Shenandoah, Ia., CP new trans., increase 500 w 1 kw to 1 kw 5 kw D; WSAY, Rochester, mod. license D to unltd, facilities WOCL; NEW, Earle Yates, Las Cruces, N. M., CP 1500 kc 100 w 250 w D unltd.; NEW, Valley Brdcstg. Co., Youngstown, CP 1370 kc 100 w 250 w D unltd.; WOWO, Fort Wayne, CP new equip., increase N 10 to 25 kw; NEW, Birmingham News Co., Birmingham, CP 590 kc 500 w 1 kw D unltd., directional N; NEW, T. E. Kirksey, Waco, Tex., CP 1330 kc 500 w unltd.; NEW, George H. Payne, San Jose, Cal., CP 1010 kc 1 kw unltd, facilities KQW; NEW, Dr. W. S. Jacobs Brdcstg. Co., Houston, CP 1220 kc 1 kw unltd.; KRKO, Everett, Wash., CP change 1370 to 1420 kc, increase to 100 w 250 w D unltd., new equip., move locally; KABR, Aberdeen, S. D., CP change equip., change 1420 to 1390 kc, increase 100 w to 1 kw N & D; WAAF, Chicago, CP new equip., 1 kw 5 kw D unltd.; NEW, St. Petersburg C. of C., Fla., CP 1050 kc 5 kw ltd.; NEW, Central Mich. Radio Co., Mt. Pleasant, Mich., CP 570 kc 250 w unltd.; NEW, Lou Poller, Scranton, Pa., CP 930 kc 250 w D; NEW, James D. Scannell, Lewiston, Me., CP 1420 kc 100 w unltd.; WJJD, Chicago, CP directional N, change ltd. to unltd. (before Division); WCOA, Pensacola, Fla., CP increase 500 w to 1 kw unltd.; KVOO, Tulsa, CP increase 25 to 50 kw; KYW, Philadelphia, CP increase 10 to 50 kw; NEW, Journal Co., Milwaukee, CP 1570 kc 1 kw unltd.; NEW, Carolina Adv. Corp., Florence, S. C., CP 1200 kc 100 w unltd.; NEW, Carolina Adv. Corp., Columbia, S. C., CP 1370 kc 100 w 250 w D unltd.; KARK, Little Rock, mod. CP to 1 kw N; NEW, Allen T. Simmons, Mansfield, O., CP 780 kc 1 kw D; WHOM, Jersey City, CP new equip., increase D 250 w to 1 kw; KVOD, Denver, mod. license 920 to 630 kc, Sh.-KFEL to unltd. 500 w; KFEL, Denver, mod. license Sh.-KVOD to unltd.; KGA, Spokane, mod. license 1470 to 950 kc, decrease N from 5 to 1 kw; KLZ, Denver, increase N to 5 kw (before Division); KGBX, Springfield, Mo., CP move locally, change equip., change 500 w unltd. directional N to 1 kw unltd. directional N; NEW, John R & Joe L. Peryatel, Richard K. Beauchamp, Raton, N. M., CP 1210 kc 100 w unltd.; WADC, Tallmadge, O., mod. license 1 to 5 kw N; WKBV, Richmond, Ind., mod. license spec. to unltd.

APPLICATIONS DENIED: NEW, Harry C. & Clara A. Lowe, DuBois, Pa., denied as in default CP 1210 kc 100 w D; NEW, Homer D. Banta, Burlington, Ia., denied as in default CP 1310 kc 100 w unltd.

APPLICATION DISMISSED — NEW, Memphis Commercial Appeal, Mobile, Ala., CP 630 kc 1 kw 5 kw LS unltd.

WCHS, Charleston, W. Va., exp. auth. 580 kc 1 kw unltd.; NEW, Tribune, Great Falls, Mont., CP 950 kc 1 kw 5 kw LS unltd.; NEW, High Fidelity Brdcstg. Service, Milton, Mass., CP 1570 kc 1 kw unltd. and variable; WAPO, Chattanooga, mod. CP 1200 kc 100 w 250 w LS unltd.

ACTION ON EXAMINERS' REPORTS:

WPRO, Providence — Granted CP new equip., directional antenna, increase to 500 w 1 kw D 630 kc unltd., sustaining Examiner Seward.

KRNT, Des Moines—Granted CP new equip., directional antenna, increase 500 w 1 kw D to 1 kw 5 kw D 1320 kc unltd., sustaining Examiner Hill.

MISCELLANEOUS—WIL, St. Louis, CP new station Star-Pub. Co., St. Louis, recalled and suspended, and denial applic. Missouri Brdcstg. Co. pending court action; Central Brdcstg. Co., Eau Claire, Wis., granted petition intervene applic. Eau Claire Brdcstg. Co. new station 1210 kc 100 w unltd.; WIND, Gary, Ind., granted regular renewal; WRR, Dallas, granted petition intervene applic. Dallas Brdcstg. Co. CP new station Dallas 1500 kc 100 w D; KROW, Oakland, Cal., granted petition intervene and be made party to proceedings applic. Chauncey W. Hammond CP 1280 kc 1 kw unltd. at Oakland; WTAD, Quincy, Ill., granted petition intervene and be made party to hearing on applic. Courier-Post Pub. Co., Hannival Brdcstg. Co., both seeking new stations 1310 kc 100 w unltd.; Voice of Greenville, Greenville, Tex., granted petition intervene applic. Hunt Brdcstg. Assn. new station at Greenville 1200 kc 100 w D; WBBZ, Ponca City, Okla., granted auth. modify temp. auth. in favor of Howard Johnson to operate WBBZ as special rep. of estate C. L. Carroll, and to grant Mrs. Carroll same auth. pending disposition of estate; KMPC, Beverly Hills, Cal., denied reconsid. action setting for hearing applic. transfer control to George A. Richards, and to grant without hearing; WCHV, Charlottesville, Va., denied reconsideration grant of applic. transfer control of Community Brdcstg. Corp., licensee, from W. B. Brown to present stockholders of said licensee corp., and grant hearing on applic.; WLWL, New York, denied petition to withdraw without prejudice applic. mod. license Int. Brdcstg. Corp. (WOV) opposed grant on ground it would violate Par. 103.8 of rules of practice.; Knox Brdcstg. Co., Schenectady, N. Y., denied waiver of rule governing filing of petition for reconsid. and to grant applic. new station at Schenectady 1240 kc 1 kw unltd.

WLWL, New York—Granted petitio withdraw without prejudice "petition fo relief" filed 1-20-36, requesting relief fro "curtailment of existing service area" b cancelling certain special experiment authorizations and denying certain pen ing applications for continuance of suc authorizations.

RETIRED TO CLOSED FILES—KOO Marshfield, Ore., applic. mod. CP to 139 kc 250 w D, granted 9-3-36.

SPECIAL AUTHORIZATIONS—WOW Omaha, ext. auth. 5 kw N; KTSM, E Paso, ext. auth. carry WDAH program

RATIFICATIONS:

KVOE, Santa Ana, Cal. — Ext. prog test period.

KRBC, Abilene, Tex.—Same.

WSAY, Rochester—Same.

KRKO, Everett, Wash.—Ext. equip. test

WHBF, Rock Island, Ill. — Ext. auth main studio in Moline.

WTRC, Elkhart, Ind. — Temp. auth. simul.—WLBC special programs.

KFAC, Los Angeles—Granted temp. re newal license pending court decision.

KMA, Shenandoah, Ia. — Granted mod license increase D to 5 kw.

WMCA, New York—Waived rule 104. and permitted WMCA file answer in ap plic. WMAS.

James D. Scannell granted right to in tervene applic. Arthur E. Seagrave new station Lewiston, Me.; Tribune Co. Tampa, Fla., extension time granted fo filing exceptions Ex. Rep. I-301; Niagara Falls Gazette Pub. Co. request extensio time granted for filing exceptions an making request oral argument Ex. Rep I-291 and granted extension 5 days fo Power City Brdcstg. Corp. to request ora argument and answer said exceptions WSPR, Springfield, granted petition in tervene applic. WMAS for CP; postponed effective date of decision on applic. KRLC KGFG; James D. Scannell granted peti tion intervene applic. Philip J. Wisemar new station in Lewiston, Me.

Examiners' Reports . . .

NEW, Farnsworth Television Inc. of Penna., Philadelphia—Examiner Hyde rec ommended (I-304) that applic. CP 1 kw 42,000-56,000 and 60,000-86,000 kc 1 kw be granted.

NEW, Pottsville Brdcstg. Co., Pottsville Pa. — Examiner Dalberg recommended (I-305) that applic. CP 580 kc 250 w D be granted.

WKZO, Kalamazoo—Examiner Hill recommended (I-306) that applic. increase 1 kw D to 250 w 1 kw LS unltd. be granted.

Applications . . .

OCTOBER 31

WHOM, Jersey City — CP increase 250 w to 250 w 1 kw D.

WNYC, New York — Mod. CP as mod. change equip., antenna, move trans.

WSAR, Fall River, Mass.—Mod. CP re equip.

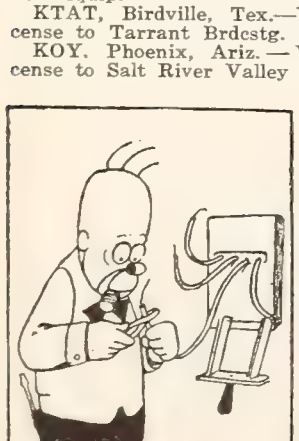
W3XAU, Philadelphia — License for CP international station increase to 10 kw.

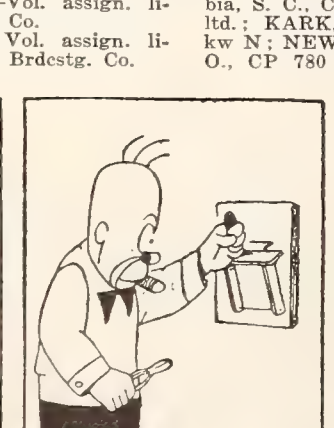
WIP, Philadelphia—CP new trans., vert. antenna, increase 500 w to 1 kw N, move trans. locally.

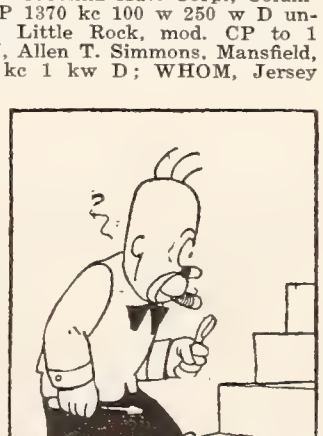
NEW, Allen T. Simmons, Mansfield, O. —CP 780 kc 1 kw D.

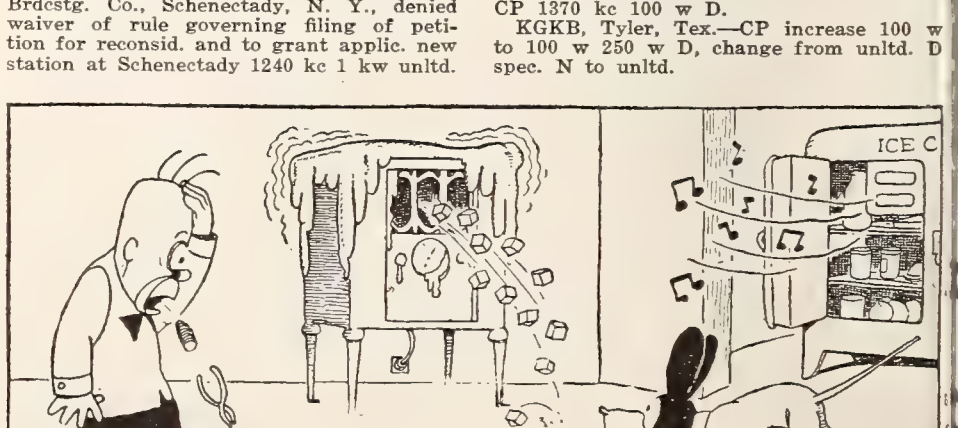
NEW, Frazier Reams, Mansfield, O.— CP 1370 kc 100 w D.

KGKB, Tyler, Tex.—CP increase 100 w to 100 w 250 w D, change from unltd. D spec. N to unltd.









From New York Su

NEW, H. O. Davis, Mobile, Ala.—CP 0 kc 250 w 500 w D unltd.
WGPC, Albany, Ga. — Mod. CP new quip., increase 100 to 250 w D, change udio, trans. sites, amended to omit re- est for increase D power.
WJRD, Tuscaloosa, Ala. — License for P as mod. new station.
WOAI, San Antonio—Auth. transfer con- ol of corp. from G. A. C. Halff to Co- mbia Brdcstg. System Inc., 2000 shares mmon stock.
WWAE, Hammond, Ind.—CP new trans.
KMA, Shenandoah, Ia.—License for CP w equip., move trans.
WMIN, St. Paul—Mod. license from Ed- ard Hoffman to Edward Hoffman, d/b WMIN Brdcstg. Co.
NEW, Ellwood Warwick Lippincott, end, Ore.—CP 1310 kc 100 w unltd.
KGER, Long Beach, Cal. — CP change uip.

NOVEMBER 1

WBNY, Buffalo—Mod. license re hours.
WNNY, Watertown, N. Y.—Mod. CP to ange equip.
KMLB, Monroe, La. — License for CP ange equip., increase.
NEW, Statistical Research Labs., Cleve- nd—CP 1200 kc 100 w 250 w D unltd., mended to directional.
WFOY, St. Augustine, Fla.—Mod. CP w station re trans.
KFXR, Oklahoma City — Mod. CP re uip.
KFYR, Bismarck, N. D.—Mod. license 1 w D to 5 kw N & D.
KSCJ, Sioux City, Ia. — CP move aux. ans.

NOVEMBER 4

WCMI, Ashland, Ky.—License for CP mod. change equip., increase power, ove studio, trans. locally.
NEW, Ann Arbor Brdcstg. Co. Inc., nn Arbor, Mich.—CP 1570 kc I kw ltd., amended to 1550 kc.
W3XE, Philco Radio & Television Corp., hiladelphia—Mod. license from 1500 w visual) 250 w (aural) to 10 kw (visual nd aural).
NEW, Westinghouse Radio Stations Inc., ort Wayne, Ind.—CP high freq., 50 kw.
KOVC, Valley City, N. D.—License for P as mod. new station.

NOVEMBER 5

WFTC, Kinston, N. C. — Mod. CP re quip., trans., studio site, antenna.
KJR, Seattle—License for CP new trans., ntenna, move trans.


MR. E. H. RIETZKE
PRESIDENT OF CREI

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NOVEMBER 6

WJAR, Providence — License for CP move aux. trans.
NEW, Centennial Brdcstg. Corp., Dallas —CP 1500 kc 100 w D.
KELD, El Dorado, Ark. — License for CP new trans.
KEUB, Price, Utah—License for CP as mod. 1420 kc 100 w unltd.
KGB, San Diego—CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans.
KGO, San Francisco—CP increase 7½ to 50 kw, move trans., amended to omit request for directional antenna.
KDB, Santa Barbara, Cal.—CP change equip., vert. antenna, change 1500 to 1220 kc, increase 100 to 500 w, move trans. locally.

NOVEMBER 9

WSVA, Harrisonburg, Va.—Auth. transfer control from Marion K. Gilliam to Floyd Williams.
NEW, B. H. Hopson, Birmingham—CP 1310 kc 100 w 250 w D unltd., assign. facilities WSGN contingent grant Birmingham News Co. applic.
WGST, Atlanta — Mod. CP increase power, move trans., re trans. site and approval antenna.
KGFX, Pierre, S. D.—Invol. assign. license Dana McNeil to Ida A. McNeil.
KFBB, Great Falls, Mont.—License for CP new trans., antenna, move trans.

NOVEMBER 9

WRAK, Williamsport, Pa.—License for CP new antenna, trans., move trans.
KFPW, Fort Smith, Ark.—License for CP change equip.
WIOD-WMBF, Miami—License for CP new antenna, move trans.
WREC, Memphis—Mod. license increase N 1 to 5 kw.
KRBC, Abilene, Tex.—CP change antenna, increase 100 w to 100 w 250 w D.
WDAE, Tampa, Fla.—Mod. license N 1 to 5 kw.
NEW, Phillip Jackson, Brunswick, Ga.—CP 1420 kc 100 w D.
WSMB, New Orleans—CP increase 1 kw to 1 kw 5 kw D, directional.
WSBC, Chicago—CP new equip., increase N 250 w.
WHFC, Cicero, Ill.—Mod. license spec. to unltd., asks facilities WEHS, WKBI.
NEW, George W. Young, St. Paul—CP 920 kc 1 kw 5 kw D unltd., directional N.
KIEM, Eureka, Cal.—CP new equip., increase 500 w to 1 kw.

NOVEMBER 12

WAWZ, Zarephath, N. J.—License for CP new equip.
NEW, Ohio Farmers Brdcstg. Co., M. Smith Davis & C. A. Thompson, Johnstown, O.—CP 800 kc 50 kw ltd., asks freq. WTBO which would then be shifted to 810 kc.
WSIX, Nashville — Vol. assign. license from 638 Tire Vulcanizing Co. to WSIX Inc.
WBEP, Huntsville, Ala.—Mod. CP new station re trans., studio sites, antenna.
WAPO, Chattanooga—License for CP as mod. new station.
WKBZ, Muskegon, Mich.—License for CP move trans., new antenna.
NEW, Frank M. Dunham, Fort Dodge, Ia.—CP 1500 kc 100 w D, amended to 1250 kc, 100 w to 1 kw, new equip.
KWTN, Watertown, S. D. — CP new trans., vert. antenna, change 1210 to 1340 kc, increase 100 to 250 w N 500 w D, move trans., amended to 500 w D only.
KUSD, Vermillion, S. D.—CP new trans.
WJBL, Decatur, Ill.—CP new trans.
KPQ, Wenatchee, Wash. — License for CP change equip.

NOVEMBER 13

WEEI, Boston; WKRC, Cincinnati; WJSV, Washington; WBT, Charlotte; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis; KNX, Los Angeles—Vol. assign. CP, licenses to CBS.

STANLEY SPENCER, sales manager of WGY, Schenectady, has resigned to take up farming in Virginia. No successor has been appointed.

THE ONLY pawnshop in the United States broadcasting direct from the store is Izzy Ginsberg's, Cedar Rapids, Ia. *Izzy's Amateurs* are heard weekly over WMT.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Impressed by Television

(*Continued from page 70*)

WHAT, Philadelphia; Louis Baltimore and Charles Sakoski, WBRE, Wilkes-Barre; Louis N. Persio and George E. Joy, WRAK, Williamsport; Clifford M. Chafey, Raymond A. Gaul and H. O. Landis, WEEU, Reading; Henry N. Cocker and E. D. Hibbs, WTEL, Philadelphia; J. M. Nassau and Margaret R. Collins, WIBG, Philadelphia; E. G. Smith and J. H. Stenger, Jr., WBAX, Wilkes-Barre; Benedict Gimbel, Jr. and Clifford Harris, WIP, Philadelphia; G. D. Coleman and K. R. Cooke, WGBI, Scranton; Leo J. O'Melian, WLEU, Erie; Clair R. McCullough and J. E. Mathiot, Mason-Dixon Group, Lancaster.

Connecticut—Richard K. Blackburn and Cedric W. Foster, WTHT, Hartford; John F. Rolfe, *Hartford Times;* Herman D. Taylor and Albert H. Jackson, WTIC, Hartford; Sydney Warner, Eric Pape and E. J. Frey, W1XBS, Waterbury; Franklin M. Doolittle, Italo Martino and Walter Haase, WDRC, Hartford; Prof. Daniel E. Noble and Edwin Sanders, Connecticut State College; Rogers B. Holt and Clifford Hanson, WNBC, New Britain; James T. Milne and Gordon Keyworth, WELI, New Haven; Gars W. Ray, WICC, Bridgeport.

Massachusetts — H. H. Newell, WTAG, Worcester; Walter C. Evans and S. D. Gregory, Westinghouse E. & M. Co., Chicopee Falls; Sol Chain and Irving Vermilya, WNBH, New Bedford; A. J. Pote and W. S. Pote, WMEX, Boston; Wm. T. Welch, WSAR, Fall River; Robert C. Nordblom and Wm. H. Eynon, WORL, Boston; H. W. Holt and Milton Stoughton, WSPR, Springfield; Hollis S. Baird and Walter S. Lemmon, World Wide Broadcasting Foundation, Boston; A. S. Moffat, A. W. Marlin, R. F. Donahue and E. J. Samuel, WMAS, Springfield.

Virginia—Wilfred H. Wood and Wilbur M. Havens, WMBG, Richmond; Earl Sowers, WPHR, Petersburg; H. S. Lucy and R. N. Eubank, WRVA, Richmond; Floyd Williams and Joseph Butler, WSVA, Harrisonburg; R. P. Jordon, WDBJ, Roanoke; Philip P. Allen and A. E. Heiser, WLVA, Lynchburg.

Maryland — Mr. and Mrs. J. Thomas Lyons, WCAO, Baltimore; Hope H. Barroll, Jr. and Wm. Q. Ranft, WFBR, Baltimore.

Maine—Thompson L. Guernsey, WLBZ, Bangor.

New Hampshire—H. J. Wilson, WHEB, Portsmouth.

Rhode Island—Paul Oury and Howard W. Thornley, WPRO, Providence.

Vermont—W. Wheeler, WNBX, Springfield.

California—Howard DeLong, KRKD, Los Angeles.

Arkansas—Storm Whaley, KUOA, Siloam Springs.

Georgia—Maurice Coleman, WATL, Atlanta.

South Carolina—Roger Peace and Charles Peace, WFBC, Greenville.

Alabama—J. S. Allen, WHBB, Selma.

Tennessee—H. B. Wooten, WREC, Memphis; Harry Stone, WSM, Nashville.

Florida — Joseph Weil, WRUF, Gainesville, W. W. Luce, WQAM, Miami.

Texas—John Thorwald, WRR, Dallas; Truett Kimzey, KFJZ, Fort Worth; Bernard Hanks, KRBC, Abilene; Karl O. Wyler, KTSM, El Paso.

Illinois—H. C. Crowell and A. P. Frye, WMBI, Chicago.

Kentucky—L. B. Wilson, WCKY, Covington.

Missouri—Oscar C. Hirsch, KFVS, Cape Girardeau; Arthur B. Church, KMBC, Kansas City; Lester Cox, KGBX-KWTO, Springfield; Mr. and Mrs. Donald Davis, WHB, Kansas City.

Ohio — Allen T. Simmons and John Aitkenhead, WADC, Akron; W. P. Williamson, Jr., WKBN, Youngstown; H. K. Carpenter, WHK, Cleveland.

Wisconsin — Dan Gellerup, Harry J. Grant, Leonard L. Bowyer, Donald Abert, W. J. Damm, WTMJ, Milwaukee; H. Born, Mr. Broughton, WHBL, Sheboygan.

Minnesota—R. K. Herbst, KVOX, Moorhead.

Canada—E. S. Rogers, CFRB, Toronto.

Consulting Engineers—John H. Barron, S. E. Edwards, Dr. Alfred N. Goldsmith, Stuart L. Bailey, Glenn D. Gillett, Wm. G. H. Finch, Frank R. Brick, Jr., John V. L. Hogan, Murray E. Tucker, Gustave A. Gerber, Ernest A. Tubbs, C. H. Braselto, Edward H. Loftin, E. C. Page, R. D. Martin, Edgar H. Felix, Howard S. Frazier, Paul Alger, Joseph Nassau, Joseph A. Chambers, Robert H. Marriott, Raymond M. Wilmotte.

RCA to Schedule Spots On 88 NBC Affiliates

RCA MFG. Co., Camden (RCA-Victor radio receivers) the week of Nov. 16 will place live station-break announcements, three times weekly, using three to five-week schedules, on 88 stations affiliated with NBC. RCA had planned to place the business on all NBC affiliates but some could not clear the time. The announcements feature the new RCA-Victor 1937 receiver which will be known as the NBC Tenth Anniversary model.

Stations are WFBR, WBAL, WRC, WMAL, WRVA, WTAR, WSOC, WPTF, WWNC, WIS, WFBC, WSB, WFLA, WIOD, WJAX, WSM, WSMB, WAPI, WWJ, WXYZ, WOOD, KSD, KWK, WDAF, WREN, WHO, KSO, WOWO, KOIL, WKY, KVOO, WMC, KGBX, KOA, KGYL, KGIR, KLO, KGHL, KOMO, KJR, KGO, KEX, KHQ, KGA, WSYR, WNAC, WJAR, WTIC, WHAM, WBEN, KFI, KECA, KFSD, KSTP, WEBC, WDAY, KFYR, WEBR, WGY, WTAM, WGAR, WCAE, KDKA, WCKY, WCOL, WIRE, WAVE, WMC, WTMJ, WENR, WMAQ, WLS, WOAI, WFAA, KPRC, KGW, WTAG, WCSH, WBZ, WABY, WCSC, WJDX, KTBS, KTHS, WIBA, KTAR, KYW, WFIL. Lord & Thomas, New York, is the agency.

STELLI
Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

QUALITY



QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals....$90

Scientific RADIO SERVICE
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University Park Dept. B-1162
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Merchandising & Promotion

Babies and Bonds—Wynn's Spuds—Auto Promotion—Top of the Dial—Emphasis on Style

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex), is offering $10,000 in U. S. Savings Bonds as prizes in a letter writing contest on "What I Consider the Best Way to Use Kleenex for Babies and Why I Think So", in connection with the birth of a son to the heroine of its radio serial *The Story of Mary Marlin*, broadcast Monday through Friday, 12:15-12:30 p. m., over an NBC-Red network. The baby was born Nov. 3 and the contest announced Nov. 6. In addition to the 259 prizes in baby bonds, the sponsor is also offering 3,000 merchandise prizes, consisting of 500-sheet packages of Kleenex in special baby boxes. Letters must be accompanied by a name for the baby boy and a strip torn from any size Kleenex package. Agency: Lord & Thomas, Chicago.

* * *

THE WOAI-Hom-Ond radio week staged in San Antonio in October resulted in an increase of 17.26% in sales of items featured, as compared with the previous month, at a time when sales ordinarily decrease. The items included staples, most difficult to increase in volume sold. Volume of the Hom-Ond chain of 15 stores increased 6.6% over the same period in the previous month. Sales of one nationally advertised product rose 71% during the sale. Figures on sales were supplied to WOAI by Perry Shankle, president of the chain. Extensive merchandising tieups were included in the campaign [see preview of campaign in BROADCASTING Sept. 1].

* * *

C. H. BAKER Co., San Francisco (shoes), which started a weekly quarter-hour series on KFRC, San Francisco, on Oct. 18, is offering $50 as a prize in a 13 weeks contest to find a name for its $4.95 shoes for women. Contest is attracting about 200 letters weekly. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

* * *

EVERY listener a motion picture critic! *Hollywood Whispers*, weekly from KHJ, Los Angeles, to the Don Lee-California network for Dr. Strasska Laboratories (toothpaste) on Nov. 2 announced a contest with prizes totaling $750. Fans will be asked to vote the best motion picture of the month.

* * *

AXTON-FISHER TOBACCO Co., Louisville, sent packages of Spud cigarettes with announcements of the new Ed Wynn series on an NBC-Blue network and through transcriptions on a number of other stations. Young & Rubicam Inc., New York, is agency.

* * *

DON LEE network, dramatizing its California market by mailing reprints of its alluring advertisements, accompanied its reprint of a bathing beauty (BROADCASTING Nov. 1) with a big can of de luxe ripe olives.

* * *

EACH day Lloyd G. Vernard, sales and merchandising director of WGAR, Cleveland, sends sponsors clippings from local newspapers in which the sponsor is mentioned.

NASH MOTOR Co., Kenosha, Wisc. (automobiles), has had radio receivers installed in every showroom and suggests that dealers invite their prospects to come in and listen to the company's *Speed Show*, broadcast Saturday evenings on CBS, right there where they can look over the cars as they listen. Every Monday each dealer receives a postcard advising him of the stars to be heard.

* * *

BOWMAN DAIRY Co., Chicago (milk), will promote its radio series on WGN, Chicago, with bottle hangers to be distributed to some 300,000 Chicago homes by Bowman milkmen the morning of Dec. 9, date of the opening broadcast. Wagon cards and large bulletins on the company's billboards will also be used to advertise the program. Agency is J. Walter Thompson Co., Chicago.

* * *

SANDMAN MATTRESS Corp., San Francisco (mattress manufacturers), is awarding a $22.50 mattress every two weeks to the winner of its bimonthly amateur script contest on KYA, that city. Budding writers are invited to submit their scripts and the best one is enacted every second week during the Sunday evening *Sandman Hour*.

* * *

KLZ, Denver, has distributed 5,000 spike peg tops, with cords, and printed on the tops is the message, "The TOP programs are at the TOP of the dial—KLZ, 560 Kilocycles." The tops are in assorted colors of red, blue and green and are creating interest.

* * *

THE *To Market-To Market* brochure issued by WOR, Newark, has won another award, the award of Merit of the New York Employing Printers Association. The first award was by the American Institute of Graphic Arts.

COOPERATION of 39 independent gasoline dealers in San Fernando Valley, about 20 miles from Los Angeles, made possible *Valley Varieties* which started Nov. 1 on KEHE, Los Angeles, one evening half-hour a week for a year. The Van C. Newkirk Co., Los Angeles agency, handles the campaign for the independent dealers and for Andrews & Yeates, the distributors.

The program each week ends with a motto or a jingle which fans can copy and rush to a nearest valley station. The first fan to bring in the announced motto or jingle all copied to the station designated receives a $10 gasoline coupon book. A different station is designated on each broadcast.

* * *

IOWA Network, operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids, has enlarged its merchandising and promotion activity to include illuminated display cases and boards in station lobbies; merchandising bulletins to grocers, druggists and other retailers; folders for dealer meetings; booths at conventions and trade exhibitions; special program letters to dealers; 26 billboards on arterial highways, with copy changed monthly; movie trailers, a score of theatres; car cards on the outside of 150 Des Moines street cars; newpaper publicity in the associated *Des Moines Register* and *Tribune;* programs calling attention to station features; trade publication promotion.

* * *

TAVANNES OF AMERICA Inc., New York (watches), in conjunction with its recently inaugurated West Coast campaign, has launched a weekly prize of a $50 watch to listeners who send in the prize winning sentence in a contest devoted to the merits of Tavannes timepieces. The sponsors, through Milton Weinberg Co., Los Angeles agency, are using the script *Split Seconds in History.* The series of 13 programs originate at the studios of KNX, Hollywood, and are fed to the Don Lee-CBS network.

* * *

KFWB, Hollywood has started a newspaper and billboard campaign for "The New KFWB".



DISPLAY CASE—This illuminated decoration is one of a series used by Iowa Broadcasting System to merchandise its programs. It promotes the *Gillette Community Sing* on CBS at 10 Sunday evening.

CADILLAC MOTOR CAR Co. using radio in a completely n way, so far as automotive pro tion goes, with its new *LaS Fashion Show*, which started N 5 on 48 NBC-Red stations, Thu days, 4-4:30 p. m.

"Big names" stud the presen tions, which tie in with dep ment stores for localized pro tion. New styles, especially plann for the show, are described the air, and in the various cit in which stores are tied in, livi mannequins parade the fashi before invited audiences.

With this emphasis on hi fashion, Cadillac hopes to put o the thought that its new lines cars are also "high fashion". H hind the presentation is the id that women have a major voice the selection of a new car, and th their interest lies in the styling the vehicle.

Sally Milgrim, Molyneaux a Lily Dache are the first thr fashion authorities starred on t show. Charles LeMaire, noted c signer, is master of ceremoni Eddy Duchin furnishes musi background with his orchest Three ensembles will be present each week. * * *

INCREASED demand for fashi news and photographs of ra stars has led the NBC Press Di sion to create the full-time p of fashion editor. Betty Goodw of NBC Press, who has been han ling the division's publicity as part time assignment for the la two years, continues on the n basis. An innovation in rad NBC's fashion publicity takes t form of releases on what the sta are wearing, photographs of sp cial fashion interests and arrang ments for stars' participation fashion promotions and show The growing number of reques for service of this type marks t complete breakdown, NBC believe of the old idea that radio sta should be heard and not seen.

* * *

RIO GRANDE OIL Co., distribu ing in California, Arizona and pa of Nevada, has 400,000 circulati for *Calling All Cars News*, give away at its service stations. I *Calling All Cars* program cel brates its third anniversary No 18, the 156th program in t series. Eight Don Lee and fo stations of the McClatchy grou are used. In addition the compa sponsors a weekly half-hour KNX, Los Angeles, and KSF San Francisco. The bulk of R Grande's advertising budget go to radio. * * *

UNIQUE features are included *Great and Growing Greater*, boar bound booklet published by t NBC sales promotion departme for the Blue network. A "bef and after" map of the Blue ne work is accomplished by a cell phane overlay on which chang are symbolized. Power increase new antennas and new statio are shown. In the back cover the booklet is a schedule of Bl advertisers since 1930.

* * *

W9XBY, Kansas City, is distribu ing a promotion piece consistin of a facsimile of a radio surve of Kansas City taken by Willia Presmen, CPA, for Parkview Pha macies, planning a radio campaig

* * *

NBC printed the first page of i Daily News Report Nov. 9-15 o metal coated paper. The releas contained details of the Tenth A niversary celebration.

BBC HAS ITS OWN LANDSLIDE!



During the week preceding November Third, BBC promised listeners the most comprehensive election returns in the history of Buffalo and Western New York. WGR and WKBW were used to publicize the service with spot announcements and dramatized five minute programs. Clubs, night clubs, theaters and restaurants were sent a special mailing. Paid display advertisements in daily and Sunday newspapers reminded listeners that BBC had cleared its schedules for returns, returns and more returns!

On the evening of Tuesday, November Third, BBC *Delivered.*

National returns came to the studios by direct wire from New York United Press Headquarters. State returns were furnished by loop wire to Buffalo headquarters. Direct communication with City Hall basement furnished Buffalo returns the moment they were available. BBC's mobile short-wave transmitter was used to gather county returns from Democratic and Republican headquarters and to put the successful candidates on the air the moment victory was assured.

BBC established a "city desk" in the studio where returns were cleared, background material was inserted to heighten interest and comment to interpret the vote. It was a landslide of returns intelligently, completely presented.

Service of this type is the usual thing with BBC, not the extraordinary thing. Service of this type is distinctive to BBC because of its unique two-station system of operation.

Think of the possibilities in the rich Western New York market in terms of the same service that brought a landslide of listener approval to BBC on Tuesday evening, November Third.

Sponsored?—Through Addison Vars, Inc., for Goodyear-Wende Oil Corporation, Texaco distributors.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

FROM RCA . . .

An Improved Field Intensity Mete

with

Great stability and accuracy

Wide field intensity range

Simple operation

No calibration charts to calculate field intensity



RCA's new Field Intensity Meter, Model TMV-75-B. Complete equipment in two carrying cases, consisting essentially of an extremely sensitive loop receiver (of superheterodyne type) incorporating a self-calibrating oscillator and battery and accessory box.

RCA's portable type TMV-75-B is a direct reading, self-calibrating meter designed for easier and more accurate field strength measurements. For station surveys, transmission tests and interference location, it features Field Intensity Range of 20 microvolts per meter to 6 volts per meter and a frequency range of 515 to 20,000 kcs.!

GROWING interest in measurements of field strength has resulted in the development of this new Field Intensity Meter by RCA. It is vastly superior to other types, having new features that "look to the future." These include greater stability than ever before, higher accuracy because of a newly developed circuit, extreme range of field intensity and carrier frequency.

The field intensity range is 20 microvolts per meter to 6 volts per meter! Frequency range extends from 515 kcs. to 20,000 kcs. Other fine RCA features include convenient operation, simpler than ever. Coils now plug in from front of panel and controls have been simplified. Because of method of calibration, loop constants need no measuring, thus eliminating several measuring operations previously necessary. This equipment also offers easier tuning of various circuits at high frequencies without too great a vernier action at lower frequencies.

A recent improvement in the circuit allows the use of a recording meter directly connected to the instrument without the use of intermediate tubes for the recording of field intensities.

We will gladly send you complete technical information regarding the new RCA Field Intensity Meter TMV-75-B, free, on request.

RCA

Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A service of the Radio Corporation of America

BROADCASTING

Vol. 11 • No. 11

Broadcast Advertising

WASHINGTON, D. C.
DECEMBER 1, 1936

Foreign
$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

$3.00 the Year
15c the Copy

Gentlemen . . . *the press!*



I can't find stars big enough to award to Morton Gould's "Music for Today" programs on WOR.

Jo Ranson, BROOKLYN DAILY EAGLE

Under the musical direction of Alfred Wallenstein, WOR is leading the way in the presentation of good studio-made music. Through intelligence, taste and musicianship WOR brings to radio the idea that music can be adult entertainment.

Aaron Stein, N. Y. POST

In all WOR's years of development, seldom if ever has its commercial offerings transcended in quality or appeal the high standard of shows created by its own staff—shows that accurately interpret the overused word, "sustaining."

M. J. Porter, N. Y. EVENING JOURNAL

A handful of twinklers to Cesare Sodero (WOR, 9:30 P.M.). In the field of heavier music there was nothing finer on the air.

Ben Gross, N. Y. DAILY NEWS

Whenever I think of WOR I remember two of the grandest programs that ever set a radio fan's heart aglow—"Moonbeams" and "Main Street Sketches." How the staff of WOR can keep creating programs like these is beyond me, but they're doing it with "Jazz Nocturne," Benay Venuta's program, and "Alt Wein."

Nick Kenny, N. Y. DAILY MIRROR

Probably there's no other station in the country that thinks enough of its prestige to devote so much time to serious music.

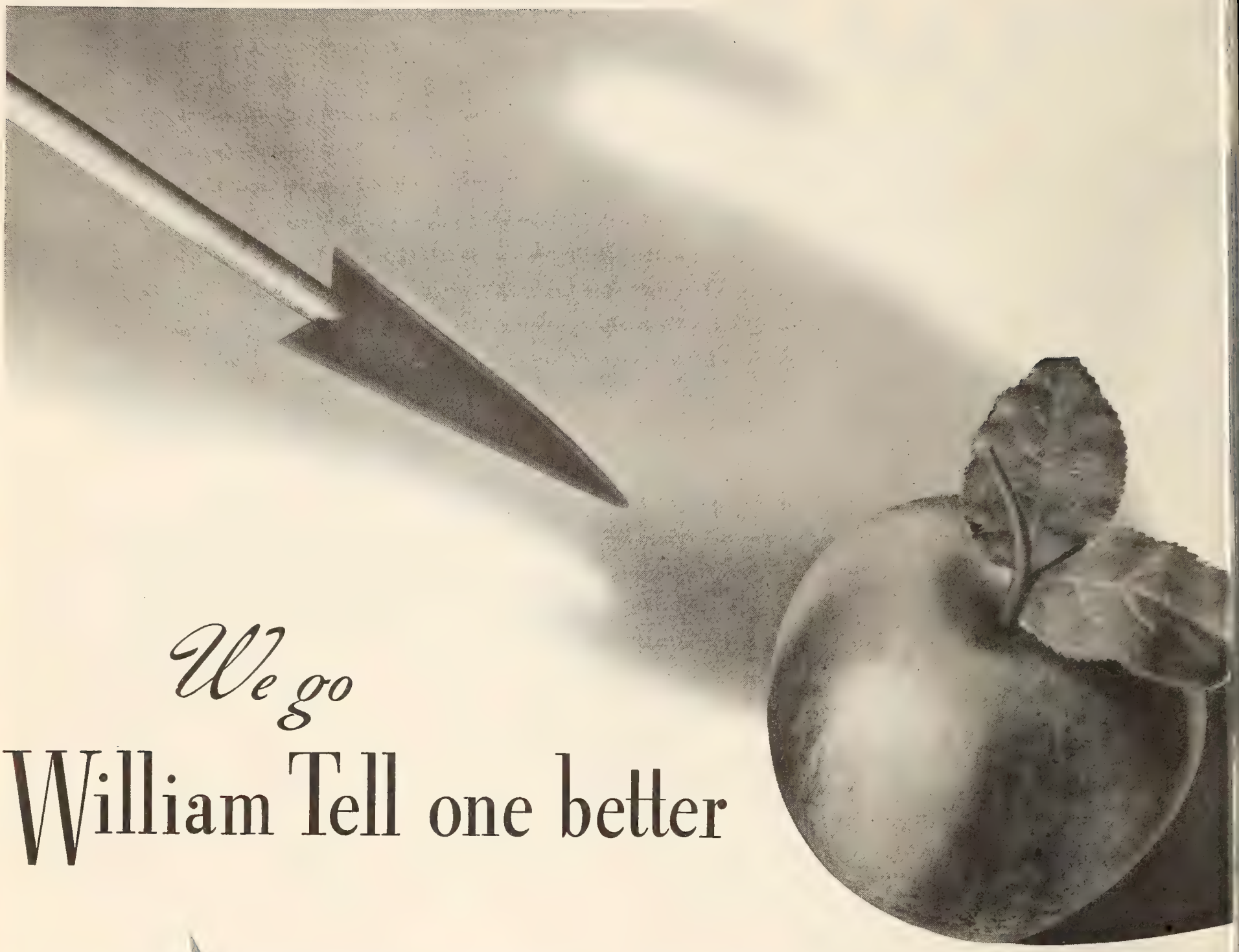
Alton Cook, WORLD-TELEGRAM

WOR's sustaining shows rank high in listeners' estimates and the station sanely stresses daytime programs. WOR is often the first dialing choice.

Dinty Doyle, N. Y. AMERICAN

Just as readily as these radio editors respond to the programs we present, do the majority of the 35 million listening ears in the area which WOR serves respond to the sponsors whose products we sell.

W O R



We go

William Tell one better

Bill Tell was a good marksman . . . and his arrow went right to the core of that old apple!

But we take no back seat, even to Bill. In fact, we go him one better (or should we say *six* better?) When WGAR shoots your advertising message through the air, it's no wild and futile flight. It's a bull's-eye in every one of the seven richest counties of northern Ohio . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake. It plows deep and true into nearly a million homes, reaches the people who spend one out of every three of the state's retail dollars.

Of course, there are others who also reach this market by air. But when it comes to driving your message home effectively, with a minimum amount of pull on the bow (yes, we mean the ad-appropriation) . . . we've got it! And we can prove it!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network

John F. Patt, Vice-President and General Manager

Edward Petry & Co., Inc., National Representatives

There is no Gamble in Radio Coverage of New England



WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell

THE YANKEE NETWORK'S COVERAGE IS *POSITIVE!*

BY giving the public the cream of national programs (NBC Red Network) plus New England's most popular locally produced shows, which originate in WNAC studios, The Yankee Network provides the most brilliant all-day procession of features ever presented to a New England audience.

By combining the largest, most popular local stations in eleven big buying centers, The Yankee Network gives you the one big New England audience . . . not scattered coverage, but intense coverage of every worthwhile market, including 13 New England cities with 100,000 population or more.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


LOOKING

AT THE VERY RICH

Preview of a Study about Them and Their Radio Listening Habits

The advertisers' problem, of course, has never been how to *sell* the Very Rich but how to *reach* them; how to enter their homes — *at their invitation.* Once you get in, these Very Human people will listen to your story — and will like it, if you tell it well.

Radio brings you in.

In one of the commonest of America's activities — listening to the radio — the Very Rich are *not* different from just folks. They listen to the same programs and respond in the same way.

How do we know this? The Very Rich themselves have told us. By means of personal interviews conducted *for* (but not *by*) the Columbia Broadcasting System, a large university has taken a sharp-focus, close-up picture of the listening habits of a selected group of the wealthiest, most aristocratic families of America's most aristocratic city.

The story they tell about themselves . . . their actual hours of listening . . . their actual program preferences . . . throw considerable light on the problems of reaching the rich everywhere — a little known but highly significant market. Would you like to see a copy of this study? It is called "The Very Rich".



THE COLUMBIA BROADCASTING SYSTEM

rgnette by Cartier

1124 I.G.A. PROGRAMS *for* 122 DEALERS *Bring Results*

BREWSTER GORDON AND COMPANY, INCORPORATED

VETERAN BRAND IGA FOOD PRODUCTS

ROCHESTER, NEW YORK
November 17, 1936

Mr. William Fay, General Manager
Radio Station WHAM
Hotel Sagamore
Rochester, N.Y.

Dear Mr. Fay:

That our daily broadcast over your station is producing results for us is best indicated by the fact that we have been using this form of advertising for about four years. Aside from hand bills, which our dealers distribute, and display material, this is the only form of advertising we use for our 122 I.G.A. members.

We originally picked WHAM because its complete coverage - not only of Rochester but also of the entire trading area outside of Rochester in which many of our members are located - provided the most economical means of giving them the benefit of consumer advertising. Another important factor was the originality of the program idea which you submitted to us.

Our members all report a ready response on the part of the public to the radio specials which we offer and tell us that their customers make frequent mention of our radio program. You are as well acquainted as I am with the large number of letters received weekly from interested listeners - proving that your station and our program has a consistently great listening audience.

Very truly yours,
BREWSTER, GORDON & CO., INC.
E. F. Brewster, President

EFB:P

TELEPHONE MAIN 922 P. O BOX 711



E. F. Brewster,
President
BREWSTER, GORDON
& CO., INC.

"WHAM Provides Most Ec
nomical and Effective Mear
of Covering Trading Area
***Says* I. G. A. Distribut**

FOUR years of uninte
rupted broadcasting can r
sult only from an attentio
compelling program and
station having an establishe
listening audience with th
ability to buy. You are a
sured of both when you sen
your message over WHAM

ASSOCIATED NBC

50,000 WATTS
1150 KILOCYCLES

Chicago

Transamerican Broadcasting and Television Corporation

333 N. Michigan Ave.



CLEAR CHANNEL
FULL TIME

New York

Craig & Hollingbery, Inc.
250 Park Avenue

Owned and Operated by the
STROMBERG - CARLSON TELEPHONE MANUFACTURING COMPANY

FLASH!!

A NEW NETWORK
COVERING
ALL CALIFORNIA



EFFECTIVE
December 29, 1936

These six stations owned and operated by the McClatchy Newspapers and the Hearst Organization will operate as

THE CALIFORNIA RADIO SYSTEM

KEHE LOS ANGELES 5000 WATTS L.S.
KFBK SACRAMENTO 5000 WATTS
KYA SAN FRANCISCO 5000 WATTS L. S.

KMJ FRESNO 1000 WATTS L. S.
KERN BAKERSFIELD 100 WATTS
KWG STOCKTON 100 WATTS

These stations cover completely all the rich METROPOLITAN and VALLEY markets of this great state.
For full particulars, rates, markets, address individual stations or

HEARST RADIO: Network National Representatives
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO



"Sh-h—he's having a program idea!"

FAR be it from us to mock the pains of creative labor, friend, unless *you're* the one who's having them! In that case, we jeer only because you could so easily avoid them — by shifting the load to us.

No, we won't attempt to write your script or arrange your music — but we do possess young men who can hatch ideas like mad, and who can *and do* help work up some of the best program ideas over which you ever beamed a beam!

Where do we come in? Well . . . if we can help make radio your easiest *and most effective medium*, we figure that you won't exactly penalize us or our stations! How about giving us a ring?

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

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180 N. Michigan
Franklin 6373

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Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

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WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

ol. 11 No. 11 WASHINGTON, D. C., DECEMBER 1, 1936 $3.00 A YEAR — 15c A COPY

Speedy Action Seen on Allocations Policy

By SOL TAISHOFF

Economics Section May Be Set Up by FCC; Higher Power Inevitable; Allocation Policies by March Forecast

ETTING UP of an "Eco-omics Section" within the CC, to take into account arket and trade factors in e allocation of broadcast fa-lities instead of the hard d fast "quota-unit" method rmerly employed, is being nsidered as a possible part the new allocation policies be promulgated by the CC Broadcast Division.

Impressed by the large nount of economic data sup-ied during the allocation earings in October, and con-nced of their importance in ie distribution of broadcast-g facilities to given market eas, the FCC Engineering epartment will recommend ich a new section.

This significant departure in CC policy has developed from e analysis by the Engineering epartment of the voluminous stimony presented at the hear-gs. It envisages creation of a ction within the Engineering De-artment which would compile ading area and market data. In l cases involving allotment of in-eased or new facilities, this sec-on would turn over to the FCC roadcast Division a full report n the economic ability of the area support such facilities.

Changes Likely by March

EANWHILE, the Broadcast Di-sion was driving toward promul-ation of new allocation policies by ext March, with the Engineering epartment now engrossed in the reparation of a preliminary re-ort of the hearings and hopeful presenting it to the Division be-ore Christmas.

Laying down of broad new poli-es is hoped for by mid-February, become effective 30 days there-fter, unless parties in interest xercise the established right of emanding hearings on the pro-osed new rules. These rules will mbrace changes in policy on such atters as superpower, retention a specified number of clear annels, horizontal increases in ower for various classifications stations; setting up of several ew classifications, and changes in ngineering standards.

Chief Engineer T. A. M. Craven is personally analyzing the testimony presented during the hearings and will submit his report to the Broadcast Division within two or three weeks, under present plans. Actual recommendations, however, are expected to follow conferences with the three Broadcast Division members, with mid-February tentatively set as the earliest possible date of actual drafting. The usual 30-day notice period would mean, under such conditions, promulgation by mid-March, provided no hearings are requested. Indications, however, have been that hearings would be sought.

The plan for an Economics Section embraces selection of some recognized economist to head the bureau. It would become the reservoir of information on all business aspects of broadcasting, as related to Broadcast Division regulatory operations. In addition to legal and engineering recommendations now provided to the Division on all cases, there also would be an economic recommendation based on the conclusions of this projected new section. The fundamental question, in each case, presumably would be whether a station of particular power and status could be supported in the given community without deleterious effect upon other stations.

This, partially, would take the place of the former arbitrary quota system employed by the FCC and its predecessor Radio Commission, which specified an equal distribution of broadcasting facilities among the five geographical zones into which the country was divided, and an equitable distribution in each state according to population. The Davis Amendment, which made the quota system mandatory, was repealed last summer by Congress, and the FCC subsequently rescinded the system.

Stronger Signals

ON THE broader aspect of new allocation policies, it is felt by those in close contact with FCC activities that a conclusive case for greater power all down the line has been made. In other words, a technical showing was made, which stands unrefuted, that the signal intensity of the broadcast structure generally requires raising.

On the moot question of 500,000 watts power and retention of clear channels, it seems just as apparent at this writing that in certain instances superpower might be construed as beneficial, but the Division intends to hew closely to its predetermined policy of considering each situation upon its own merits.

A reduction in the number of clear channels is expected. The extent of the reduction, obviously, must remain in doubt until the definite policy is determined. To this observer, it would appear that possibly five of the remaining 30 clear waves will be duplicated, with directional antenna requirements. In at least three of these cases, the occupants of the channels themselves favor duplication, since they now share time—a type of operation that was branded uneconomical and not conducive to good public service.

It is conceivable that, through the introduction of additional classifications of stations, such as a sub-clear bracket, additional channels will be "broken down", with perhaps a 5,000-watt station operating on such channels along with a 50,000 watter. On those channels which might be accorded 500,000 watts, it appears they would be kept entirely clear.

Higher Power Trend

THE HIGHER power trend also seems to be rather firmly set at this time for both regional and local frequencies. The present thought is that 5,000-watt night operation should be permitted on regionals, wherever possible, with increases to 250 watts for locals on the same basis. Realignment of stations and channels in a few cases may be essential to procure the proper clearance for such increases.

In this regard, it is presumed the Division will consider 5 kw. applications as they are filed, and on individual showings, after the new rules are issued. This does not necessarily mean hearings on them.

Opening of the 1500-1600 kc. band for regular regional station operation also is regarded as distinctly probable in the new allocations. With but four stations now operating in this band with a 20 kc. separation (twice the regular band width), opening of these channels for regular use would mean provision of 10 additional channels upon which might be placed some 30 to 50 stations. Now called "high-fidelity" stations, new stations on these waves would be required to adhere to rigid engineering principles, but would no longer be branded "special" stations with experimental call-letters.

Instead of the existing four

(*Continued on page 70*)

The Allocations Horizon at a Glance

1. AN "ECONOMICS Section" of the FCC is being considered to take into account market and trading area factors in future allocations, with economic recommendations to be considered along with engineering and legal.
2. FCC Engineering Department now drafting preliminary report to be submitted by Christmas on whole subject of October allocation hearings. Effort is to promulgate proposed new rules by mid-February, to become effective 30 days thereafter unless hearing requests forestall it.
3. Superpower seen as benefit in certain areas, but each application for 500,000 watts to be considered on individual merits.
4. Breakdown of additional clear channels likely, possibly reducing number from present 30 to 25. Duplicated stations with directional antennas on broken down waves would constitute new classification of stations.
5. Power increases on certain regionals to 5,000 watts day and night, also relatively uncontested, with new regional classification contemplated. Locals, where possible, also would be increased to perhaps 250 watts at night.
6. Present "high fidelity" band of 1500-1600 kc. may be thrown open for regional station operation, with 10 new channels in band to accommodate some twoscore stations. Experimental call letters would be removed.
7. Instead of four existing station categories, seven are likely under revised policies.
8. Changes in engineering standards all down the line seen, with arbitrary rules to be disregarded and with actual propagation curves to govern in each individual case.
9. Effort will be made to disturb economic structure as little as possible in introducing altered policies.
10. Existing stations performing meritorious services will be accorded preference in allotments of improved facilities, with new station applications to be considered afterward.

Race Against Time Puts Sale Of WOAI to CBS in Balance

Hearing Set Dec. 9; KTSA, KNOW May Join NBC; WTIC, WSPD, WFEA, KGNC Sign NBC Contracts

A RACE against time on the sale of WOAI, San Antonio clear channel 50,000 watter to CBS for $825,000, was precipitated Nov. 24 by the FCC Broadcast Division when it set for hearing on Dec. 9 the application involving the sales contract. The contract carries a clause that the sale will be void unless approved by the FCC prior to Dec. 28.

In setting the transaction for hearing before an examiner, the Division followed usual procedure. However, it took cognizance of the contract deadline by advancing the date on the usual docket. CBS waived the usual 30-day notice requirement and, so far as known, no parties directly interested have indicated opposition. Thus, it is possible that the examiner will get out his report in time for Division action prior to Dec. 28. Should there be any unforeseen developments, however, it is presumed the transaction will be forestalled.

Simultaneously, NBC announced the signing of four additional stations — WTIC, Hartford 50,000-watter, to continue as a Red outlet under a five-year contract; WSPD, Toledo, to switch from CBS to the Blue, effective May 1; WFEA, Manchester, which on March 1 switches from CBS to NBC supplementary. and KGNC, Amarillo, Tex., which on Jan. 1 shifts from CBS to NBC optional Red or Blue.

Renewal of Option in Doubt

AN IMPORTANT factor in the WOAI-CBS deal, it was understood, was the matter of taxes. G. A. C. Halff, president of Southern Industries Inc., operating WOAI as well as an oil drilling and general investment business, desired to consummate the transaction as a part of the 1936 business of his company for tax purposes. Failure to procure FCC approval by Dec. 28, it was learned, would mean that the transaction could not fall into the 1936 tax year.

Should the WOAI sale be consummated, it is understood KTSA, San Antonio, present CBS outlet, will join NBC replacing WOAI. Also, KNOW, Austin, like KTSA owned by Hearst Radio, Inc., is more than likely to join NBC in such an event. In fact, negotiations were in progress as BROADCASTING went to press for NBC affiliation contracts with KTSA and KNOW, with every likelihood that these would be concluded by Dec. 1, thus probably forcing a WOAI affiliation with CBS if the sale deal falls through.

CBS sought WOAI to bolster its position in the Southwest. It asked for a hearing before the FCC, but desired to have it expedited by inducing the Broadcast Division itself, rather than an examiner, to handle the proceeding. The Division, however, concluded that it would have to pursue the usual course of having an examiner take testimony and make his recommendations, irrespective of the time limitations in the contract. William S. Paley, CBS president, was in Washington Nov. 23, presumably in connection with the case.

With the signing of the four additional stations, NBC has increased its list to 110. Other stations which join NBC on Jan. 1 are WEAN, Providence; WICC, Bridgeport; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield. The latter four are owned by the McClatchy Newspapers. On May 1, WOWO, Fort Wayne, becomes an NBC basic Blue outlet, switching from CBS.

In practically all of the negotiations, NBC President Lenox R. Lohr personally has interceded. He negotiated the WTIC, KGNC and WSPD contracts, it is reported.

A five-year contract with NBC was signed Nov. 17 by WTIC.

The NBC's new standard form of contract, it was reported, was accepted by Travelers Insurance Co., owners of the station. The station, therefore, cannot tie into any other major network but will be permitted to continue as an outlet of the Yankee Network, of which it is now an affiliate. The fact that WNAC, Boston, key station of Yankee, is an NBC-Red outlet makes this continued affiliation possible.

Spirited bidding for WTIC had been in progress for several months. Until a few months ago, Travelers virtually had decided to sell the station and disassociate itself with radio. The fact that WTIC, for the first time in eight years, is showing a profit, however, led to the decision of the insurance company board to continue ownership.

Battle for Clear Channels

ACTING principally for WTIC has been Daniel Read, secretary of the company. Executives of each of the networks have been in frequent contact with the station since last October, when an option for its purchase, held by Cherry & Webb, New England department store operators and owners of WPRO, Providence, for a price of $675,000, was allowed to expire.

The WTIC signing is seen as the termination of the brisk competition between the major networks for clear channel affiliates in strategic locations. A number of important changes in status have been effected during the last several months, two of which likely will not take place until the first of the year or afterward.

Paul W. Morency is general manager of WTIC and it is understood, will carry forward its expansion plans.

The WSPD contract was announced by President Lohr and George B. Storer and J. H. Ryan, president and vice president respectively of Toledo Broadcasting Co. which operates WSPD. The station is one of the oldest in the country, having been founded in 1921. It uses full time on the 1340 kc. channel with 5,000 watts day and 1,000 watts night.

In a joint statement released when the contract was signed, Mr. Storer and Mr. Ryan said:

"The decision to change to the NBC has been prompted by a desire to give listeners of Toledo and Northwestern Ohio the outstanding programs of the NBC Blue Network, for which there has been a united and persistent demand."

KGNC's contract, which fixes the station's network rate at $120 an hour was also negotiated by Mr. Lohr. The station is owned by the *Amarillo Globe & News* and operates with 1,000 watts night and 2,500 day on 1410 kc.

CBS made an effort to retain WSPD, and there was some question about the station's contract with it involved in the negotiations.

FORM NEW NETWORK



Emile Gough



Guy Hamilton

NEWSPAPER GROUP TO ACQUIRE WIRE

SALE of WIRE, Indianapolis, by W. E. Vogelback, of Chicago, and D. E. (Plug) Kendrick, manager, to Central Newspapers Inc. of Indiana, for approximately $340,000, has been effected subject to FCC approval, it was learned Nov. 20.

Central Newspapers Inc. is headed by Eugene C. Pulliam, as president and principal stockholder, and publishes a number of papers in Indiana, including the *Lebanon Reporter* and the *Vincennes Sun-Commercial.* The transaction is for purchase of the stock of Indianapolis Broadcasting Inc., corporation operating WIRE. Mr. Vogelback, president of the American Allied Products Co. and of the American Engineering & Management Corp. of Chicago, is listed as the holder of 89.2% of the stock of WIRE, with Mr. Kendrick holding 10.8%.

According to the application filed with the FCC, the aggregate price for 100% of the stock is $340,000. However, one-third of the stock already had been purchased by the Pulliam group for $165,000 in two payments of $90,000 and $75,000. Thus, the balance to be paid would be $175,000. FCC approval of the sale of the one-third block of stock was not necessary, since control of the station did not pass in that transaction.

The change in ownership, if approved, will become effective Jan. 1. It is expected that L. L. "Jake" Jaquier, present manager, will remain in that capacity. Mr. Kendrick, it is reported, will not stay.

Express Holiday Spots

RAILWAY EXPRESS AGENCY, through Caples Co., New York, has inaugurated a spot announcement campaign continuing until Christmas in 11 major markets. The campaign is directed at Christmas gift shippers, and consists of 30, 50 and 100-word announcements broadcast from three to six days a week. Stations are WBZ-WBZA, KOA, CKLW, KTRH, KNX, WIOD, WOW, KYW, KDKA, KEX, KGO.

Hearst-McClatchy California Group

Six Newspaper-Owned Stations Form Regional Network

A NEW California regional network, to be known as the California Radio System and which will embrace six newspaper-owned stations, will get under way Dec. 29 under arrangements concluded Nov. 24 by Hearst and McClatchy radio interests. The rate structure remains to be determined, but national representation for the network will be provided by Hearst Radio Inc.

The California Network will be cooperative in character and will embrace KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield. The first two stations are Hearst owned and have no national network affiliations. The latter four are owned by the McClatchy Broadcasting Co., subsidiary of the McClatchy Newspapers of California. Programs will largely originate at the first three stations.

Arrangements for the network were made by Emile J. Gough, vice president of Hearst Radio Inc., and Guy Hamilton, general manager of the McClatchy radio stations and newspapers, along with O. H. Quinell of the Hearst New York office. Ford Billings, Hearst Radio representative on the Pacific Coast is handling the details of the hookup and will be its general manager.

The four McClatchy stations at present are affiliated with CBS and the Don Lee - California networks, but on Dec. 29 will switch to NBC under contracts made earlier this year by Mr. Hamilton. This is part of a California shakeup in which the four Don Lee stations on Dec. 29 terminate their affiliations with CBS and join Mutual Broadcasting System, while CBS uses KNX, Hollywood, and KSFO, San Francisco, as its California outlets.

Hearst's KEHE is affiliated with the *Los Angeles Herald-Express* while KYA is affiliated with the *San Francisco Examiner.* McClatchy's KFBK is affiliated with the *Sacramento Bee* and KMJ is affiliated with the *Fresno Bee.*

NBC Daytime Increase

WEEKDAY daytime broadcast on NBC has increased nearly $1,000,000 in time placement this year as compared with 10 months of 1935, NBC has announced. Ten-month weekday daytime figures for the last four years are: 1933, $2,958,226; 1934, $4,280,589; 1935, $4,556,489; 1936, $5,827,441. In October, 1936, 697 daytime programs were sponsored on NBC, compared to 434 a year ago, NBC ascribing the increase to "advertisers' appreciation of the selling job that can be done during the daytime hours, both during the week and on Sunday."

Treesweet Testing

TREESWEET ORANGE JUICE Co., Los Angeles, is placing test spots on WGAR, Cleveland, to promote packaged orange mints, a confection. Cash and merchandising prizes are offered to winners of a write-in campaign. Agency is Dana Jones Adv. Agency, Los Angeles.

When Dr. Pepper's Pepper Uppers Perform

By RAYMOND P. LOCKE
Vice President, Tracy-Locke-Dawson Inc.

Sales Soar 63% as Tailor-Made Group of Stations in the South Is Developed; Sponsor Now Uses All-Year Radio

WOT'S a Dr. Pepper?, asks a New York soda jerker. Who is Dr. Pepper?, interrogates a Boston purveyor of carbonated refreshments. That's because Dr. Pepper hasn't hitched the East and Northeast to his custom-built *Pepper Uppers* network. But wait until Mr. Locke, account executive for the sponsor, puts Sugah and Her Boy Friends into those markets and the spigots will be filling glasses in a hurry, just as they are in the South where everybody knows about Dr. Pepper. Although regional, Dr. Pepper ranks second in soft drink sales.

DR. PEPPER sales for the first three-quarters of 1936 have been 63.2% greater than for the corresponding period in 1935, which was the banner year with one exception in this carbonated drink company's history. An important factor of this rising sales curve was the inauguration of the Dr. Pepper-Dixie Network which was created on April 5 as a giant Southern airlane for the popular *Pepper-Uppers* variety program featuring Sugah and Her Boy Friends supported by a 21-piece band under the baton of Alexander Keese. The show has packed the General Motors exposition auditorium at the Texas Centennial each Sunday with audiences averaging 3,000.

That we believe radio has been an important factor in the mounting sales curve is evidenced by renewal on Oct. 1 of our Dr. Pepper-Dixie Network contract for another 26 weeks as the backbone of our fall and winter selling plan. This establishes radio as the one advertising medium we are using the year round.

Who's Nutty Now!

IN ITS early approach to radio as a means to an end, Dr. Pepper Company might well have paraphrased the popular song title with: "I don't want to make history, I just want to make sales. . . ."

However, the result of the last two years of radio effort, combined with other media, makes it quite apparent both sales and history have been made.

No doubt it is still true that when a man from the South walks into a soda fountain in New York, and casually says, "Gimme a Dr. Pepper," the soda jerker "wisecracks" right back.

But, in any city, town or burg from Tucumcari to Winston-Salem or from Kansas City to New Orleans or the lower tip of Texas, ask for Dr. Pepper and you'll get it on the rebound. Millions will testify in a market embracing about 22 states it's a grand nickel drink, too.

Remarkable as it may seem, Dr. Pepper is high second in sales among all the 5c soft drinks on the American market—although it is as yet available to only about one-third of the nation's population.

Fan mail has not been a primary objective of our radio advertising. We have merely used radio as another efficient tool to tell the Dr. Pepper story through the consumers' ears just as we have been telling it in the past through the printed page or poster.

The 63.2% sales increase is evidence radio has been a big help with consumers. In addition, we have enjoyed a valuable by-product in the form of new enthusiasm on the part of our bottling organizations. Most all of the 275 bottlers of Dr. Pepper are within listening area of some one important station on the network. Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers seem to be more highly conscious of Dr. Pepper than before radio was used.

While carbonated beverage manufacturers usually refuse to admit their business is seasonal, actually their sales do decline during the winter months. When the advertising appropriation is limited, it seems best strategy to concentrate, as we have previously done, during the season of heaviest consumption. The renewal of the Dr. Pepper radio contract for the next 26 weeks is significant in that radio is the first medium to be used on a year-round basis, since the early days of the depression.

Dr. Pepper Company's use of radio began with spot announcements in 1934. One-minute recorded spots were used daily on some 25 radio stations. The spots were dramatized one-minute playlets. Recordings were produced in Hollywood by real actors and topped off with commercial lines spoken by John McIntyre.

That was the start. The experiment was interesting and showed evidence of being profitably effective. That series of announcements was followed by a second in the summer of 1935, these much the same as the initial series except that the characters "spoke in rhyme". A supplemental series of five-minute recorded programs was used to promote a contest which was successful.

Custom-Built Network

IN THIS 1935 series, however, the recorded spots were used only outside of Texas. In the home state itself, we were testing out our live talent program, the set-up being Texas Quality Network, including WFAA in Dallas, WBAP in Fort Worth, WOAI in San Antonio and KPRC in Houston.

It was in April of 1935 that we presented our first broadcast of a live talent show of the comedy-music type. Initially it was a 15-minute presentation. About June, we succeeded in clearing additional time and expanded the performance to a 30-minute show which was shifted from the WFAA studio to the Baker Hotel's Crystal Ballroom where the public was invited to attend. Here, overflowing crowds, given tickets by Dr. Pepper route salesmen and dealers, were greeted weekly.



R. P. LOCKE

In November, the *Pepper Uppers* moved to another hotel to accommodate the public with better acoustics.

Early in 1936 we investigated available portions of NBC and CBS networks with the thought of expanding our network to include not only the home state but all of our developed territory, which was, roughly speaking, the area east of the Rockies and south of the Mason-Dixon line.

We found these established national chains inflexible, so inflexible they seemed impractical for our purpose because of too much waste circulation. We then determined if possible to build our own network custom-made to fit our problem.

With the cooperation of Alexander Keese of WFAA, we pioneered, plunging into negotiations with three different regional telephone companies and 20 radio stations for wires and station time. The result was the Dr. Pepper-Dixie Network, and it has meant the surmounting of no small batch of obstacles. Clearing the best available broadcast hour throughout the stations was, in itself, a task but we feel it has been worth it as a means to greater sales.

Stations were selected in nearly all cases for widest coverage and offered an established Sunday-evening audience. Our spot at 5:30 p. m. gave us the position of curtain raiser on the "Sunday Parade" of Jack Benny, Robert Ripley and other top programs. Our network consists of 20 stations, including WFAA-WBAP, Dallas-Fort Worth; KPRC, Houston; WOAI, San Antonio; KGNC, Amarillo; WKY, Oklahoma City, KVOO, Tulsa; KTBS, Shreveport; KTHS, Hot Springs; WJDX, Jackson; WMC, Memphis, WAPI, Birmingham; WSB, Atlanta; WSM, Nashville; WROL, Knoxville; WMAZ, Macon; WFAB, Greenville, S. C.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C., and KSD, St. Louis.

Anniversary Tie-ins

SINCE this is Dr. Pepper's 50th anniversary, the company tied-in with the Texas 100 birthday celebration by moving the Sunday evening broadcasts to General Motors' exposition auditorium. In this internationally known setting, Dr. Pepper's variety show attracted from 3,000 to 5,000 auditors and spectators weekly.

It may be of interest that before deciding to expand our network outside of Texas, we conducted a survey to determine listener appeal. Students in marketing and advertising from Texas universities were hired to make personal interviews among average people in large towns and in smaller places. The leading question was: "Name your six favorite radio programs, in order of preference."

Results placed the *Pepper-Uppers* so high on the list we feared interviewers had biased the listeners in our favor. A check back with professors and students disclaimed any influence whatever to bias the interviewees. Even so, we decided to make a further test.

In the first instance, we had instructed the interviewers to direct their questions at 50% young people or students and 50% adults. In the second instance, however, we simply picked out several hundred names from the telephone directory, and sent out mail inquiries. The results were as astonishing as had been the personal interview survey, both placing our program in the same high place. We found that our program tied with *Amos 'n' Andy*.

After the *Pepper Uppers* had been on Dr. Pepper-Dixie Network for 16 weeks, we conducted another mail inquiry, this time in the territory covered by the newer part of the network outside of Texas. Surprisingly, this disclosed a rank three points still nearer the top! Whether the fact Jack Benny, Fred Allen and Ripley were off the air at this time had anything to do with this standing is, however, a question.

Autumn Time Sales Show Big Advance

September Volume Up 50.6% Over Same Month Last Year

AUTUMN time sales of broadcast stations showed the usual upward trend for the season, with September volume running 50.6% ahead of the same month a year ago, the largest increase in a long period. The September advertising volume was $8,541,218 according to the NAB, an increase of 22.1% over August.

Nonnetwork advertising in September was 13.7% greater than the August figure, the gain being spread over all of the country, particularly in the New England and Mid-Atlantic regions. All forms of rendition were in larger volume except announcements. Transcriptions gained 60.5% and live talent rose 73.3% as compared to the same month in 1935.

Gains of Sponsor Groups

PRINCIPAL gains by sponsor groups, as compared to September, 1935, occurred in automotive and clothing network advertising and in the financial field, although the gains were general. All groups showed a gain over August and were divided among the various portions of the medium as follows: National networks 29.6%; regional networks, 2.2%; national nonnetwork, 11.8%; local 15.6%.

Among other media September volume increased over August as follows: National magazine 30.7%; national farm paper 41.3%; newspaper 12.6%. Compared to September of last year increases were: National magazine 20.2%; national farm paper 22.7%; newspaper 10.1%.

Nonnetwork advertising for the month was 56.7% greater than the same period a year ago, with business of regional stations rising 70.2%, clear channel nonnetwork increasing 54.9% and local volume mounting 31.5%.

Total broadcast advertising for the month in various portions of the medium follow:

	Aug.	*Sept.*	*Cumulative Jan.-Sept.*
National Net	$3,776,885	$4,894,494	$40,685,675
Regional Net	114,990	117,524	990,692
National Nonnet	1,518,200	1,697,900	16,405,160
Local	1,584,600	1,831,300	15,488,770
Total	$6,994,675	$8,541,218	$73,570,297

Radner Heads WIBM

ROY RADNER, vice-president of WIBM, Jackson, Mich., has taken over management of the station, succeeding the late Charles A. Hill, who died Nov. 4 in an automobile accident. Don Mather, commercial manager of WIBM, was killed at the same time. Mr. Radner is a brother of Herman Radner, Detroit business man who is president and part owner. An attorney, Mr. Radner has been active in WIBM affairs for the last 18 months. He is 30 years old.

FOR THE fifth successive year WGN, Chicago, is broadcasting the Sunday night home games of the Chicago Black Hawks in the National Hockey League race. The broadcasts, which are an exclusive WGN feature, are not sponsored.

Biggest Month in History of Networks Recorded With Aid of Political Funds

WITH THE aid of sponsored political broadcasts NBC, CBS & Mutual combined October receipts totaled $6,722,926, the largest monthly gross billing figure to be recorded since the start of network radio ten years ago. Individually each network reported October revenues greater than any previous month's receipts.

The combined NBC-Red & Blue networks booked $3,696,489 during the month, an increase of 33% over October, 1935. October billings of CBS totaled $2,754,808, or approximately $600,000 greater than its largest previous month, March, 1935, and 42.7% greater than October, 1935. Mutual network, including supplementaries, totaled $271,629 during the month, an increase of 50.6% over a year ago.

A breakdown of the NBC figures shows $2,417,743 billed on the Red network and $1,278,746 on the Blue. CBS October billings are the largest gross figure ever recorded by a network.

In computing these figures the networks deducted all time charges for commercial programs cancelled for political broadcasts but no allowance was made for talent costs which the network had to pay on these cancelled programs. [For network political expenditures see BROADCASTING Nov. 15.]

For ten months of 1936 NBC reports $27,496,632, and CBS $18,304,878, an increase of 7.4% for NBC and 30.5% for CBS against the corresponding period last year.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
Oct.	Red	2,417,743	33.	2,779,557	2,775,431	2,130,046
	Blue	1,278,746				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,465
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
October		2,754,808	42.7	1,903,512	1,752,601	1,125,793
			MBS			
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....
August		122,065	69.	72,076	.....	.....
September		168,919	103.8	82,907	.....	.....
October		271,629	50.6	180,374	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Brach Candy Testing

E. J. BRACH & SONS, Chicago candy manufacturer, is running a test campaign for Zolo Nut Bar, a new five-cent candy bar, in Peoria, Ill. Six announcements daily are being used on WMBD, two one-minute announcements and two two-minute spots during the day, and two two-minute spots during the evening, Monday through Friday. The Peoria campaign is chiefly a product test, with radio being used as the best means of stimulating immediate sales, according to W. R. Fowler, account executive for Needham, Louis & Brorby Inc., Chicago agency, which is handling the campaign.

Illinois Central on CBS

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 22 began a 13 week series of musical programs on nine midwestern CBS stations (WBBM, KRNT, KMBC, WISN, WCCO, KFAB, KMOX, KSCJ, WNAX) Sundays, 7:30-8 p. m. The program features Ruth Lyon, soprano, Chevaliers male quartet, and Richard Czerwonky's orchestra. Norman Ross, travel lecturer, is giving short talks during the series, which is devoted to tours through the southern portions of the United States. The program is keyed from WBBM, Chicago, and is titled *Headin' South.* Caples Co., Chicago, is the agency.

Foreign Language Network Is Formed

Viola & Furman Connect Four Stations in New England

VIOLA & FURMAN, New York foreign-language station representatives and radio production firm, announces formation of a four-station network in New England devoted exclusively to foreign language broadcasts. The network has been in operation for the past month and includes WELI, New Haven; WNBC, New Britain, Conn.; WSPR, Springfield; WCOP, Boston. Arrangements are being made to extend the network into the Providence area.

Accounts on this first exclusive foreign language network, which has permanent A. T. & T. wires, are: Miles Laboratories Inc., Chicago (Alka-Seltzer) through Wade Adv. Agency, Chicago; Modern Packing Co., Brooklyn (Balboa olive oil); Paramount Macaroni Co., New York; D. Wroblewski & Co., New York (tonic).

Foreign Audience

J. FRANKLIN VIOLA, for the last six years with WEVD, New York, selling and producing foreign-language programs, and Norman Furman, for 10 years with the Jewish Theatre and six years in the foreign-language radio field with WARD and WBBC, Brooklyn stations, formed the firm of Viola & Furman last March with offices at 150 W. 42d St. According to the company there are 14,000,000 foreign-born and 26,000,000 native-born of foreign parentage living within the borders of this country and it is this market that it is servicing in the radio field.

In addition to the stations which comprise the network, Viola & Furman represents the following stations as foreign language representatives: WEVD, New York; WFAB, New York; WGES, Chicago; WRAX, Philadelphia. With the exception of WGES, it has accounts running on all these stations, some live and others transcriptions.

The Jewish and Italian programs which were broadcast by the American Labor Party in the last presidential campaign were produced and placed by the firm. Mr. Furman is in charge of Jewish radio production; Mr. Viola, Italian; Josef Kallini, Polish; Julius Selig, German.

New WPRO Manager

PREPARATORY to its affiliation with CBS Jan. 1, WPRO, Providence, has announced the appointment of Stephen T. Willis, manager of WSBT-WFAM, South Bend, Ind., as its new general manager. Mr. Willis, a former newspaperman, has been with the South Bend stations for the last two years. He succeeds Paul Oury, manager of WPRO for the last decade. Mr. Oury has not announced his new plans. He is the former owner of WTAW, Pawtucket, R. I., which was merged with WPRO.

FRANKLIN D. SCHURZ, vice-president of the *South Bend Tribune,* on Nov. 23 announced he had assumed active management of WSBT-WFAM, stations owned by the newspaper. Robert H. Swintz has been appointed advertising manager.

Radio Inquiry in Congress Unlikely

Wheeler Opposes Newspaper Ownership of Stations, Network Control of Clear Channels, Superpower

DESPITE the rising tide of interest in newspaper and network ownership of broadcasting stations, there is little likelihood of enactment of legislation at the new session of Congress, which convenes Jan. 5 having to do with broadcasting or with the functioning of the Federal Communications Commission.

By the same token, there is no thought in the minds of radio leaders on either side of Congress for any immediate investigation of broadcasting or the FCC.

Dispelling reports that have gained momentum during the last few months to the effect that dire things would happen at the session, both Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and Rep. Sam Rayburn (D-Tex.), chairman of the House Interstate and Foreign Commerce Committee, told BROADCASTING Nov. 20 that they saw no reason either for hearings or for an immediate investigation. These committees are charged with the handling of radio legislation.

Mr. Wheeler's Views

SENATOR WHEELER, however, did not brush aside the subject of broadcasting without making several pertinent observations. It was his opinion, he asserted, that:

1. Something should be done either in a legislative or regulatory way about newspaper ownership of broadcasting stations to preclude "monopoly of public opinion and advertising".

2. Major networks should be divested of their "ownership of clear channels" except in key cities.

3. "Superpower" constitutes a threat to smaller stations that should be studied carefully before any definite steps are taken.

While his present intention is to forego consideration of radio legislation at the outset of this session, the veteran Montana legislator declared that the current brisk activity in station acquisitions both by newspapers and networks might necessitate some alteration of procedure. If repercussions on the floor at the forthcoming session become general, he said, it may be necessary to consider the advisability of prompt enactment of legislation which would curb the trend.

His committee, Mr. Wheeler said, would be occupied with railroad holding company legislation at the outset of the session. Until that subject is disposed of, he declared, he did not plan to go into radio legislation unless some emergency develops. He reiterated that he proposed to make a detailed study of clear channels, superpower, newspaper ownership and the like, as soon as he could following the railroad inquiry. The death on Nov. 25 of O. P. Van Sweringen, president of the Van Sweringen railroad interests, has interfered with the committee's plans since these holdings were to be among the first investigated. It is unlikely, however, the Senator said Nov. 26, that he would defer the railroad hearings long enough to allow an inquiry into broadcasting.



WARMING UP—Here is Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee, seated at his desk in the Capitol, upon his return from his home in Montana. Preparing for a big legislative year, the Senator expressed himself rather vigorously on radio.

Prefacing his remarks with the statement that he felt broadcasters during the recent election campaign handled themselves admirably as nonpartisan, nonpolitical purveyors of news and information, Senator Wheeler declared his only object in expressing his views at this time is to preserve the freedom of the medium and to permit it to achieve greater effectiveness.

He said that all thought of government ownership has been banished from the minds of most thinking people, but that if the medium is to be preserved, legislative "safeguards" must be provided against "monopoly" and control by "corporate interests". He was especially vigorous in asserting his conviction that radio is serving as an antidote to the corporate interests which he said most newspapers represent.

While Senator Wheeler asserted initially that he felt there should be a "complete divorcement" of newspapers from ownership of stations, he afterward modified this statement by saying that he would be satisfied with some "middle-ground" position wherein a "protective cloak" would be thrown about broadcasting station operation by newspapers to prevent "monopoly" in news and also to prevent "unfair competition" in advertising with other newspapers and stations, such as might result when one newspaper does not own a station and another does, and from joint rates for newspaper space and station time.

"Something ought to be done to prevent the newspapers from owning broadcasting stations or monopolizing them," the Senator said. "I think the Communications Commission can say it is against the public policy for newspapers and broadcasting stations to be controlled by the same outfit. It tends to give newspapers a monopoly not only of public opinion but of advertising, and that, in my opinion, constitutes unfair competition in interstate commerce."

Elaborating on this, the Senator asserted that separate corporate ownerships by different individuals and under different management, in the extreme, would constitute fulfillment of his views on this subject. If the FCC does not have the power at this time, he declared, "I think we can pass a law which would say that there cannot be joint ownership."

Protecting the Industry

IN THIS connection, Senator Wheeler observed that the Supreme Court forced the Reading Railroad to dispose of its coal interests as contrary to public policy. He said this, to his mind, was almost a perfect analogy, since newspapers and the broadcasting stations, like the railroads, operate in interstate commerce.

When a company owns both the newspaper and broadcasting station in a single city, Senator Wheeler said, "it has the power of life and death over the little merchant."

Asked if he felt there was any compromise with his views in this regard, Senator Wheeler said his position was not antagonistic either to newspapers or stations and that he simply felt something would have to be done to safeguard the industry lest the situation prove a boomerang. "As a whole," he declared, "I believe radio has done a very remarkable job and has been unusually fair. My purpose is that of protecting the industry."

Turning to network ownership of stations, Mr. Wheeler said he felt the FCC should "not permit all of the clear channels to be controlled by the owners of the chains."

"It is nonsense," he said, "for networks to say they should have them to perform service to listeners. I think they should have a few key stations for the purpose of furnishing programs from important talent centers. Otherwise, if the present trend continues, they are going to have a complete monopoly of radio broadcasting in this country. The time to stop is now, for their own good as well as the good of the public and of the industry."

On the subject of superpower and clear channels, Mr. Wheeler said he had not gone into it extensively but declared he felt any

(*Continued on page 70*)

THIRD RADIO REPRESENTATIVE

Luther Patrick, WBRC Commentator, Wins Seat in House, Along With Stefan and Hook

LUTHER PATRICK, Birmingham attorney and until recently conductor of the *Good Morning Neighbor* program on WBRC, Birmingham, becomes the third broadcaster in Congress, having been elected to the House by the usual Alabama Democratic plurality Nov. 3 after his defeat of incumbent, Rep. Huddleston, at the primaries last June.

The other radio members of Congress, both reelected Nov. 3, are Karl Stefan (R-Neb.), formerly a news commentator on WJAG, Norfolk, Neb., and Frank E. Hook (D-Mich.), associated in ownership of WJMS, Ironwood, Mich.

Patrick conducted a brisk radio campaign during the primaries, as did Mr. Huddleston, and spent more than half of his $2,700 fund for radio time. All during the campaign, however, he never once mentioned politics on his program, a 6:30-7:30 a. m. human interest period. He gave up the program some time before the election and campaigned for the Democratic party in Kentucky, Indiana, Missouri and Kansas.

A law graduate of Alabama University where his course was interrupted by service in the World War, he hung up his shingle in Birmingham where he has engaged in his profession ever since with the exception of service as assistant state attorney general in 1929 and assistant United States attorney in Birmingham. He resigned the last-named post in January, 1936, to start his campaign for Congress.

At the June primaries Mr. Patrick defeated Rep. Huddleston, a veteran of some 20 years in Congress, by 6,500. He has given up his law practice to devote all his time to Congressional duties. He is married and attends the Methodist church.

Mr. Huddleston was a member of the Interstate Commerce Committee, which handles radio legislation. Mr. Patrick is anxious to secure appointment to the same committee, where he can put his broadcast experience to practical use.

CBS Rate Change Announced With Average Increase of 9%

WABC Becomes Most Expensive Outlet in Country; Increase of 30% in Audience Is Claimed

ANNOUNCING its first rate change in two years, CBS on Nov. 27 made public a new rate card [No. 22], encompassing a 9% average increase and making WABC, New York, the most expensive outlet in the country, with a rate of $1250.

The new schedule, which becomes effective Jan. 1, 1937, for new advertisers (old accounts continue under present rates for a year) parallels the NBC revised rate schedule, announced a fortnight ago to become effective Dec. 15 which provides roughly, a 10% increase.

For its total of 90 cities listed, the new card specifies a night rate of $19,920 per hour, $11,960 per half-hour and $7,980 per quarter-hour. These compare to the present rates for 96 cities of $18,395 per hour, $11,045 per half-hour and $7,370 per quarter-hour. The new rate card takes into account changes in outlets in certain cities.

Change in Optionals

A BASIC network of 21 cities is listed, but with a minimum requirement of 24 cities, the additional three to be selected from a group of five basic optional outlets. For the minimum total of 24 cities the new rates are $8,475 per hour, $5,085 per half-hour, and $3,390 per quarter-hour. This compares with a total for 23 cities under the existing rate card of $7,275, $4,365 and $2,910.

The rate for WABC was increased from $1,000, $600 and $400, to $1,250, $750 and $500. This makes the station the most expensive in the country on an hourly rate basis. The WLW rate is $1,200 per hour, $800 per half-hour and $532 per quarter-hour. Rates for both WEAF and WJZ, NBC New York keys were increased from $1,000 per hour to $1,200 per hour, $720 per half-hour and $480 per quarter-hour in the revised schedule announced two weeks ago [BROADCASTING, Nov. 15].

Many of the stations in the CBS fold are increased in rate. They vary from about $25 to $150 per hour, with the exception of WABC.

In his letter to agencies and advertisers announcing the revised schedule, H. K. Boice, CBS vice president in charge of sales, declared the new CBS network includes 10 new stations replacing previous facilities, and that CBS has increased its audience by over 30% in the two years since current rates were established. He explained that current contracts, if continued without interruption, could be renewed at the old rates until Jan. 1, 1938.

In a separate letter, Mr. Boice stated that WRVA, Richmond clear-channel station with 5,000 watts, would join the network not later than June 29, 1937, replacing WMBG, which is expected to become aligned with NBC in place of WRVA. Night rates for the station, Mr. Boice stated, would be $200 per hour, $120 per half-hour and $80 per quarter-hour.

Mr. Boice's letter on the rate revision follows in full:

The new card reflects a year's progress. It lists 19 stations which have increased their power since the last Columbia rate card was issued 12 months ago. It includes 10 strategically located stations which have been added to the network, replacing previous facilities or still further intensifying Columbia's coverage in new areas.

And in these past 12 months—with an unprecedented total of almost 8,000,000 new sets purchased for the home or automobile—the radio audience has recorded its increasing interest in broadcasting.

Many of these new sets were bought by radio families as additions or replacements to continue and improve their listening; the others went to new radio families, raising last year's total of radio homes in the United States (22,869,000) still closer to complete saturation of the country's population.

These new Columbia station facilities, new sets and new radio families in 1936, following hard on the previous record increases of 1935, have increased the Columbia Network audience by over 30% in the two years since Columbia's current rates were established.

In view of these, an adjustment of Columbia's rates has been made. The new rates average an increase of 9% for Columbia Network facilities—less than a third of the economies effected in the last two years by Columbia advertisers, in reaching audiences greater than have ever before been available.

Broadcasting under current Columbia contracts, or renewals, if continued without interruption, may be continued at present rates until Jan. 1, 1938. Stations now affiliated with the Columbia network, if available and added to existing contracts or renewals, will carry the present rates until January 1, 1938. The new rates will apply to all new periods contracted for on and after Jan. 1, 1937.

DANA WATERS, assistant advertising manager of WSB, Atlanta, was elected to the city council of Forest Park, an Atlanta suburb, in the recent elections.

Franco to Y. & R.

CARLOS FRANCO, effective Dec. 1, will join the radio department of Young & Rubicam Inc., New York, as network radio time buyer, talent buyer and general service contact. Mr. Franco for the last six years has been a member of NBC's sales staff in Radio City and has been the network's sales contact on all General Foods accounts, as well as Bristol-Myers, Axton-Fisher Tobacco Co., and others. Before joining NBC Mr. Franco had been advertising manager of *Radio Mechanics*. He was also with Equitable Radio Corp., now dissolved. Jack Davidson who has been handling the time buying assignment for the last two years, resigns from the agency effective Jan. 1. George McGarrett, formerly of the CBS, New York, production department, has resigned to join Y & R's radio production staff.

Meeting Plan Deferred

PLANS FOR a meeting in New York Nov. 23 to consider the project for spot promotion by radio station representatives were deferred indefinitely on that date by James L. Free, president of Free & Peters and Free, Johns & Field, when a quorum failed to appear. Mr. Free's plan contemplated an appropriation of some $16,000 by leading representation organizations to defray the cost of a trade advertising campaign devoted to spot broadcasting.

Albertson Buys WMBO

TRANSFER of control of WMBO, Auburn, N. Y., from George I. Stevens to Roy L. Albertson, owner of WBNY, Buffalo, was approved Nov. 24 by the FCC Broadcast Division. Simultaneously, the Division approved removal of the transmitter, installation of new equipment including a vertical radiator, and increased day power from 100 to 250 watts on the 1310 channel, with unlimited time.



TASTYEAST'S CHAMP—Jack Adams, (left) vice president of J. P. Muller & Co., New York agency, watches Sam Green, president of Tastyeast Co., Trenton, sign contract for services of James J. Braddock, heavyweight champion. Adams arranged the deal, which calls for a 52-week series of dramatic programs on 18 NBC-Blue stations, Tuesdays, Wednesdays and Thursdays, 7:15-7:30 p. m., starting Dec. 1. Script will be written by Jack Kofoed, sports writer, and Stella Unger, of the agency radio staff, and will be titled *My Battle With Life*. A ringside description of the proposed Braddock-Louis fight in Atlantic City under Tastyeast sponsorship is being considered. On the desk, near Mr. Green's right hand is one of the old WKY carbon microphone souvenirs.

Appeals Court Bill To Be Introduced

TWO BILLS of potential importance to broadcasting will be introduced early in the next session according to statements made Nov. 25 by Senators Logan (D-Ky.) and O'Mahoney (D-Wyo.)

Senator Logan said he would introduce a measure for the creation of a Federal Administrative Court to which could be appealed decisions from independent commissions and boards. Such a proposal has been fostered by the Committee on Administrative Law of the American Bar Association during the last two years.

In connection with this measure, Senator Logan said this court could determine "whether commissions and boards have abused their authority" in the issuance of orders and in their decisions. Appeals from this Administrative Court would be direct to the Supreme Court since this agency would sit as a sort of "super-commission" with judicial power over all of the independent boards and commissions.

Senator O'Mahoney asserted he would introduce a measure, probably to be called the "Federal Incorporation Law", which would require all concerns engaged in interstate commerce to procure a Federal charter. He added, however, that the legislation would specifically exempt such industries as radio broadcasting, communications and other common carriers regulated by specific Federal agencies. This proposed legislation is seen as a possible substitute for NRA.

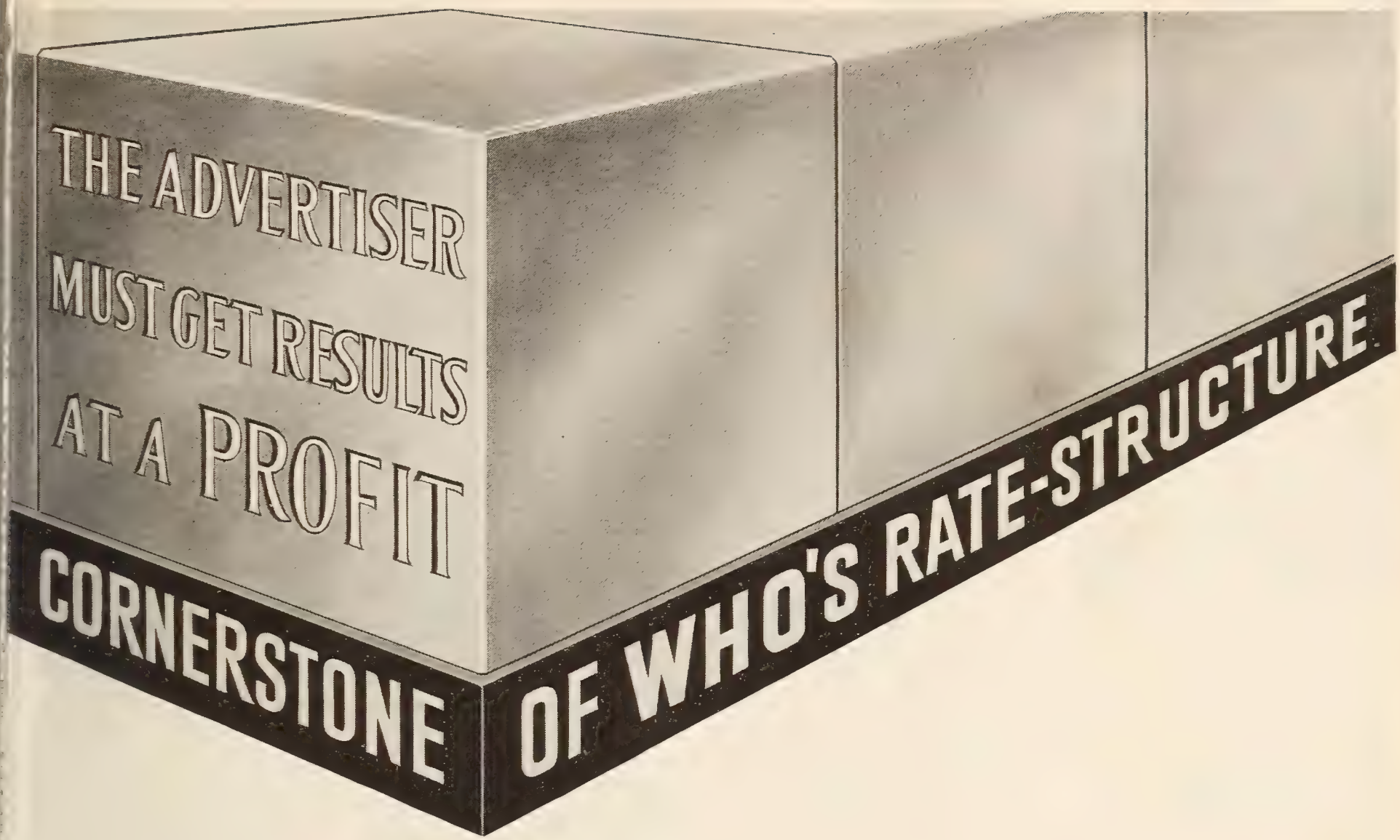
Both of these bills after introduction, it is presumed, would be referred to the Senate Judiciary Committee. Whether hearings will be held on either or both, of course is problematical.

Tripak Hosiery Testing

ON BEHALF of Tripak, Albert Frank-Guenther Law Inc., New York, has placed a series of test programs on seven Eastern stations which have women's participation hours. Sponsor is using two broadcasts weekly for another four weeks. Tripak is a new method for selling women's hosiery, three stockings being packed in each box, instead of the usual two so the extra stocking can be used if a run or hole develops. Stations used are WGY, KDKA, WBAL, WNBF, WTIC, WHAM, WDBJ.

Pontiac College Plans

PONTIAC MOTOR Co., Detroit, shortly after the first of the year will undertake a new radio program over a nationwide chain, to be broadcast for half-hours on Wednesday nights. The program will consist of salutes to the larger universities and colleges of the nation. A different institution will be honored each week, with a brief history of the school, presentation of the band, glee club and other units of interest on the campus. Details were unavailable beyond those facts, as outlined to a group of dealers by C. P. Simpson, general sales manager of the company. The agency in charge is MacManus, John & Adams Inc., of Detroit.



● **To radio advertisers, radio owes much of its amazing growth. Advertisers who could use radio at a profit, made possible the development of America's fine radio programs.**

Fine programs increased the sale and active use of radio receivers. More receivers meant still more listeners, and increased sales - influence for radio.

The management of WHO has never lost sight of the foregoing facts. "The advertiser must get results at a profit"—has been the cornerstone of WHO's rate-structure, laid on a firm foundation of program service in keeping with WHO's tremendous power and range.

By making its facilities available to advertisers at rates unusually low, in comparison to the results obtainable, WHO has earned its position as one of America's outstanding dollar-for-dollar producers, not alone in radio, but in the entire field of advertising media.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, Mgr. Phone 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

FCC to Consider Bell Broadcasting Charges at Inquiry

Line Rates, Connections and Other Matters to Be Heard

RADIO ASPECTS of operations of the American Telephone & Telegraph Co. and its subsidiaries, involving costs for and conditions of supplying broadcast lines, will be covered in the FCC telephone investigation to be resumed Dec. 8, it was learned Nov. 25.

Chairman Paul Walker of the FCC Telephone Division declared that one of the subjects to be considered with the resumption of the inquiry would be that of the "general setup" of the Bell companies in connection with the broadcasting industry. He did not elaborate. Samuel Becker, acting special counsel of the FCC telephone investigation, has made an intensive study of the relationship of the broadcasting industry with A. T. & T. insofar as rates and requirements are concerned.

Broadcast Rates

PRESUMABLY, this phase of the investigation will cover all matters pertaining to A. T. & T. and subsidiary company rates for broadcasting lines, terminal connections and various classes of service. Data procured from broadcasting stations by Mr. Becker through questionnaires probably will serve as the nucleus of the inquiry.

On Sept. 21 the A. T. & T. announced rather sweeping revision of its telephone line rates for broadcast service of a rather sweeping nature [BROADCASTING, Oct. 1]. These farreaching reforms became effective Nov. 1 and also are being adopted by the 24 associated Bell companies. They included provisions which will result in an estimated annual reduction of some $250,000 for broadcast customers and liberalize many old practices against which complaints have been made.

RCA Service Series

RCA MFG. Co., Camden, on Nov. 23 started a six-week test series on WIP, Philadelphia, titled *Service Men's Meeting of the Air*, 8:45-9 a. m. The program is an RCA-Victor transcription designed to interest the 3,000 radio service men in the Philadelphia area. Each program allows service men to test meter equipment by a frequency signal from 50 to 6,000 cycles. Advertisements in the *Philadelphia Inquirer* and *Philadelphia Record* on Nov. 22 plus direct mail to all service men were used [see page 76]. If the test proves successful, the program will be launched nationally. Lord & Thomas, New York, placed the account.

Sleetmaster Expands

ANDERSON Co., Gary, Ind. (sleetmaster, an automatic sleet remover for auto windshields) on Nov. 30 added WGN, Chicago, to its radio schedule with evening time signals, once daily, six days a week, for six weeks. On Dec. 6 client will take over the sponsorship of the Sunday night Transradio news series on WOR, Newark, 11-11:15 period, for 10 weeks. Schwab & Beatty Inc., New York, has the account.

Michigan Fund Sought

MEMBERS of the Eastern Michigan Tourist Association, meeting at Bay City in November, decided to ask the Michigan state legislature to appropriate $300,000 every other year to advertise the state nationally as a playground. At present the state matches dollar for dollar, up to a certain amount, the money raised by subscription by the various tourist and resort associations of the state. Advertising has been carried on in various forms in a limited way. The tourist association members were told that resorts are Michigan's second largest industry, ranking next to the manufacture of automobiles.

Cycle Trades of America Starts Holiday Campaign

CYCLE TRADES OF AMERICA, New York (bicycle association), is using quarter-hour programs each Friday on WJZ, New York, and WBBM, Chicago, plus live announcements on 56 other stations in its annual Christmas campaign promoting bicycles as presents. WJZ and WBBM programs began Nov. 27 and will run for four weeks. The Picken Sisters are featured in the WJZ period with a musical program on WBBM. The spots, station breaks and 100-word announcements are broadcast once weekly until the week before Christmas. Stations are:

WAPI, WSFA, WOC, KTHS, KFI, KGO, KOA, WTIC, WDEL, WJSV, WJAX, WQAM, WSB, WFBM, WHO, WIBW, WHAS, WSMB, WSCH, WBAL, WBZ-WBZA, CKLW, WOOD, WJIM, KSTP, WJDX, WREN, KGHL, KWK, KOIL, WPG, WGR, WHAM, WGY, WFBL, WBT, KFYR, WDAY, WCKY, WTAM, WHIO, KVOO, KEX, WCAU, KDKA, WJAR, WFBC, WNOX, WMC, WSM, WFAA, WOAI, KOMO, KFPY, WIBA.

Announcements were placed direct; Greenleaf Co., Boston, placed the WJZ account.

M. C. Watters Is Named By Kennedy to Manage West Virginia Stations



M. C. Watters



L. C. Wheeler

MORTIMER C. WATTERS, for the last three years commercial manager of WHEC, Rochester, a Gannett newspaper station, resigned Dec. 1 to become director of the two West Virginia stations recently purchased by John A. Kennedy, publisher of the *Clarksburg Exponent*. Mr. Kennedy's newspaper also holds a construction permit for a new 250-watt daytime station on 1370 kc. in Clarksburg, now under construction, to be known as WBLK. His plans include the formation of a state network to be supervised by Mr. Watters.

Mr. Kennedy recently purchased WCHS, Charleston, W. Va., a 1,000-watt day and 500-watt night station on 780 kc., and WPAR, Parkersburg, a 100-watter, both to be directed by Mr. Watters.

Mr. Watters, who is only 27 years old, is a 1932 graduate of Georgetown University. While still in college, he became associated with Vincent Callahan, NBC commercial manager in Washington, and then was named radio director of Lewis Edwin Ryan Co., Washington agency, before joining WHEC. He is succeeded at WHEC by LeMoine C. Wheeler, 34, who has been employed in radio as sales representative and announcer and who lately has been in the employ of Atlantic Refining Co. Mr. Wheeler is the son of Clarence Wheeler, co-owner of WHEC.

Three New Stations Granted by FCC; Large Number of Applications Refused

EMBARKING upon an unusual wave of denials, the FCC Broadcast Division during the last fortnight cleared its docket of many pending cases for new stations or increased facilities [see page 74] and granted three new ones, all in the local category.

At its Nov. 17 meeting, it authorized a new station in Santa Rosa, Cal., to the *Press-Democrat*, on 1310 kc., with 250 watts daytime. At its meeting Nov. 24, it authorized a new full-time station at Gallup, N. M., on 1500 kc., 100 watts, to A. W. Mills, electrical engineer and contractor, and on the same day it reconsidered and granted a new full-time station at Great Bend, Kan., for Ernest Edward Reuhlen, on 1370 kc., with 100 watts.

Hammond Grant Suspended

AT THE same meeting, however, with Chairman Prall dissenting, the Division suspended its order of Sept. 22, granting the Hammond Calumet Broadcasting Corp., operating WWAE, a new station on 1480 kc., with 1,000 watts daytime, because of a protest from WKBW, Buffalo. The application was ordered set for hearing.

Among the important actions at the Nov. 17 meeting were:

Granted KSO, Des Moines, authority to increase day power to 2,500 watts, sustaining Examiner Dalberg.

Granted KLS, Oakland, Cal., full time on 1280 kc. in lieu of daytime on 1440 kc. sustaining Examiner Bramhall.

Denied WHB, Kansas City, full time on 1120 kc. in lieu of its present daytime on 860 kc, reversing Examiner Dalberg.

Granted KFOX, Long Beach, Cal., increase in day power from 1,000 to 5,000 watts, reversing Examiner Walker.

Granted WHAZ, Troy, N. Y., power increase from 500 to 1,000 watts.

Granted WCMI, Ashland, Ky., and KPLC, Lake Charles, La., increase in day power from 100 to 250 watts.

Dismissed applications of following for new stations at request of applicants: John E. Fetzer, seeking 100 watts daytime on 1500 kc. at Benton Harbor, Mich.; Eau Claire Broadcasting Co., seeking 100 watts on 1210 kc. in Eau Claire, Wis.; Ed Klies, seeking 1,000-5,000 watts on 1280 kc. (facilities of KFBB) at Helena, Mont.

BERTRAM LEBHAR Jr., WMCA sales manager, entered his bridge team in the Vanderbilt Bridge Tournament held in New York and they were not eliminated until the round preceding the semi-finals.

Tailor-Made Nets By Transamerican

Talent Tieup With Warners Also Said to Be Pending

POSSIBLE offering of "tailor-made" networks to advertisers by Transamerican Broadcasting & Television Corp., six-month-old entity in the broadcasting field, was indicated Nov. 23. While details were lacking, the plan is said to embrace origination of programs on the Pacific Coast with stations to be selected according to the desires of clients.

A talent arrangement with Warner Bros. motion picture interests, whereby Transamerican could offer featured artists for radio presentation, also is reported as embraced in the activity of the company, now conducting a general radio representation and program-building business. Similar talent deals are contemplated by the company with other motion picture groups.

A full-time network, either national or regional, is not encompassed in Transamerican's plans. Rather it would align stations over special wires to fit advertiser requirements. It already represents a group of stations in the national field, including WLW, WCAU, WHAM, WXYZ and WOL, and within the past fortnight has added KFEL, Denver. These stations, it is assumed, would form the nucleus of any such tailor-made network.

Gosch in Hollywood

JUST HOW Transamerican's relationship with Warner Bros. will develop is problematical at this time. Jack Warner, one of the principals in the motion picture organization, is understood to be financially identified with the project, and the program tieup between the two has been evidenced in the fact that KFWB, Hollywood, owned by Warner Bros., is represented by Transamerican, and the organization also is offering for sale certain of the programs originated on that station.

Martin Gosch, in charge of radio exploitation in New York for Warner Bros., arrived in Hollywood last month on a special assignment in connection with KFWB activities. He has devoted much of his time since joining Warner's six months ago to procuring station publicity for Warner theatres and productions. His work in New York now is being handled by S. H. Rechetnik.

Don Becker, former assistant general manager and program director of WLW, Cincinnati, also is in Hollywood, but he was declared at Transamerican headquarters to be doing free-lance work in connection with certain of his radio productions, dealing direct with advertisers and agencies. He may handle productions, both transcribed and live, for Transamerican but on assignment rather than on a regularly employed basis.

Chilean Nitrate Campaign

CHILEAN NITRATE EDUCATIONAL BUREAU, New York (fertilizer) is placing a test campaign, using quarter-hour discs twice weekly. The list of stations has not been announced. O'Dea, Sheldon & Co. Inc., New York, is agency.

Giving the Sponsor His Money's Worth

The Case for Station Merchandising, a Controversial Point of Long Standing; Distribution Problems

By H. S. CHRISTIAN

Merchandising Manager, Michigan Network

SHOULD a station help in the merchandising of a sponsored product, and if so at what point should this free help end? This controversy still rages with unabated fury. Those against free merchandising say the practice is essentially a rate reduction. Those for it say that the cost of merchandising is a well directed expenditure that quickens the sponsor's marketing success, and pays dividends in extended contracts and lessened free help. The question is still wide open. The solution of this problems rests in an analysis of the advertising and merchandising factors. One cannot succeed without the other.

Let us assume that the solution is left to the client whose business is located in another part of the country remote from the station. The client launches a campaign and faces the problem of merchandising his product, confident that radio advertising will do the job intended.

Costs and Prestige

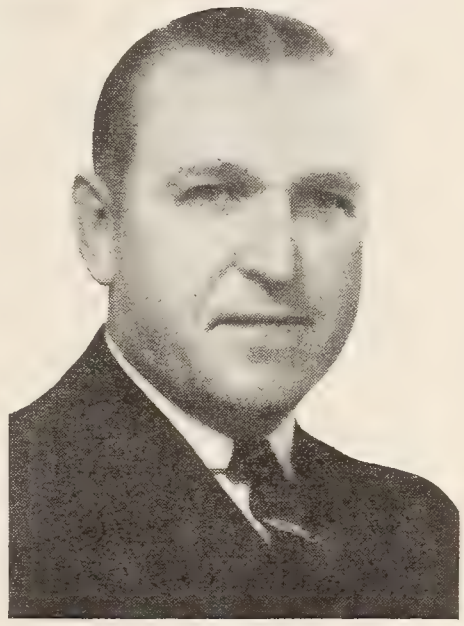
BUT THE inadequate dealer setup retards consumer sales. Figures show high cost of per capita sales, and the sponsor does not renew his contract. Radio advertising suffers a blow to its prestige, but most of all, the cost of selling that campaign, plus that of acquiring another new sponsor, cuts into station profits, and other possible sponsors regard this failure as indicative of radio's ineffectiveness.

On the other hand, this same product might have been saved to a long run of successful radio advertising through the station's help in securing adequate dealer distribution in cooperation with the sponsor's own sales crew, simultaneously with the consumer drive by radio.

This is not a theory, but a genuine condition that everybody in the advertising business knows about and realizes must be corrected. It is my belief that success can be accomplished through intelligent merchandising assistance by the station. It knows its market, its pecularities, and can reach it to the best advantage quickly.

In doing this, three things are accomplished: A satisfied client; a vindication of the station's worth; and a closer working alliance with the wholesaler and retailer.

Selling the consumer is only half of the job. The dealer must be sold to the same degree. The dealer is interested only in profit. His interest in advertising is in its power to sell more goods. If you



H. S. CHRISTIAN

can show him how to tie in with the radio program and properly display the merchandise and use display material in connection with the advertised product, he is bound to cooperate 100% with the advertising effort.

This can only be done by a merchandising staff that is acquainted with local market conditions as each dealer knows them; a staff that capably ties in its knowledge of merchandising with the advertising plan.

WXYZ has recognized the importance of such a service and the opportunity it affords of bringing new accounts into its fold, and retaining the old. We have gone further in developing this type of assistance than the majority of stations by completely covering every angle of merchandising.

The work of this department is done by a staff of five men who have handled practically every type of product in the food and drug industry. Their training is an advantage in judging the possibilities of a product. They know how to apply their knowledge for quick results. Their intimate acquaintance with dealers gives them a decided advantage over a client's sales staff unacquainted in a new territory.

We have no set routine to be followed in merchandising an account. Before deciding upon the type of support that is required we first consider the nature of the product, its distribution setup, marketing problems and other salient factors having a definite bearing upon dealers and consumers.

First, we notify all jobbers of the forthcoming radio campaign its type, frequency, marketing possibilities of the product and the objective which we desire to reach.

From this point on field men start contacting the trade. Each man is supplied with a presentation booklet outlining the plan, the product, its uses, packaging appeal, margin of profit, along with pictures, counter and window displays, and information relative to the best selling methods of presenting the product to the buyer.

Our next step is the selling of managers and clerks, and securing of bona fide orders. Then follows store helps, suggestions and the placing of window and counter display cards. After six weeks a survey of the progress being made, such as the amount of retail sales, competitive situations, dealer and consumer acceptance, is furnished to the advertiser.

When we finish a job of this kind at the end of 13 weeks, the new manufacturer is able to carry on for himself, because we have thoroughly established his product with the dealers. He finds them in a very receptive mood, and willing to cooperate in every detail.

In opening the market in this manner the client continues to advertise. In many instances he increases his advertising, because of the sales increase which always results when satisfactory distribution is tied in with good advertising. In such cases we cut the mortality to a minimum. Many stations wonder why their clients drop off at the end of 13 weeks. The answer is obvious. No merchandising, no dealer enthusiasm. No dealer enthusiasm, no sales push, etc.

How much more satisfying it is to assure the advertiser of results so that he will continue and at the same time, give the broadcaster a chance to absorb the initial cost of merchandising through a continuance of contracts.

The importance of this service is becoming greater every day. We find that national advertisers are turning to local stations to supplement their network campaigns. They have come to the realization that while networks can do a broadened national job, there is need of expert merchandising where population is densely concentrated.



FOR ASPIRIN—Some 300 window displays were erected by the Michigan Network merchandising department to aid introduction of Ka-Fen in that market.



NETWORK NEWS—Miles Laboratories Inc., using a Michigan Network news period six days a week for Alka-Seltzer, had good distribution, it thought, until the network's merchandising department stocked another 1,000 retailers, put this display material in 2,000 stores, installed fountain dispensers, and secured 1,000 window displays without cost to the advertisers. The network's merchandising setup is described above.

A Sales Message Over **KFRU**—
—Covers The Center of Missouri



National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo.	Chicago	New York
1329 Baltimore Ave.	1530 Mather Tower	250 Park Ave.

KFRU is owned and operated by The St. Louis Star-Times Publishing Company

Permits for 54 New Stations Granted by FCC During Year

Total Number of Stations Is Increased to About 675; Deletions, Mergers, Newspaper Ownership

CONSTRUCTION permits authorizing the erection of 54 new broadcasting stations, most of them in the local category and some of them already on the air, have been issued by the FCC Broadcast Division since Jan. 1, 1936, according to a recapitulation by BROADCASTING. This brought the total number of authorized radio stations in the United States and its territories to approximately 675, which is still under the total of 735 that existed in 1927 when the old Federal Radio Commission took over the regulation of radio, but it is a considerable increase over the 625-odd that existed after the famous reallocation of 1928.

During the first 11 months of this year, the recapitulation also shows, the FCC ordered the elimination of KGBZ, a daytime regional in York, Neb.; KWEA, a 100-watter in Shreveport, La.; WOS, a 500-watt time-sharing station in Jefferson City, Mo., formerly operated by the Missouri State Department of Marketing, and WCAC, a 500-watt time-sharing station at Storrs, Conn., formerly operated by Connecticut State College. In the cases of WOS and WCOC both licensees voluntarily dropped their licenses.

Mergers and Shifts

IN ADDITION the Commission authorized the merger of KFJR, Portland, Ore., with KALE in the same city, with which it formerly shared time with 500 watts on 1300 kc., and to use the KALE call, thus eliminating another station. It authorized KGFF, local at Moorhead, Minn., to be moved into Duluth, where it is now operating as a new station under the call letters KDAL, and it authorized WMFN, local at Clarksdale, Miss., to move into Granada, Miss., where it is not yet in operation.

Of the 54 new stations authorized thus far during the year, 19 are directly or indirectly through the same stock ownership identified with newspapers; their corporate affiliations will be disclosed in detail in the 1937 Year Book Number of BROADCASTING now in process of compilation.

New Stations Authorized

FOLLOWING is the list of new construction permits issued since Jan. 1, 1936; asterisks indicate station is now on the air, according to latest advices:

ALABAMA

WBHP, Huntsville — CP issued to Wilton Harvey Pollard; 100 watts on 1200 kc.

*WJRD, Tuscaloosa — CP issued to James R. Doss Jr., operator of WMFO, Decatur; 100 watts to local sunset on 1200 kc.

CALIFORNIA

KROY, Sacramento — CP issued to Royal Miller, local automobile dealer; 100 watts to local sunset on 1310 kc.

KVCV, Redding—CP issued to Golden Empire Broadcasting Co. (William Schied, Harold Smithson and Sydney R. Lewis, also owners of KHSL, Chico, Cal.); 100 watts on 1200 kc.

KVSC, San Diego — CP issued to Pacific Acceptance Corp. (K. L. Banning and Willard Fonda); 100 watts on 1200 kc.

KVEC, San Luis Obispo — CP issued to Valley Electric Co. (Christina M. Jacobson, electrical dealer); 100 watts to local sunset on 1500 kc.

KSRO, Santa Rosa — CP issued to Press Democrat Publishing Co. (Ernest L. Finley, publisher); 250 watts daytime on 1310 kc.

KYOS, Merced—CP issued to Merced Star Publishing Co. (Ray, Hugh and Peter McClung); 250 watts daytime on 1040 kc.

KHUB, Watsonville—CP issued to F. W. Atkinson, publisher of *Watsonville Pajaronian* and *Register;* 250 watts daytime on 1310 kc.

CONNECTICUT

*WNLC, New London — CP issued to Thames Broadcasting Co. (Roderick L. Morey, Edwin J. Morey and Daniel E. Noble); 100 watts daytime on 1500 kc.

FLORIDA

WFOY, St. Augustine—CP issued to Fountain of Youth Properties Inc. (Mayor Walter B. Fraser, Mrs. Fraser and Frank Upchurch); 100 watts on 1210 kc.

GEORGIA

*WAYX, Waycross—CP issued to Waycross Broadcasting Co. (Dr. E. F. Sapp and S. F. Sapp); 100 watts on 1200 kc.

ILLINOIS

*WDWS, Champaign—CP issued to Champaign News-Gazette Inc. (D. W. Stevick, publisher); 100 watts on 1370 kc.

INDIANA

WHIP, Hammond—CP issued to Hammond-Calumet Broadcasting Corp., also operators of WWAE, Hammond; 5,000 watts daytime on 1480 kc. (grant suspended Nov. 24 and set for hearing).

*WGRC, New Albany—CP issued to Northside Broadcasting Corp. (Arthur L. Harris, Charles Lee Harris and Adolph L. Zeller); 250 watts daytime on 1370 kc.

IOWA

KGLO, Mason City — CP issued to Mason City Globe Gazette Co. (Lee Syndicate newspaper, Lee P. Loomis, publisher); 100 watts on 1210 kc.

KANSAS

KOAM, Pittsburg—CP issued to Pittsburg Broadcasting Co. (A. Staneart Graham, E. V. Baxter and Norman Baxter); 1,000 watts daytime on 790 kc.

KSJS, Salina—CP issued to R. J. Laubengayer, publisher of *Salina Journal;* 100 watts on 1500 kc.

*KANS, Wichita—CP issued to Charles C. Theis; 100 watts on 1210 kc.

NEW, Great Bend—CP issued to Ernest Edward Ruehlen; 100 watts on 1370 kc. (call letters still unassigned).

KENTUCKY

WLMU, Middlesboro—CP issued to Lincoln Memorial University, Harrogate, Tenn.; 100 watts on 1210 kc.

MAINE

WGAN, Portland — CP issued to Portland Broadcasting System Inc. (George W. Martin, Clarence A. Brown and Everett M. Holden, who have stock under option to *Portland Press-Herald*); 500 watts to local sunset on 640 kc.

MINNESOTA

*KDAL, Duluth—CP issued to Red River Broadcasting Co. (Dalton LeMasurier, president) to move former KGFK, Moorhead, Minn., into Duluth; 100 watts on 1500 kc.

KVOX, Moorhead — CP issued to Hobert K. Herbst, owner of Herbst Department Store; 100 watts on 1310 kc., to share time with KRMC, new station in Valley City, N. D.

*WMIN, St. Paul — CP issued to Edward Hoffman, owner of Edward Hoffman Co., furniture dealers; 100 watts on 1370 kc.

MISSISSIPPI

WMFN, Granada — CP issued to Attala Broadcasting Corp., operators of WHEF, Kosciusko, Miss.; 100 watts on 1210 kc. (WMFN formerly was operated in Clarksdale, Miss.)

MISSOURI

KWOS, Jefferson City—CP issued to Tribune Printing Co., publisher of *Jefferson City Capitol-News* and *Post-Tribune;* 100 watts daytime on 1310 kc.

KXOK, St. Louis—CP issued to Star-Times Publishing Co. (Elzey Roberts and John C. Roberts Jr.), also owners of KFRU, Columbia, Mo.; 1,000 watts on 1250 kc. (Grant suspended pending litigation.)

MONTANA

KDNC, Lewiston—CP issued to Democrat-News Inc. (Harry E. Lay, E. G. Ivins and Tom Stout); 100 watts on 1200 kc.

NEW YORK

WNNY, Watertown — CP issued to Black River Valley Broadcasts Inc. (Henry A. Wise, president); ownership interlocks with WFBL, Syracuse; 100 watts night and 250 watts to sunset on 1420 kc.

NEW MEXICO

KLAH, Carlsbad — CP issued to Carlsbad Broadcasting Co. (Jack W. Hawkins, Barney H. Hubbs, A. J. Crawford and Harold Miller); 100 watts on 1210 kc.

NEW, Gallup—CP issued to A. W. Mills; 100 watts on 1500 kc. (call letters still unassigned).

NORTH CAROLINA

WFTC, Kinston—CP issued to Jonas Weiland, radio engineer; 100 watts night and 250 watts to local sunset on 1200 kc.

WAIR, Winston-Salem—CP issued to C. C. Hill, George D. Walker and Susan H. Walker; 250 watts to local sunset on 1250 kc.

NORTH DAKOTA

KRMC, Jamestown—CP issued to Roberts McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach); 100 watts on 1310 kc., to share time with KVOX, new station in Moorhead, Minn.

*KOVC, Valley City—CP issued to George B. Bairey; 100 watts on 1500 kc.

OHIO

WBLY, Lima—CP issued to Herbert Lee Blye; 100 watts daytime on 1210 kc.

SOUTH DAKOTA

*KOBH, Rapid City—CP issued to Black Hills Broadcast Co. (Robert Lee Dean, C. A. Quarnberg and H. C. Jewett Jr.); 100 watts on 1370 kc.

KELO, Sioux Falls — CP issued to Sioux Falls Broadcast Association Inc., operator of KSOO, Sioux Falls; 100 watts on 1200 kc.

TENNESSEE

*WAPO, Chattanooga—CP issued to W. A. Patterson, oil dealer; 100 watts daytime on 1420 kc.

TEXAS

*KRBC, Abilene — CP issued to Reporter Broadcasting Co. (*Abilene Reporter,* M. B. Hanks, George S. Anderson and Houston Harte); 100 watts on 1420 kc.

KBST, Big Spring — CP issued to Big Spring Herald Broadcasting Co. (Joe Galbraith, M. B. Hanks and Houston Harte); 100 watts on 1500 kc.

NEW, Corsicana — Navarro Broadcasting Association (J. C. West, president); 100 watts on 1310 kc. (Call letters still unassigned.)

KOCA, Kilgore—CP issued to Oil Capital Broadcasting Association (James G. Ulmer, president, is also manager of KGKB, Tyler); 100 watts on 1210 kc.

KPLT, Paris—CP issued to North Texas Broadcasting Co. (A. G. Mayse, president, M. B. Hanks and Houston Harte, stockholders); 100 watts daytime on 1500 kc.

*KRRV, Sherman—CP issued to Red River Valley Broadcasting Corp. (George H. Wilcox, publisher of *Sherman Democrat,* president); 100 watts daytime on 1310 kc.

KTEM, Temple—CP issued to Bell Broadcasting Co. (same ownership as *Temple Telegram*); 100 watts daytime on 1370 kc.

UTAH

KSUB, Cedar City — CP issued to Harold Johnson and Leland M. Perry; 100 watts on 1310 kc.

*KUTA, Salt Lake City — CP issued to Utah Broadcasting Co. (Frank C. Carman, David G. Smith and Grant Wrathall); 100 watts on 1500 kc.

KEUB, Price—CP issued to Eastern Utah Broadcasting Co. (Sam G. Weiss); 100 watts on 1420 kc.

WEST VIRGINIA

WBLK, Clarksburg—CP issued to Clarksburg Exponent Co. (John A. Kennedy); 250 watts daytime on 1370 kc.

WISCONSIN

WEAU, Eau Claire—CP issued to Central Broadcasting Co. (Ben McGivern, Morgan Murphy, and Walter Bridges); 1000 watts daytime on 1050 kc.

WSAU, Wausau — CP issued to Northern Broadcasting Co. Inc. (M. F. Chapin and Donald R. Burt); 100 watts daytime on 1370 kc.

PUERTO RICO

WPRA, Mayaguez — CP issued to Puerto Rico Advertising Co. (Manuel Marin, et al); 100 watts on 1370 kc.

KEHE'S BARBECUE

Festivities Planned for New Station and Plant

AN IMMENSE circus tent, planted in front of the new transmitter plant of KEHE, Los Angeles' newest station on Moynier Lane near Culver City, will be the scene of inauguration festivities in which advertising executives and the press will participate Dec. 7, the day before the Hearst station turns on its 1,000 watts night and 5,000 watts day on 780 kc. Because the site is part of an early Spanish land grant, oldtime Spanish chefs have been engaged to serve a barbecued meal.

The elaborate new Hearst plant [BROADCASTING, Nov. 1] has a 475-foot vertical radiator, one of the highest along the Pacific Coast, fabricated by International Derrick Equipment Co. It is surmounted by a 400-millimeter airplane beacon. Both RCA and Western Electric equipment is used, with power supplied by a substation for current from Boulder Dam.

With the new transmitter ready to go on the air, ground was also broken in latter November for the new KEHE studio building at 141 N. Vermont Ave., Los Angeles. The same architects, Morgan, Walls & Clements, who drew plans for the transmitter structure, are handling the studio. The new building will be ready for occupancy early in 1937.

KEHE on Dec. 8 will become affiliated with the *Los Angeles Herald-Express,* local Hearst newspaper, which will terminate its affiliation with KFAC on which it has been carrying both sponsored and news broadcasts. All arrangements for the inaugural are in the hands of Ford Billings, Hearst Radio Inc. representative on the Pacific Coast, and C. B. Juneau, station manager.

Elliott Roosevelt Says President Shows Keen Interest in Advertising

AT THE annual convention of the 12th district, Advertising Federation of America, Elliot Roosevelt, Southwest vice president of Hearst Radio, was elected a member at large. Responding to the election, he told the convention:

"I do not know whether to speak to you as the son of my father, or as the representative of the Hearst interests, for as you know they are slightly divergent. I do want you to know, however, that one man in America is keenly interested in the progress and protection of the advertising profession, and that is my father. I discussed my entering the advertising field with him, and he heartily approved."

Neal Barrett, manager of KOMA, Oklahoma City, was elected governor of the division. Will C. Grant, advertising director of Lone Star Gas System, Dallas, the retiring governor, presided at the business sessions of the convention, which was held in mid-November. Margaret Marable, Lone Star radio director, took part in a half-hour motion picture titled "Making a Sales Presentation Stay Presented".

Cox Seeks Station

NOW operating WHIO in conjunction with the *Dayton* (O.) *Daily News* and WIOD in conjunction with the *Miami* (Fla.) *News,* the publishing interests of former Gov. James M. Cox of Ohio, one-time Democratic presidential nominee, on Nov. 21 applied to the FCC for a 250-watt daytime station on 1120 kc. in Springfield, O. The applicant is Springfield Newspapers Inc., owned by the Cox interests and publishers of the *Springfield News* and *Sun.*

Heard But Not Seen--A Production Problem

By ROGER BOWER
Senior Production Man and Announcer, WOR, Newark

Lacking a Set of Rules, the Producer of Radio Programs Must Catch Moods and Use Imagination and Inspiration

IN THIS article are set forth the moody, but stimulating reflections of a well-known radio production man. Roger Bower came into radio 12 years ago. At first he managed WNJ, then joined WMCA. He has been at WOR for nine years as announcer and production man. During that time he has produced Witch's Tale, Jazz Nocturne, Market & Halsey St. Playhouse, The Grummits, Men of WOR, Show Windows, etc. Before entering radio, Mr. Bower was an actor. He has appeared in dramatic, musical comedy, comedy and vaudeville shows.

SEVENTY per cent of the American advertising agencies and independent radio producers know that there's something wrong with the radio shows they create, but they don't know what to do about it.

The bespectacled wordsmiths of Park Avenue and Michigan Boulevard sense this; as do program directors, station staff men and the listener, most helpless of all afflicted. And what do they do? Nothing . . . they merely drop their heads and fretfully admit defeat.

And radio goes on, vehemently demanding pearls and receiving oysters in return. For only the superficial observer will insist that the radio shows of today can claim honest ranking with the musical comedies and dramas of the legitimate stage.

"But, wait," cry the demagogues, "radio is young. Radio cannot be expected to . . ." Yes, radio may be young, but the show business was old when the bard of Avon wrote a play which eventually was to reach us in celluloid. And if radio production were to be condemned upon the grounds of one failing alone, it would be its lack of showmanship; the lack of that intangible thing which is solely part of the man who directs, casts and paces the shows we push out over the air.

What is Good Production?

GOOD radio production, as I understand it, is merely a facing of certain facts, a realization of some mistakes, a summing up of one's experience or one's self or of others into an expressed formula.

Good radio production, as I understand it, is a certain basic feeling for the tempo of each scene of each production. There should be a set of rules for the guidance of production men, but, unfortunately, there aren't and there never will be any rules for producing effective radio shows. One can depend only upon the result of one's own experience or the theories of others. Conscious technique in any art is painful.

I should say that most radio shows are poor today, because, fundamentally, their conception as a show is poor. The modern radio show is changed too often on paper, when it should be changed before the microphone.

We cannot control those intangibles, time, pace and sound; we cannot feel the throb, tug and force of them upon a few sheets of manuscript spattered with typewritten characters.

A line that reads invitingly may become the dullest string of words uttered when aired; ergo, the dullest line may become the most brilliant when properly cast, enunciated and placed.

Parts in radio shows are cast by voice, not by the physical appearance of a particular character, or the physical appearance of that character as it appears in the script writer's mind. Just as soon as more radio writers become aware of the fact that a show should be written about the voices it contains rather than the characters it is supposed to present, the sooner radio will have taken one definite step toward the production of better entertainment.

The Final Judge

RADIO itself is not entirely to blame for the shows being produced today. Sponsors and their advertising agencies come in for a count or two.

Fundamentally, when a script is turned over to a production man, he, and he alone, should be the final judge of how that show will reach the ears of the listeners to be entertained and, incidentally, sold. Too often, the sponsor or agency radio production man insists upon displaying his stupidity by "collaborating" to neither the listeners' nor his sponsor's benefit.

Names, too, are a curse to modern radio production. Advertisers naively believe that because their shows present famous names of the stage or screen that, automatically, their shows are marked for immortality. Nonsense! Names never made a show, but a good show can make names.

To me, radio production is almost entirely an emotional thing, and in all shows in which I have a producing hand, I endeavor to mold the skit, sketch or dramatic dialogue as it stirs and moves me. If I fail to react to a certain inflection of the voice, a previously planned sound effect or a certain line, I consider it conceivable that the public which shall eventually hear this show and pass final judgment upon it, will react in an almost identical manner.

Imagination vs. Inspiration

THERE is a great difference between imagination and inspiration in connection with the successful production of radio shows, but I believe that the capable radio producer should possess both to a great degree. There are, and always have been, two types of radio producers.

One, for instance, produces as he sees, follows his script carefully and all too well. The other possesses a mind which is a sort of old-fashioned theatrical kaleidoscope that forms little mental pictures without any great conscious effort. In other words, one radio producer uses trained observation, while the other possesses that rarest of attributes, spontaneous creation.



ROGER BOWER

Every fiber of this latter type is somehow magnetically in tune with the dialogue, movement and atmosphere of the show under his direction. Back in his consciousness is a definite blueprint of the show upon which he is working as seen by the writer who placed it on paper, but his appreciation of this picture is purely subconscious.

His conscious mind is creating a new, more colorful, more spontaneous, better paced and intensively more dramatic thing than that which was typed upon the script paper now in the hands of the announcer, cast and musicians. Only such radio production can create that applause which leaves a memorable impression on the minds of the sponsor and the listeners he must entertain and sell.

But how often is the radio producer permitted this liberty? How often are the few experienced radio producers of today permitted to create a show that will, to their own satisfaction, fill the requirements so rigorously adhered to in their own minds? Rarely, if ever.

Too Many Cooks

FREQUENTLY I have seen, so frequently as to be in dread and horror of the practice, sensitive and intrinsically worthwhile shows so mishandled and deliberately ruined by the puttering of sponsors and inexperienced producers that to enumerate them would be catastrophic.

I am convinced that if less time were spent in changing scripts, bargaining for names, searching for gags, squabbling over the length of commercials, and more time given to the correct pacing and timing of radio shows, that radio would benefit itself immeasurably, and the percentage of radio shows worth listening to would be infinitely higher.

Even in the editorial rooms of newspapers and magazines, where a higher intelligence is supposed to be found, one notices the instinctive urge to get a finger in the pie . . . and radio is cursed with it.

Although I remain firmly of the opinion that definite talent and feeling for pacing and atmosphere, like the talent of the singer, writer or musician, is a thing born in them, I know that a generous appreciation of good showmanship may be acquired and hidden talent uncovered and developed.

Radio's present bewilderment as to what the public wants would soon vanish if the public itself knew just what it wanted. But, until that day comes, radio should depend upon men with a definite feeling for public entertainment and what goes to make a good show to satisfy that public. Only in this manner can radio acquire that maturity of outlook and intrinsic worth as a medium of entertainment upon which success in any field is built.

Gas Campaign Renewed

REGIONAL ADVERTISERS Inc., New York, on Dec. 1 renews the *Mystery Chef* (cooperative gas association campaign) on 11 NBC-Red network stations, Tuesday and Thursday mornings for another 52 weeks. The same program is heard on five NBC-Red Pacific Coast stations Wednesday and Saturday mornings and will be renewed for 26 weeks effective Dec. 2. The *Mystery Chef* is also featured on several stations via transcriptions and it is assumed that the disc series will also be renewed. McCann-Erickson Inc., New York, has the account.

GARY BRECKNER, sports announcer at KNX, Hollywood, is the radio reporter in the Twentieth Century-Fox picture, *Cracked Up*. Bill Moore, of the *KNX Barn Dance*, also has a part in *The Holy Terror* at the same studios.

STATISTICS...OR *Results?*



Despite all the statistics in the world to show where a station can be heard—it's quite a different thing to prove it *is listened to*—and that listeners respond.

We don't know how many people listen to WLS—but *we do* know that in 1935 1,300,312 wrote us—and over 1,000,000 wrote during the first six months of 1936. They listened and responded.

We know where these million letters came from. We know they were prompted by listener loyalty resulting from programs built to the interests and preferences of Mid-West homes. *And we DO KNOW "Advertising Results Follow Listener Loyalty."*

WLS

THE PRAIRIE FARMER STATION

50,000 WATTS

870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO

BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*

National Representatives: JOHN BLAIR and CO.

Improvement of Sales Methods Studied by Pacific NAB Group

Sales Managers Division Discusses Differentials, Problems of Reps and Frequency Discounts

By DAVID GLICKMAN

HOW broadcast selling methods can be improved held attention at the first Pacific Coast regional meeting of the Sales Managers Division of the NAB in San Francisco Nov. 20, with Pacific Coast chairman H. M. Feltis of KOMO-KJR, Seattle, presiding. Morning open session of the one-day meeting, held in the Hotel St. Francis, with 23 Pacific Coast station managers and sales managers from California, Washington and Oregon attending, was given over to short talks and informal discussions with time buyers and advertising men.

Walter A. Burke, in charge of radio research for McCann-Erickson Inc., San Francisco, was one of the principal speakers. He stated that the average station does not know the kind of people it reaches, their economic status, their locations or interests. He recommended that a classification of stations be made as between those seeking national business and those seeking local business primarily. Stations soliciting local business should then prepare and present stories following the general procedure in the case of all other media, he said.

The Profit Motive

HIS SECOND point covered the profit motive prevailing in the use of all media, with particular reference to the necessity for maintaining fair values for the advertising dollar invested. He told how advertising works, and particularly how radio may be used to sell goods, giving many case histories showing what radio is doing for each client the agency has on the air and the danger of rate differentials, price cutting and discriminatory rates of all kinds. In this connection, he cautioned, a differential will not only bring about an unbalanced rate structure, and set up a system whereby rates will not be based on costs but what the traffic will bear. In addition, he explained, it will enable retailer to bargain, and thus place radio time on the basis of barter and will set a precedent difficult to control; for whenever local advertisements are able to obtain low local rates, any advertiser who can qualify as a retailer will demand preferential treatment of one kind or another. It will cheapen the value of radio time in the eyes of the retailer because it is offered so cheaply.

Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives, speaking for all the station representatives present, was also a guest speaker at the open session, having for his subject "Representatives Take A Look At Station Sales Managers". He told of the problems station representatives have to deal with and also offered many solutions which would bring about a greater cooperation.

"We can only sell with the information that you give us," he said, "and in most cases it is not nearly enough to do the sort of a job we would like to do." He urged that stations supply their representatives with fundamental information necessary to "sell" the station to an advertiser, pointing out that the data needed was in detail and covered four points, namely, coverage, popularity, pulling power data and merchandising service facilities.

San Francisco Advertising Club's radio departmental joined with the NAB Sales Managers Division for a luncheon meeting and had John M. Dolph, CBS Pacific Coast sales manager as guest speaker. His subject was "The Successful Small Show". Clyde F. Coombs, an NBC sales representative for western division and chairman of the Ad Club's radio departmental meeting, presided.

Merchandising Problems

DUAL RATE problems were discussed at the afternoon closed business session which was for members of the Sales Managers' Division of the NAB only. Consensus on this point was that two rates in many cases were justified. Dual rates in themselves were not such a great evil, it was pointed out. It was the misapplication of these rates. It was thought that two classifications, retail and general, would be a logical approach, all business to take the general rate with exception of stores which sell a variety of merchandise over the counter for retail only. Standardized frequency discounts were also the focus of attention, with the question raised if discounts should be given at the start of a contract or after earned retroactively. Sales managers present declared that it was a matter of individual opinion, depending upon the nature and type of contract and credit standing of the advertiser or agency.

It was unanimously agreed that there should be no discrimination in merchandising, that one advertiser should get no more than the other. It was urged that stations have a uniform policy and adhere to it. Opinions offered were that stations be careful otherwise they would find themselves getting too deep into merchandising work, since selling time was their media and not sales activity. Minor promotional assistance is the only thing the station is concerned with, it was pointed out.

Contract forms were also discussed. It was decided that the best contract to use was the 4-A form approved by the NAB. Opinion was expressed that a manufacturer be allowed to group a number of his products into one program. In cases of jobbers and distributors, they shouldn't be allowed to buy time for resale to manufacturers they represent.

L. W. McDowell of KFOX, Long Beach, secretary of the Southern California Broadcasters Association explained how stations in his territory have been able to clean up the problems of questionable agencies by demanding that they submit credit and financial statements, evidence of three active accounts and evidence of having an office and place of business. He pointed out that 80% of agencies have complied with that request and were given approved recognition.

No resolutions were passed but consensus of the meeting will be referred to the national meeting in Chicago on Jan. 18 for further discussion. At the morning open session a resolution of condolence was passed, to be sent to Mrs. Norman Storm, on the passing of her late husband, who was sales manager of KOL, Seattle.

Charles W. Myers, NAB president, attended the meeting, not as representing the association, but as an executive of his own stations, KOIN-KALE, Portland. Others who attended included: Arthur L. Bright, KFPY; Eugene Grant, NBC; Harry Witt, KNX-CBS; Clyde F. Coombs, NBC; Ward D. Ingrim, KFRC; Philip G. Lasky, KSFO; Bob Roberts, KYA; H. M. Feltis, KOMO-KJR, Seattle; Carleton Coveny, KJBS; Harrison Holliway, KFI-KECA, Los Angeles; L. W. McDowell, KFOX, Long Beach; H. J. Quilliam, KIRO, Seattle; C. L. McCarthy, KJBS, San Francisco; Charles S. Harper, KQW, San Jose; Ralph R. Brunton, KJBS-KQW; Lindsey Spight, Pacific Coast manager, John Blair & Co.; John Livingston, Free & Peters; Walter Monroe Jr., Walter Biddick Co.; Earle H. Smith, Pacific Coast manager, Edward Petry & Co.; Ross Rambeau, William G. Rambeau Co.; Henry M. Jackson, CBS; C. P. MacGregor of MacGregor & Sollie Inc., transcription producers.

SALES GROUP PLANS TWO-DAY ASSEMBLY

A TWO-DAY rather than a one-day session for the Sales Managers' Division of the NAB in Chicago next month has been tentatively agreed to by the Executive Committee of the Division, according to J. Buryl Lottridge, Division Chairman.

Originally, the plan was to hold the meeting at the Stevens Hotel on Jan. 18 but it was found that the agenda was such that another day (Jan. 19) would be desirable.

An elaborate program tentatively had been arranged for the meeting—the first to be held on a national basis since the division was organized at the NAB Convention in Chicago last July. A half-dozen sectional meetings have been held preparatory to the general session. Such subjects as dual rates, discounts, national and local selling methods and station representation are on the agenda.



WESTERN SALES CHIEFS—Standing, left to right: Arthur Bright, KFPY, Spokane; Philip G. Lasky, KSFO, San Francisco; Harrison Holliway, KFI-KECA, Los Angeles; Harry Witt, CBS Southern California sales-manager, Hollywood; H. J. Quilliam, KIRO, Seattle; Henry M. Jackson, CBS Northern California sales manager, San Francisco; L. W. McDowell, KFOX, Long Beach; Carleton Coveny, KJBS, San Francisco; Charles S. Harper, KQW, San Jose; Ralph Brunton, KJBS-KQW. Seated at table, left to right, John M. Dolph, CBS Pacific Coast sales manager, San Francisco; Clyde F. Coombs, NBC western division sales representative and also the chairman of the San Francisco Advertising Club's radio departmental; Charles W. Myers, president, NAB and KOIN-KALE, Portland; Hugh Feltis, Pacific Coast chairman, Sales Managers Division, KOMO-KJR, Seattle; Ward Ingram, KFRC, San Francisco.

Radio Football Rights Free at Northwestern U

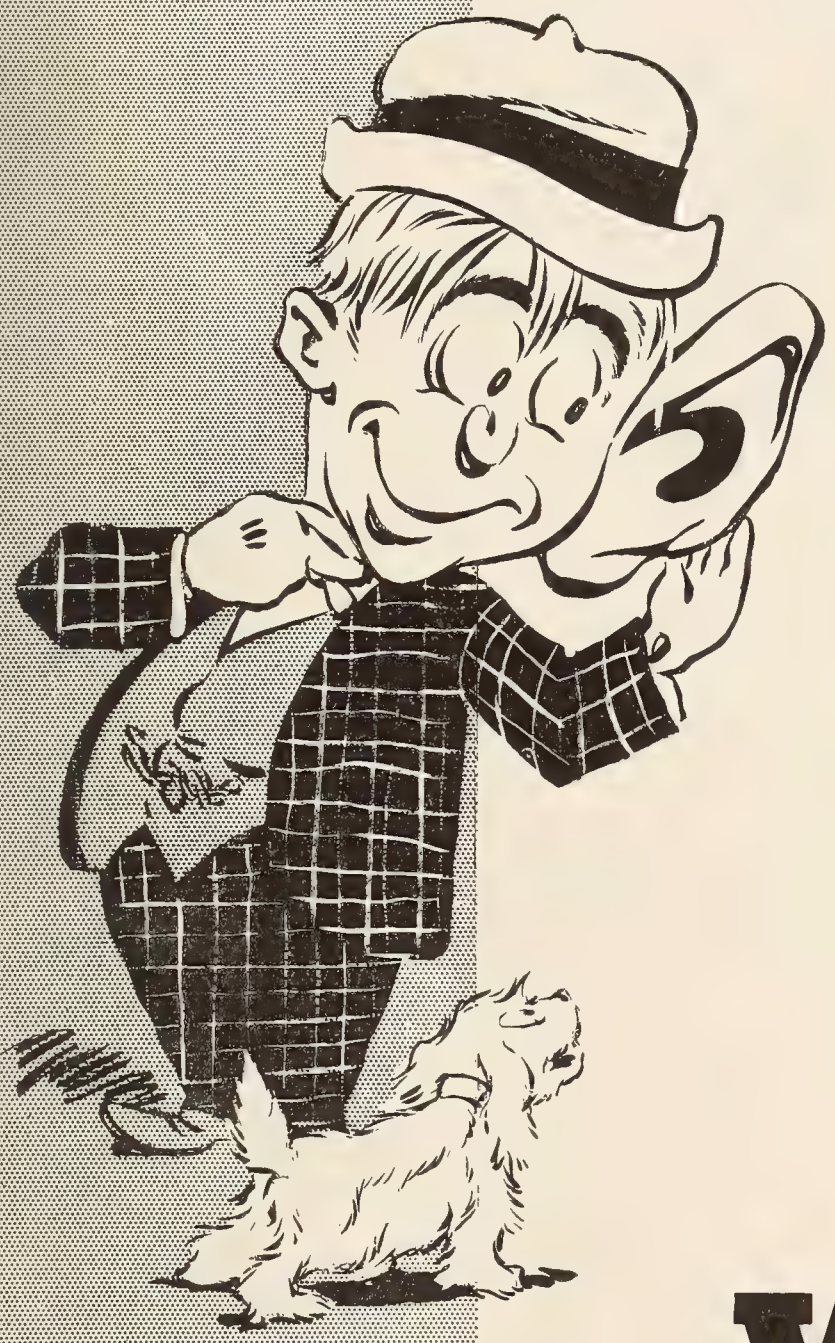
NORTHWESTERN U has not received a penny for broadcast rights to its football games this fall, according to E. H. Stromberg, publicity director. Any station desiring to broadcast the university's games was permitted to do so, the only requirement being that its sponsors be "worthy and dignified".

At the Northwestern-Ohio State game Oct. 17 eight radio booths were operated in addition to NBC and CBS setups on the roof. Stations were WGN, WBBM, WMAQ, WJJD, WCFL, WOSU, WOWO, KWK. Referring to an article by John Bentley appearing in September in the *Lincoln* (Neb.) *State Journal* and reprinted in BROADCASTING Sept. 15, which erroneously stated that Northwestern had sold its football broadcast rights to an oil company, Mr. Stromberg said he felt that broadcast rights should be a matter for the Big Ten conference as a group rather than as individuals.

Hellmann's in West

BEST FOODS Inc., New York (Hellmann's mayonnaise) on Dec. 10 will start a Thursday test series titled *Dr. Kate* on seven NBC-Blue Pacific stations (KGO, KECA, KFSD, KEX, KJR, KGA, KTAR). On Jan. 7 the McClatchy stations (KFBK, KWG, KERN, KMJ) will be added, this being the first NBC account after severing the CBS - Don Lee affiliation on Jan. 1. *Dr. Kate* will be a dramatization of the life of a woman doctor and her struggles to make a living in a small California town. Program is signed for 13 weeks through Benton & Bowles Inc., New York.

This is unusual . . .
they WAIT for us!!



When they wait for the next word . . . when they wait impatiently . . . when they wait eagerly . . . they are good prospects.

There is no perfect substitute for eager audiences.

That is where WINS excels.

Through the facilities of International News Service, we keep them listening impatiently and eagerly.

WINS also has a variety of programs of unusual entertainment.

WINS is the key station of the New York State Broadcasting System.

For rates, address

W-I-N-S

58th Street, East of Park Avenue

NEW YORK CITY

NATIONAL REPRESENTATIVE

HEARST RADIO

New York · Chicago · San Francisco · Los Angeles

UP Leased Wires Serve 48 Stations

Definite Style of Radio News Writing Has Been Developed

OF THE 99 broadcasting stations that are subscribing to the radio news service of United Press, 48 are now getting the news reports on teletype machines directly from the UP's radio news room in New York City, the press association disclosed Nov. 27. The leased wire operates 18 hours a day, from 6 a. m. until 12 midnight, six days a week, and from 8 a. m. until 12 midnight on Sundays, requiring a round-the-clock staff setup now numbering about 50 men employed in processing, transmitting and filing the special radio wire.

The radio service, of which Webb C. Artz is editor, is handled entirely apart from the UP's regular newspaper service and has its own quarters. To develop a definite style of radio news writing, UP has installed complete recording equipment in its New York bureau. An announcer makes recordings of the various news stories written for the radio wire, and the playbacks are criticized by the staff.

In charge of the New York bureau is Willard Heegen, assisted by John Gordon and George Marder. Edward Brandt is in charge of the Chicago relay point.

Use of Leased Wires

THE LEASED wire setup was established several months ago to expedite delivery of the news reports to the stations. It was gradually extended until now it reaches south to Columbia, S. C., west to Omaha, north to Minneapolis-St. Paul and northeast to Boston. The wire is operated with a relay to Chicago, where the bureau eliminates news of no interest to the Midwest. At Washington a split is operated for stations at the southern end of the wire. The handling of flashes, bulletins and major news stories is much like that on regular newspaper wires.

In addition to the leased wire service, about 50 stations are served by UP bureau in their cities, also getting a specially written report intended for the ear instead of the eye.

Following is the list of stations subscribing to the UP leased wire service:

Connecticut — WDRC, Hartford; WNLC, New London.
District of Columbia—WJSV, Washington; WRC, Washington.
Illinois—WMAQ, Chicago; WTAD, Quincy, WMBD, Peoria.
Indiana—WFAM, South Bend.
Iowa — WOC, Davenport; WHO, Des Moines; KMA, Shenandoah.
Maryland—WBAL, Baltimore.
Massachusetts — WEEI, Boston; WBZ-WBZA, Boston-Springfield.
Michigan—WXYZ, Detroit.
Minnesota — WCCO, Minneapolis; KROC, Rochester; KSTP, St. Paul.
Missouri — KMOX, St. Louis; KWK, St. Louis.
Nebraska—WAAW, Omaha.
New York — WOKO, Albany; WGR, Buffalo; WKBW, Buffalo; WOCL, Jamestown; WEAF, WJZ and WHN, New York; WHAM, Rochester; WSYR, Syracuse; WGY, Schenectady.
North Carolina—WBT, Charlotte; WPTF, Raleigh; WSJS, Winston-Salem.
Ohio — WKRC, Cincinnati; WTAM and WJAY, Cleveland; WSPD, Toledo.
Pennsylvania—WCAU and KYW, Philadelphia; KDKA, Pittsburgh; WBAX, Wilkes-Barre.
South Carolina — WIS, Columbia; WSPA, Spartanburg.
Virginia—WTAR, Norfolk; WRVA, Richmond.
West Virginia — WMMN, Fairmont; WWVA, Wheeling.



UP TELETYPE SERVICE—This is a photograph of the newly-established radio news room of the United Press in New York, where a staff of news processors rewrites the UP news reports into radio style and sends them via leased lines direct to 48 stations. Seated at desk facing camera is Willard Heegen, in charge of the New York bureau; standing over desk at Heegen's left is Webb C. Artz, editor of the radio news service. "Slot man" is George Marder, shown busy on the telephone.

Move of WLWL for Full-Time Is Upset; Transfer of WOV to Bulova Approved

ENDING the two-year effort of WLWL, New York, operated by the Paulist Fathers, to secure a full-time 5,000-watt station, the FCC Broadcast Division Nov. 20 denied *in toto* the proposed "junior reallocation" plan submitted by the station whereby it could accomplish that result.

In a decision disposing of the entire proceeding, the Division granted all stations involved in the matter renewals of licenses on the basis accorded them prior to the controversy opened by WLWL. The action terminated one of the most bitterly fought cases in FCC history. It had repercussions in Congress during the last two sessions, including a demand that a portion of broadcasting facilities be assigned to educational and religious stations.

At its regular meeting on Nov. 24, the Broadcast Division approved the sale of WOV, New York, key station in the proposed Paulist move, to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. The transfer was from John Iraci, who remains as general manager, and who recently acquired WPEN-WRAX, Philadelphia.

Bulova Petition Pending

THE CYCLE of events surrounding the Paulist activity reached deeply into Catholic circles, and at one time was reported to have been discussed at the Vatican. WLWL, operating with the equivalent of two hours per day on the 1100 kc. clear channel, had sought to procure a full-time assignment through the switching of assignments of eight stations on five clear channels. Afterward, this plan was modified so that it could acquire a full-time outlet in New York on the 1100 kc. channel through acquisition of WOV, New York Italian-language station. No application ever was filed for this, however, and this plan failed when WOV was sold to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000, subject to FCC approval, rather than to the Paulists.

As a last resort, WLWL in October filed with the FCC an application for the facilities of WOV, proposing to acquire full time by the deletion process rather than by purchase. The FCC, however, returned the application as out of order and at the same time denied a supplemental petition whereby the Paulists proposed to withdraw, without prejudice, their petition for the "junior reallocation". A second petition, which asked for authority to withdraw, without prejudice, a petition filed last January seeking to have the FCC terminate the experimental full-time operation of WWL, New Orleans, and KWKH, Shreveport, was granted, thus opening the way for regular full-time grants for those stations in the Commission's judgment.

The original Paulist plan, after the several modifications, contemplated purchase of WOV for $300,000 with money which would have been advanced by CBS. That would have cleared the 1130 kc. channel in New York. Then, WPG in Atlantic City, dominant station on the 1100 kc. clear channel, was to have been placed on the 1130 kc. wave length with full-time operation as a regional and with WLWL acquiring the full-time assignment on 1100 as a clear channel. CBS then was to have purchased or leased WLWL from the Paulists, guaranteeing them time for religious programs.

When Mr. Bulova purchased WOV from John Iraci, it upset the Paulist plans. The Paulists refused to deal with Bulova on the same basis as they had proposed to deal with CBS and afterward attempted the move to have WOV deleted for arbitrary improper operation—a move that fizzled entirely.

The original "junior reallocation" petition would have resulted in changing the assignments of eight stations on five clear channels with two of the clear channels to be "broken down". This proposal met the vigorous opposition of practically all of the stations involved, but notably WWL, New Orleans, operated by Loyola University, a Jesuit school. It was after this strenuous opposition that WLWL modified the plan to contemplate the purchase of WOV.

Whether the Paulists, by virtue of the FCC action, will renew their campaign in Congress was questionable. It is generally reported that threats of such renewed activity have been made. The Society of Saint Paul the Apostle (Paulists) is headed by Father John B. Harney. Commercial manager of WLWL, and the leader in the quest for the full-time assignment, is James P. Kiel[e]nan.

Stations involved in the "junio[r] reallocation", which were restore[d] to their regular status, we[re] WWL, New Orleans; WFA[A] WBAP, Dallas-Fort Wort[h] WCCO, Minneapolis; WOV, Ne[w] York; WPG, Atlantic Cit[y] KWKH, Shreveport; WNYC, Ne[w] York, and WJJD, Chicago. All the decisions were made effecti[ve] Dec. 15. The FCC also denied, in cases of default, the applicati[on] of J. David Stern, publisher of t[he] *New York Evening Post*, for a ne[w] station in New York to take ov[er] the facilities of WNYC.

Educators Session Program Prepared

Dec. 10-12 Meeting to Offer Prominent Radio Speakers

AN ELABORATE program of addresses and discussions has been arranged for the First National Conference on Educational Broadcasting to be held Dec. 10-12 at the Mayflower Hotel in Washington. Listed as sponsoring the sessions are 18 organizations in the educational and social fields. The program also states the conference is being held in cooperation with the U. S. Office of Education and the FCC.

The preliminary program brings out that principal speakers will be Chairman Prall of the FCC; John W. Studebaker, U. S. Commissioner of Education; Frederick P. Keppell, president, Carnegie Corp. of New York; Hendrik Willem Van Loon, historian and journalist; C. M. Jansky Jr., consulting engineer; T. A. M. Craven, chief engineer, FCC; Dr. C. B. Jolliffe, RCA engineering executive and former chief engineer of the FCC; Dr. Alfred N. Goldsmith, consulting radio engineer; George F. Zook president, American Council on Education, and David Sarnoff president RCA.

Sectional Sessions

NUMEROUS "conference sections" also are scheduled, with such figures in radio and education as Dr. Levering Tyson, director, National Advisory Council on Radio in Education; Morse Salisbury chief of Radio Service of the Department of Agriculture; William D. Boutwell, director of the Educational Radio Project, Office of Education and Mrs. B. F. Langworthy, president, National Congress of Parents and Teachers, to participate.

Sponsoring organizations are listed as American Association for Adult Education; American Council on Education; American Farm Bureau Federation; General Federation of Women's Clubs; Institute for Education by Radio; Institute of Radio Engineers; National Council of Religious Education; Jewish Welfare Board; National Advisory Council on Radio in Education; National Association of Educational Broadcasters; National Catholic Educational Association; National Committee on Education by Radio; National Congress of Parents and Teachers; National Education Association; National Grange; Progressive Education Association; Women's National Radio Committee and Workers Education Bureau of America.

TO HAVE *and* TO HOLD

OKLAHOMA'S LARGEST RADIO AUDIENCE



★ *New RCA Transmitter*
★ *Truscon Vertical Radiator*
★ *Daytime Power Increase*

AN essential factor enabling WKY to have and to hold Oklahoma's largest radio audience has been the continuously progressive improvement in its broadcast facilities.

Eight months ago WKY opened the largest and most modern studios in the Southwest. Last month WKY switched to its new transmitter and increased daytime power.

Today WKY's coverage advantage in Oklahoma is greater than ever. Even before the switch-over, WKY on the ideal 900 kc. frequency was covering more of Oklahoma than any other station.

To have and to hold Oklahoma's largest radio audience, WKY also has the shows: The cream of NBC programs; dozens of popular nationally sponsored transcribed programs; and more than 75 live talent studio programs a week in addition to 40 news and market periods.

WKY has what it takes to have and to hold the largest radio audience in Oklahoma . . . to win and to hold customers for its program sponsors.

WKY • OKLAHOMA CITY

Oklahoma's Only Full-Time NBC Station

Affiliated with THE DAILY OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN

Representative—E. Katz Special Advertising Agency



WARNING TO AIRMEN

who use the air for flying or for radio advertising

● KLZ's new 444-foot vertical radiator creates a hazard in the Denver Rocky Mountain region—if you still set your course by old maps.

● This lofty beacon is a warning to those who disregard change—but a friendly guide to those who seek happy landings for sales and advertising efforts in the Denver Rocky Mountain region.

● Other changes as spectacular as the erection of this new transmitter and antenna that have speeded KLZ's meteoric rise to popularity in Denver began with the change in ownership fifteen months ago.

● Sixteen years of radio pioneering, eight years' experience in building one of the nation's outstanding independent network stations, unlimited financial resources, daring leadership and skillful showmanship were quickly brought into play. On August 1st, KLZ's new 5000 watt transmitter was dedicated. Designed, built and installed by Bell Laboratory and Western Electric engineers, we believe it to be the world's most modern transmitter in commercial use today. Modern, new studios, greatly enlarged, will be dedicated within 30 days.

● And as for programs—33 national network sponsors, 21 national non-network sponsors and 61 of Denver's most important firms spent 58% more with KLZ this October than last — 122% more than during the same month of 1934.

● Spicing this distinguished commercial schedule is a sustaining schedule of network and local programs geared by resident management to the tempo of the cultural, civic and religious needs of the Denver area. KLZ programs, presented in magnetic fashion by an organization schooled in radio showmanship, have made this station the talked-about and listened-to station in Denver. Audience checks prove it! Advertising results bear it out!

● WARNING! Revise your Denver air maps now!

KLZ BROADCASTING COMPANY

"The Pioneer Radio Station of the West"

DENVER
560 KILOCYCLES
CBS AFFILIATE

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY

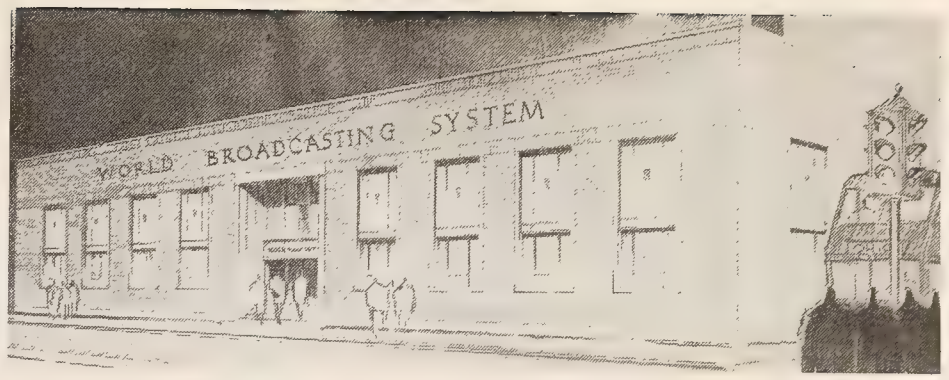
leveland Group Seeks ocal Marketing Station

NEW type of specialized local oadcast station, which would de- te itself to the marketing of rishable products such as pro- ce and fruits, is proposed in an plication filed Nov. 17 with the CC Broadcast Division by a oup of merchants in Cleveland corporated as the Food Terminal roadcasting Co. The applicant eks 100 watts daytime on 1500 . and the station would be com- ercially operated.

Filed by Loucks & Scharfeld, ashington attorneys, the appli- tion states the company proposes general broadcasting service, but addition it would disseminate formation on local market con- tions, availability of perishable od products and price informa- n. This service, it said, would designed to aid both the con- mer and the grower or seller of ch food products. Russell Swi- r, managing director of the rthern Ohio Food Terminal, is esident of the new corporation, her stockholders, each with 20%, ing Joseph C. Hostetler, attor- y of Cleveland, and C. F. Haas, nald B. Pocock and R. F. Blair, produce merchants.

Oshkosh on WLW

SHKOSH OVERALL Co., Osh- sh, Wis. ("Oshkosh B'Gosh" eralls), started a half-hour folk ng program on WLW, Cincinnati, v. 29, Sunday, 5: 30-6 p. m. ency is Ruthrauff & Ryan Inc., icago.



New WBS Headquarters to Be Built in Chicago

EARLY in 1937 World Broadcasting System will move its Chicago branch to a new building at Erie St. and Fairbanks Court, according to President Percy L. Deutsch. Increased transcription activity in the Midwest, he said, prompts the move to larger quarters, located in the Upper Michigan Ave. district, near Chicago's radio and advertising centers.

The new building, 109x128 feet will involve an expenditure of $175,000 for new studios and processing plant, it is understood. Studios will be fashioned after the WBS headquarters at 711 Fifth Ave., New York. Architects plans provide for three large studios equipped with Western Electric recording apparatus. Studios will be full-floating, with electrical installations under supervision of Electrical Research Products Inc. Six recording machines will be fed through four channels, the fourth providing for direct-wire recording from radio stations and remote points. A special WE receiver will be used for off-the-air recording. Both vertical and lateral transcriptions at 33 1/3 rpm will be produced in Chicago.

The processing plant will be modeled after the New York equipment. Air conditioning will protect instruments, wax blanks and masters and in addition high-speed electro-plating will enable Chicago clients to broadcast programs 24 hours after recording.

Among World clients in Chicago are Procter & Gamble Co., with 6 WBS campaigns now on the air; Studebaker autos; Wander Co.; J. A. Folger & Co.; Mid-Continent Petroleum Co.; Independent Grocers Alliance; Montgomery Ward; Allis-Chalmers Mfg. Co.; Republic Steel Co.; Wilson & Co.

HECKER H-O Co., Buffalo (Force & H-O oatmeal) will discontinue the *Bobby Benson* child program, on CBS. which has had a long run on the air, after the Dec. 11 broadcast. The program at one time was heard five times a week but about a year ago was reduced to thrice-weekly.

NOEL FILES SUIT FOR W9XBY STOCK

SUITS against the Kansas City Power & Light Co., holder of a substantial block of stock in First National Television Inc., Kansas City radio and television school which operates W9XBY, high-fidelity station on 1530 kc., has been filed by Sidney Q. Noel, president of the company and manager of the station. Mr. Noel seeks to force the power company to sell its stock to him and to his Eastern associates, including Sam Pickard, a CBS vice president.

Mr. Noel also brought suit against Arthur B. Church, president of KMBC, G. W. Taylor, vice president of First National Television, the power company and other stockholders to prevent them from having a stockholders' meeting pending the court's answer to his claim for the power company's block of stock which he claims it gave him an option to buy. The power company's claim is that the letter offering the stock was addressed to the television company and not to Mr. Noel personally and that it had not been accepted by the company.

The court granted the petition of the defendants to consolidate the two suits. While W9XBY is involved indirectly as a subsidiary company, FCC records disclose that stock in First National Television Inc., the licensee, is held 41% by Mr. Noel, 35% by Mr. Church and 13% by Mr. Pickard.



Flexibility

The word "Flexibility" as applied to KWK does not mean a continually changing company policy, but rather a quick grasp of ever changing conditions and an organization adaptable and flexible enough to quickly follow the trends of modern living. Naturally, such an organization, coupled with KWK's popularity in the St. Louis area, produces sales results that are truly surprising.

THOMAS PATRICK INCORPORATED
HOTEL CHASE — SAINT LOUIS
Representative — Paul H. Raymer Company
NEW YORK — CHICAGO — SAN FRANCISCO

KWK

More Awards Are Made In NBC Slogan Contest

THOUGH the $100 prize award in NBC's employe slogan contest was won by Miss June Hynd, assistant director of women's activities [BROADCASTING, Nov. 15], four other prizes were also awarded by the judges, who were Lee H. Bristol, Bristol-Myers Co.; John Zellers, Remington Rand Inc., and Edgar Kobak, Lord & Thomas. Miss Hynd's slogan was *By Choice, The Nation's Voice* and it has been adopted by the network organization.

There was a triple tie for second place, each submitting the slogan *In Tune With the Nation.* Those submitting this slogan were Edward R. Hitz and Margaret Huemer, of the New York sales department, and Rudolph W. Bauer, of the New York engineering staff. Each gets $50. The third prize of $25 went to Thomas F. Egan, of the NBC Boston office, for *America's Most Invited Guest.*

CBS Ignores All Conventional Theories In Preparing for New Broadcast Center



P. W. Kesten

ALL PRECONCEIVED ideas of building broadcasting studios are being disregarded by CBS in its preliminary consideration of plans for its new headquarters in New York to be built for occupancy some two years hence, according to Paul W. Kesten, CBS vice president in supervisory charge of the project.

Likely to be called Columbia Broadcasting Center, the building will occupy a tract of 29,000 square feet located at the southeast corner of Park Ave. and 59th St., about a half-mile from Radio City, where NBC headquarters are located. The property was purchased last May, and had an assessed value of $1,735,000.

"We are following a radically different scheme in approaching this task," Mr. Keston informed BROADCASTING. "I realize that usually the first thing that happens in any new building project is a flossy drawing of the new premise, and preliminary plans of the layout. That is going to be the last thing that happens in our program of work.

Enter Intangibles!

"WE ARE tackling this job with the hope of producing the first truly organic layout which broadcasting has developed. We are throwing away every preconceived idea of four walls and a ceiling. We expect to spend months analyzing the movements and functions of people and things within each of the many departments of CBS. Then we will extend that into a searching analysis of the movements of people and things from one department to another, from studios to offices, from offices to studios, etc.

"That is a sizeable job, in itself and it represents only the physical side of the study. The spirit and atmosphere of the various units of our business, too, are going to be put under a stethoscope. I don't think any business ever combined more facets of creative effort, administrative judgment, engineering precision and executive coordination than the broadcasting business. Perhaps such things don't seem to have any bearing on brick and mortar, but we believe the difference between a good and a bad building job may lie in the perception and relation of these intangibles to the final and tangible form.

"We expect the style and size and form of Columbia's new broadcasting center to define itself and resolve itself in the course of this study and analysis. We are keeping our minds deliberately free from any advance ideas of what it will look like until, inevitably, it shapes itself out of its component parts. We are carrying on several programs of technical research coincidental with this internal analysis, in the hope of taking new strides in the technique of broadcasting when we move into the new home.

"It won't have trimmings for the sake of trimmings. It won't have folderols for the sake of folderols. It will probably be surprisingly simple in surface and detail, not because we think it should look that way, but because most design that is sound and functional ends up that way."

Record Remote

ATLANTIC REFINING Co., Philadelphia (petroleum products), will sponsor what is said to be the longest remote in history, when it broadcasts the Temple University-St. Mary's College football game from Kezar Stadium in San Francisco Dec. 5. With Doug Montell as sportscaster, the broadcast will be relayed via telephone and released over WIP, Philadelphia, and other Pennsylvania stations. N. W. Ayer & Son Inc., New York, is the agency, with arrangements being handled through the San Francisco office. Associated Oil Co. of California will sponsor the broadcast on the Pacific Coast.

Mello Cup Plans Spots

HASEROT COFFEE Co., Cleveland, is starting a test campaign on WGAR, Cleveland, using spot announcements to advertise its Mello Cup coffee. With distribution being extended to the East and Midwest, the company is planning a national campaign to start about Feb. 1. A participation program is being used on WGAR. Account is placed direct.

ADVICES from Europe state that B. Merkelbach and C. J. F. Karstens, architects of the AVRO radio studios in Hilversum, Holland, were invited by CBS President William S. Paley to come to New York to advise on the construction of the new Park Ave. studio building planned by the network, after Mr. Paley had visited the Dutch radio station and expressed great interest in its architectural features. Mr. Karstens is said to be in New York now.

CAMPANA'S *First Nighter* began the seventh year of one of the most remarkable runs in the history of radio drama, when *Return Ticket*, a new play by Forrest Barnes, was presented over the NBC-Red Network, Nov. 27.

WXYZ PRESENTS

Nancy Osgood

DETROIT AND MICHIGAN'S ONLY WOMAN COMMENTATOR . . . . IN

"WOMEN IN THE NEWS"

Nancy Osgood is unique in that her program, "Women in the News", is the **only** program of its type on the air. "Women in the News" is a combination of fashion news, Hollywood gossip and current events. The result is a fascinating and much-listened-to program, typical of the many features produced by WXYZ to make morning and afternoon hours highly productive for WXYZ advertisers in the big Detroit market.



Does YOUR Message Need An Audience of Women?

WXYZ knows the radio technique of holding women's audiences. For over 5 years its production department has been actively engaged in building day time hours with talent to attract women listeners—WHEN THE COST IS NOMINAL AND RESULTS MOST GRATIFYING! Nancy Osgood's program is one of the many attractive features now ready for sponsorship—a program with an established audience. When women listen—They buy.

WXYZ

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York

Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago

Western Office: Russ Building San Francisco, Cal.

THE PRODUCTION STATION

KOIL

OMAHA — COUNCIL BLUFFS



KOIL, the "Production Station," produces two things: quality programs and quantitive sales. KOIL programs bring sales-producing audiences because KOIL excels in finished production of every type of show, and features carefully planned special event broadcasts. The result: listeners in the Omaha-Council Bluffs area keep tuned to KOIL, anxious to hear EVERY KOIL studio and remote control broadcast.



KOIL naturally attracts local advertisers. One of the real tests of any station's worth is the local reputation of the station. Merchants and business men in the Omaha-Council Bluffs area show their confidence in KOIL as a sales-producing station by using it year in and year out as their radio advertising medium. More local advertisers use KOIL than any other radio station in the Omaha-Council Bluffs area. Another tribute to KOIL special production and sales results.



KOIL advertising does not stop in the audience home. It gets sales. People in the Omaha-Council Bluffs area listen to KOIL because KOIL broadcasts the programs they like. Radio listeners in the Omaha-Council Bluffs area have a confidence in KOIL programs that is based on a long, consistent record of superior production of studio and special event programs. These listeners have money and spend money—on products advertised on the regular and special programs of KOIL.



KOIL listeners live in a highly productive agricultural area and in two large and prosperous metropolitan centers, Omaha and Council Bluffs. The map on the left indicates the general coverage area only, an area covering 64 counties in four states, including a population of 1,375,530, a potential audience of 1,088,212. No advertising campaign in the Omaha-Council Bluffs area can be complete without KOIL — the Production station of the middlewest.

A Few Firsts by KOIL

The radio studio goes to the scene when KOIL broadcasts special events. KOIL is the only station in Nebraska and the Middle-West equipped with a Mobile Broadcasting Unit—a radio studio on wheels—the traveling home of two transmitters.

KOIL mikes regularly meet the trains, the buses and the planes—the first radio station in the Middle-West to arrange informal interviews with celebrities who pause at the Union station and Muny airport.

Radio listeners the world over like the unusual—the unexpected — in special broadcasts. First in the Middle-West to recognize this, KOIL excels in this type of broadcast. Prime example: The recent KOIL coverage of the Missouri Valley Retreiver Trials.

It takes more than a good announcer to broadcast a good news period. Back of all KOIL news periods are all the facilities of any daily newspaper—a battery of teletype machines, short wave receiver for police calls, direct loud speaker from the fire department and a staff of local reporters.

Free and Peters
National Representatives

KOIL

"THE PRODUCTION STATION OF THE MIDDLE-WEST"

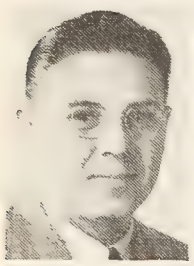
Central States Broadcasting System

KOIL, KFAB, KFOR

RADIO TRAFFIC FOR THREE

Iowa Network Meets Intricate Problems in Handling Crowded Schedules by Novel System

By GEORGE H. ENGELTER
Traffic Manager, Iowa Broadcasting System



G. H. Engelter

IF YOU'RE in radio, you've had occasion to curse somebody's traffic department. When I was an announcer I wasn't too complimentary to traffic either. But after entering this specialized field, I began to have an inkling of how easy it is to bungle and how costly errors can be if some system is not devised to keep them down to a minimum. Later it began to dawn on me that traffic is not some remote, separate branch of radio independent of most other departments, but that on the contrary, it is interrelated and definitely associated with the commercial, program, publicity, continuity and engineering departments.

Traffic management here at the Iowa Network is unique in that we have two NBC basic Blue affiliates, a CBS basic affiliate and a local network of any two or all three stations in addition to programming for each individual station.

The Time Order

LET'S TAKE an average instance of routing traffic on a local commercial program. Supposing a salesman has a client definitely interested in buying time. The traffic manager joins the program director, continuity man, salesman and client in discussing the best time available for the program and material to be used. Then the traffic department will list the rehearsals and auditions necessary on a schedule prepared daily, and indicating personnel, studio to be used, time, talent and engineering details. Departments concerned receive copies of this schedule.

Once sold, the program is submitted by a time order properly authorized through the commercial manager and forwarded to the traffic department which checks it, lists it on a board, and sends copies of the order to sales, program and continuity departments, radio editor of the *Des Moines Register* and *Tribune*, publicity department and auditing department.

The board indicated, merits some special mention in itself. Commercial futures are listed on flexible insertion boards with program time, length, title, starting date and contract expiration date as well as optional renewal privileges, if any. In conjunction with the commercial futures is a system of expirations separately filed on similar boards and indicating at a glance any expiration so that radio editor, program, commercial and continuity department may be advised on the status of commercial commitments.

Current sustaining national network and local network features are handled by a similar system, and spot announcements are likewise set on the described board system and are treated according to consecutive daily scheduled time.

A master board is also set up with all programs and spot announcements listed — whether national network, local network or single station, whether commercial or sustaining indicated. Different colored inserts are used for delineating these things at a glance.

So much for what happened to our program in a traffic way. Now suppose some revision or correction comes in. This is entered by means of a correction order authorized only by the program department, thus centralizing this function and avoiding duplication of effort. The correction order indicates time, date, program "killed" or deleted, insertion order, coding indicating whether commercial or sustaining, and if national network, IBS or single station.

For Special Events

SPECIAL events and features are handled through special blanks incorporating complete data on title, date, time, point of origin, station listing, nature and purpose of the event, contact of the special events department, announcer, publicity granted before and following broadcast. This furnishes in addition to advance information, a permanent record for ready reference.

Another important duty of the traffic department is the weekly program schedule for each of the three IBS stations. These schedules are dittoed, listing programs carried for the current week. Daily schedules carry not only the daily program material, but also corrections and special originations to local or national network, commercial or sustaining status, spot announcements with time, engineers and program personnel on duty, loop reversal cues and other details.

TWX or teletype communication is used to send and receive important details on commercials and sustaining program service and publicity material. A file of daily NBC network program folios and of CBS weekly folios is kept.

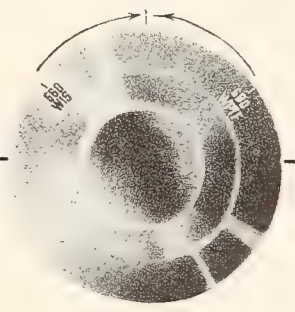
The daily operations schedule is dittoed in different colored inks to distinguish whether local, local network or national network, and if sustaining or commercial. A separate IBS daily schedule lists all commercial or sustaining service available to and from Des Moines and Waterloo-Cedar Rapids.

Now what happens when a program fails to come through as scheduled. Reports on such deviations from schedule are filed by the announcer and given to the program department which checks and passes it on to traffic for analysis and explanation. If any program fails to come through according to schedule, the reason is sought and reported. Notation is made of courtesy announcements given in the event of deviation, whether announcement is made on the network or locally.

Separate commercial charts are prepared monthly showing the detailed status of commercial commitments. Expiration date charts on commercial commitments serve as a guide in checking upon expirations and ascertaining available time for future commitments.

Future NBC and CBS commercial orders and reservations or "kills" are charted in like manner.

2 STATIONS
2 STATES
but
ONE RATE !



the
CAROLINA COMBINATION

These 2 Radio Stations, combined, give you the greatest coverage of the profitable Carolina Market. Both are 5000 Watt NBC outlets and you can buy them at one low combination rate. Try the Carolina Combination and watch the results.

WIS
Columbia S. C.

WPTF
Raleigh N. C.

Represented by
Free, Johns & Field, Inc.

★

Radio programs . . . like men . . .
are judged by the company they keep

★ Every WLW advertiser appreciates the prestige that accrues to his program through association with the nation's outstanding radio presentations—broadcast regularly over WLW.

Collegiate Music League Is Organized in Boston

FORMATION of the Intercollegiate Music League, with headquarters in Boston, which proposes to introduce, record, publish and have performed over the air the best works of college composers enrolled as members, was announced Nov. 23. While primarily intended for college students, the League was said to be open for membership to any songwriters, professional or amateur.

It was claimed that connections with members of ASCAP had been made and that all members would share in annual income. Arrangements also had been completed with Archie Bleyer, leader of the Hollywood Restaurant band in New York, the League stated, to broadcast a special arrangement of an outstanding manuscript fortnightly over Mutual.

Officials of the organization, with headquarters in the Little Building, Boston, are Barnard Young, Jack Goldstein, former exploitation manager of United Artists, general manager, and Cliff Meyer, arranger.

Closer Ties With Pan-American Nations Seen as Networks Arrange for Pickups

WITH two American radio executives on flying trips to the capitals of Latin America, and with NBC and CBS sending their own commentators to the Pan American Peace Conference at Buenos Aires to broadcast reports and interviews back to the United States, attention was focused anew on the possibilities of closer relationships between American and Latin American radio systems as President Roosevelt and Secretary of State Hull attended the conference opening Dec. 1.

Departing from New York Nov. 16, John Royal, NBC program vice president, planned to visit practically all of the Central and South American republics by airplane in order to arrange for more program exchanges. Departing from Washington Nov. 17, Paul White, CBS director of special events, planned to go first to Buenos Aires to arrange the conference broadcasts and then to visit several other Central American countries. NBC's commentator and interviewer at Buenos Aires will be Edward Tomlinson, authority on Spanish American affairs, and CBS has sent H. V. Kaltenborn, its noted commentator. With Mr. Royal are Carleton Smith, NBC presidential announcer, and Albert E. Johnson, NBC engineer in charge of Washington operations.

It was not known whether Secretary Hull would bring up again at the Dec. 1 conference his proposal for a powerful American radio station to broadcast American news and programs to Latin America either for direct pickups or local station rebroadcasts. But it is known that the proposal, first made at the Montevideo conference in 1933, is still before the State Department.

President Roosevelt by executive order shortly after Mr. Hull's return from South America in 1933 set aside the frequencies 6100, 9550, 11730, 15130 and 21500 for the purpose. The State Department, however, has not decided whether it is more advisable that the government or the Pan American Union in Washington should set up such a service, or whether the transmission of special programs to Latin American countries should be left to private operators of international relay shortwave stations, of which there are now about 30 in operation—almost all of them adjuncts of regular broadcasting stations.

NBC and CBS have both indicated to the authorities that they are ready and willing to establish regular directional shortwave service to Latin America, and both have been staging occasional special programs and arranging pickups. Mr. Kaltenborn and Mr. Tomlinson are scheduled to broadcast regularly from Buenos Aires during the present conference, a daily schedule of comments and interviews having already been arranged for the networks.

It is known that many Central and South American stations are already picking up U. S. shortwave relays and rebroadcasting them to their audiences, including some commercial programs that are highly popular with the natives as well as with the Americans resident there. Often the commercial announcements are left in; sometimes they are tuned out, and in few cases has permission been sought from the American broadcasters for the rebroadcasts.

The State Department and the Pan American Union have long favored increasing radio relations between the countries of the Americas for good will purposes. While the international waves may not yet be used for directed commercial programs, the possibility of eventual sponsorship of special programs aimed at Latin American countries is foreseen in view of the large export trade the United States has with Central and South America. Sponsorship is permitted in practically all the Central and South American countries, whose radio systems are advertising-supported as in the United States.

* * *

FIRST plans for regular South and Central American reception of American programs were disclosed Nov. 20 by NBC, which announced that a daily schedule of programs from W3XAL, Bound Brook, N. J., will shortly be undertaken to amplify the thrice-weekly programs started last summer. To facilitate reception in South America a new directional beam antenna is being constructed at Bound Brook and will be completed about Jan. 1.

Two Spanish-speaking members of the NBC staff, Dan Russell and Charles Carvajel, have been placed in charge of producing all-Spanish broadcasts. Since last July they have been broadcasting thrice weekly programs of news and music for Latin America.

IN SOUTH AMERICA



John Royal



Paul White



WIBW 30 60 90 120

Another Strike!

And There's A Reason

● IT'S NOT JUST LUCK that WIBW produces such enviable results for advertiser after advertiser. It's because WIBW has "more on the ball."

● More cooperation between advertiser and merchants — more planning — more merchandising service. All this, *in addition to* programs built in the Kansas manner to sell Kansas people.

● Let WIBW put a "hook" on your sales message. We'll roll it across this rich trading area for the highest profit score you've ever marked up.

WIBW — Topeka — "The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

SELLING ON A HIGHER PLANE



Up in Denver's high altitude, the returns are high for advertisers who put the powerful influence of KOA behind their sales campaigns. Let us point out some of the high spots in KOA's sales record in the Rocky Mountain region.

KOA

50,000 WATTS

DENVER

Completely programmed by NBC

Three Sign on ABC

THREE additional advertisers have signed up for time on *The Morning Round Up*, participation program broadcast each weekday morning over the ABC regional network. Olson Rug Co., Chicago (rugs), started Nov. 18, six times weekly, through Presba, Fellers & Presba Inc., Chicago; Chicago Mail Order Co., Chicago (general merchandise), started Nov. 20, six times weekly, through Matteson-Fogarty-Jordan Inc., Chicago; Willard Tablet Co., Chicago (proprietary), started Nov. 16, three times weekly, through First United Broadcasters Inc., Chicago.

WJAY Foreign Programs

WJAY, Cleveland, will include English interpretations of all announcements on foreign language programs, according to H. K. Carpenter, general manager. New talent and music as well as improved production methods are to be used for the nationality productions, under the direction of Stanley Altschuler.

NAB Sounds Stations on Convention; Early Summer Session Widely Favored

THE NAB on Nov. 23 asked its 400 members to register their preferences as to the month during which the annual NAB convention should be held. Pursuant to the action of the NAB board of directors at its meeting Oct. 2, James W. Baldwin, managing director, sent to the membership the questionnaire asking that they indicate their preference as to the month. He brought out it had been generally agreed that the convention should be held in May, June, July, September or October.

Prior to 1935, all conventions were held in the fall. Stations, however, complained because they came at a time when fall schedules were beginning, thus breaking into the busiest season of the year. The last two conventions have been held in July and there has been some complaint about summer heat. Sentiment seems to favor late spring or early summer but the board decided that the membership should be asked to express itself.

In his letter, Mr. Baldwin pointed out that the American Association of Advertising Agencies will hold its 1937 convention in late April and early May while other trade associations in the advertising field have not yet set their convention dates.

Endura Uses Don Lee

ENDURA Corp., Los Angeles, distributors of a permanent wave set, on KHJ, Los Angeles, with a 15-minute weekly program to create consumer demand, late in November increased its coverage by using the entire Don Lee California chain. Allied Advertising Agencies handle the account.

Lanier Is Winner Of Program Prize

Gets Award in NBC Contest; Samuel J. Shumer Second

HENRY W. LANIER, New York, one of the original incorporators of *Golden Book* and for years with Doubleday Page, book publishers, was awarded first prize of $1,000 in the NBC Tenth Anniversary Children's Program Contest which closed Sept. 1, it was announced Nov. 15 by Charles Coburn, actor and member of the judges committee. Mr. Lanier's winning script was titled *Bravest of the Brave.*

Second prize, $500, was awarded Samuel J. Shumer, New York, for *Rome on Fire*; third prize, $400, to Miss Helen Platt, Portland, Ore., for *Merry Adventures of Robin Hood;* fourth prize, $300, to Pauline Gibson, New York, for *Chimney House*; fifth prize, $200, to Richard Howells Watkins, Riverside, Conn., for *Ten Mile River*; sixth prize, $100, to Berton Brayley, New York, for *All Aboard for Beetle Goose.*

In addition to the cash awards all the above winners will receive a performance fee of not less than $100 for each episode broadcast by NBC on a sustaining basis, if 30 minutes in length, or $50 if 15 minutes in length.

Honorable Mentions

HONORABLE mention was awarded to Margaret Widdemer, Larchmont, N. Y.; Frank J. Novak, New York; Julia Gumther Mackaye, San Jose, Cal.; Laurence Hammond, New York; Irving Crump, Cradel, N. J.; Robb Beebe, Ridgewood, N. J.; Preston W. Pumphrey, Douglaston, L. I.; Thornton W. Burgess, Springfield, Mass.; J. B. Redburn, New York; Charles M. Higgins, Washington; Jay O'Bryon, New York; Richard McDonagh, New York; Ethel Zaring Brown, Toledo; John Vandercook, New York; Josephine Dascom Bacom, New York; Frank Kintrea, New York; Mrs. William D. Shattuck, Oakland, Cal.; Dorothy Balcom, Blakely, Ga.; Maureen M. Murdock, Philadelphia; Marian Quick, Denver; Dorothy Kissling, Chicago; Elder R. Herring, Loveland, O.; Dorothy E. Sparks, Chicago; Helen E. Bentley, Horseheads, N. Y.; Robb Beebe, Ridgewood, N. J.; Nell F. Mussinon, Cincinnati.

Paul Wing, NBC children's programs director, acted as secretary to the Board of Judges which, in addition to Mr. Coburn, included: Mrs. B. F. Langworthy, president National Congress of Parents & Teachers; Dr. Arthur Frank Payne, psychologist; Mrs. Sidonie Gruenberg, executive secretary, Child Study Association of America; Homer Croy, novelist and member council of the Author's League of America; Louise Seaman, former editor of juvenile books for Macmillan Co.; Dr. Rollo Reynolds, principal Horace Mann School, New York.

Tums on WJZ

A. H. LEWIS MEDICINE Co., St. Louis (Tums) on Nov. 18 began an eight-week series titled *Tums Presents James Wilkinson,* on WJZ, Wednesdays, 7:45-8 p. m. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the account.



● To HOUSEHOLDERS it means dependable electric conveniences.

To public utilities it means power plant engineering of the highest technical perfection.

To medical science it means research and development of the all-important X-ray tubes and equipment.

To the radio industry it means the originator of broadcasting as we know it today, and the last word in transmitting and receiving equipment.

To radio advertisers it means WOWO—The Hoosier Station—which is Westinghouse owned and operated. Into the programming and management of WOWO have gone the full measure of Westinghouse experience and ability, insuring the Hoosier audience the best in programs and guaranteeing national advertisers the most in audience interest.



WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. ● Fort Wayne, Ind. ● 10,000 Watts ● CBS ● 1,160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY



ANNOUNCING

A Greater KVOR

CBS Affiliate for Southeastern Colorado

● KVOR, esteemed favorite of the wealthy Pike's Peak region, is alive with new vigor and enthusiasm. Under the progressive and experienced management that has made WKY the standout station in Oklahoma and KLZ a top favorite in the Denver Rocky Mountain region, KVOR has entered a new era promising greater service to its audience and greater effectiveness for its advertisers.

Already the staff has been reorganized and enlarged. Equipment and facilities are being improved. Experienced radio showmen are on the job. Many new local features are being added. KVOR's obligation to serve well the public interest will be fulfilled more richly than ever.

Per capita income in Colorado Springs and the Pike's Peak region ranks with the highest in America. Bumper crops, a record tourist season, and increased mining and industrial activity are pushing sales uphill rapidly. Start the sales of your product in the same direction by talking and SELLING it over the greater KVOR.

"Advertisers are assured intelligent, efficient cooperation and the maintenance of a sound policy of business ethics from this station affiliated with the Colorado Springs Gazette and Telegraph and managed and programmed by the management of

WKY - OKLAHOMA CITY

KLZ - DENVER

KVOR · Colorado Springs

OUTWEST BROADCASTING CO.

National Representative

E. KATZ SPECIAL ADVERTISING AGENCY

"The Voice of the Rockies"

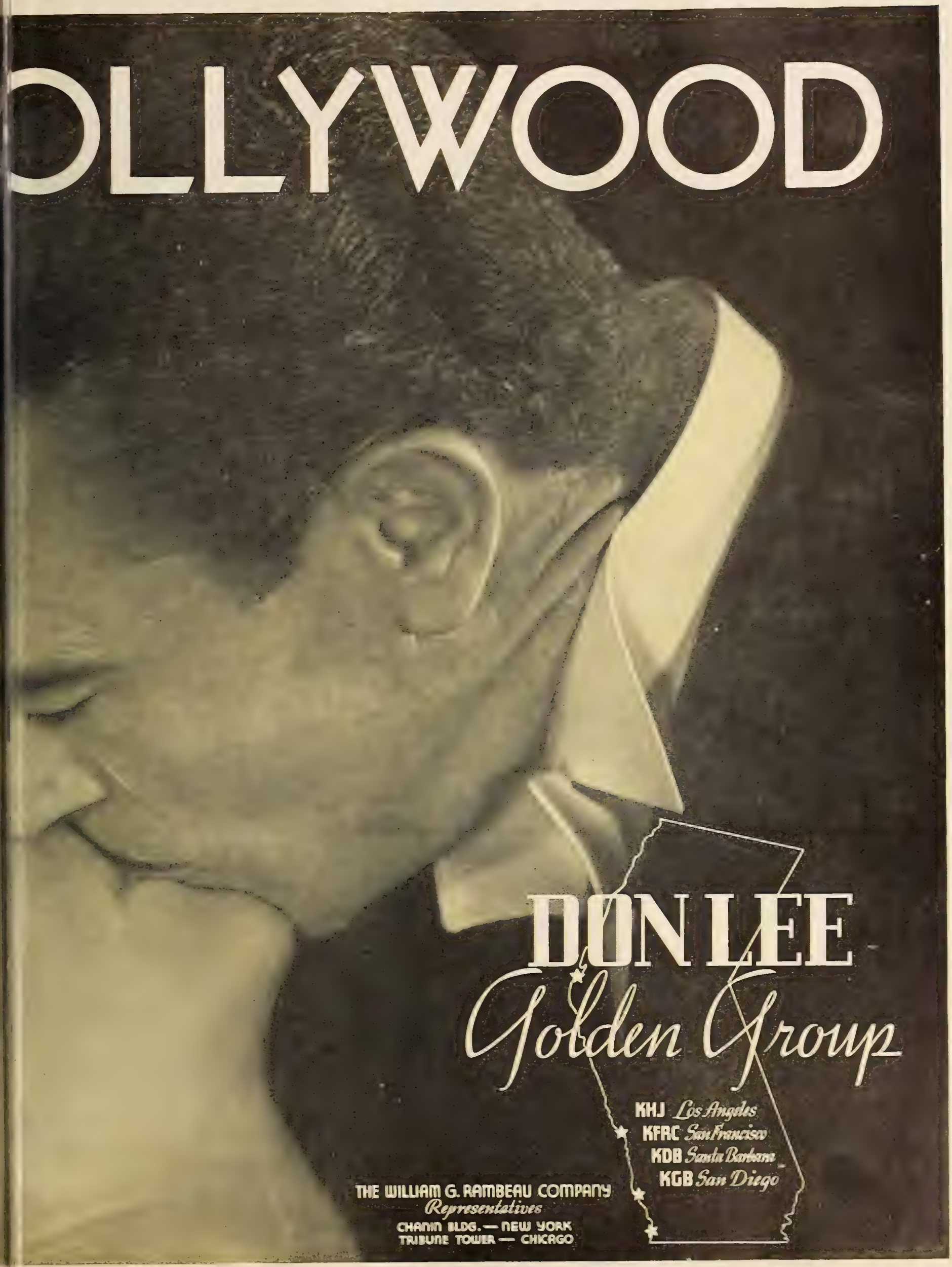
Studio: Antlers Hotel

1000 W... 1250 KC

MADE IN H

When you buy the Don Lee Golden Group, you GET Hollywood. Hardly a Hollywood hotshot but has broadcast from our microphones. Hardly a Hollywood home but that listens to the Don Lee stations REGULARLY! Hollywood! Where the AVERAGE family income is $4,000.00 a year. Where 28,500 families earn $114,000,000 a year..spend $56,000,000 for retail merchandise! Hollywood, where 28,500 people are IN PICTURES..and IN THE MONEY..$72,000,000 each year! Your product will be MADE IN HOLLYWOOD if you use the Don Lee Golden Group Radio Stations . . . And it'll be made in the REST of California because the four stations of THIS NETWORK cover MOST of the people in the State. They've been making LISTENERS . . . FRIENDS . . . MONEY . . . for advertisers for over fifteen years!




OLLYWOOD
DON LEE
Golden Group
KHJ Los Angeles
KFRC San Francisco
KDB Santa Barbara
KGB San Diego
THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO

ANOTHER STEP FORWARD

SEATTLE'S PIONEER RADIO STATIONS
Dedicate NEWER and FINER FACILITIES!

New Equipment . . .

November 15, KOMO-KJR completed the installation of two RCA 5000-watt High Fidelity transmitters and a 570-foot Truscon self-sustaining vertical radiator. the latest and most efficient broadcasting equipment available.

Increased Coverage . . .

KOMO-KJR primary and secondary area now comprises over 65% of the state of Washington's entire population . . . a potential audience of more than 1,027,000 persons.

FOR COMPLETE COVERAGE OF PUGET SOUND AREA USE —

KOMO
5000 WATT L. S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 WATTS
NBC Blue

National Representatives — Edward Petry and Company

KOMO RED NET WORK

KJR BLUE NET WORK

CRUSE APPOINTED TO POST WITH FCC



A. W. Cruse

ANDREW W. CRUSE, chief of the Electrical Division of the Bureau of Foreign & Domestic Commerce, on Nov. 18 was appointed assistant chief engineer of the FCC for the Telephone Division. He succeeds W. G. H. Finch, who resigned that post more than a year ago to reenter private practice in New York.

A graduate of the Naval Academy, Mr. Cruse has been with the Department of Commerce since 1933. He has specialized in television research and was the official U. S. government observer of European television in 1935, visiting England, France, Germany and Holland. Since his graduation from the Naval Academy in 1922, and after two years in the service, he was with the Bell Telephone Co., International Telephone & Telegraph Co., and various other telephone organizations both in this country and in Central and South America in engineering and executive capacities. At one time he served as general manager of CMC, Havana broadcast station, then owned by I. T. & T. He has lectured on television at various universities during the last year.

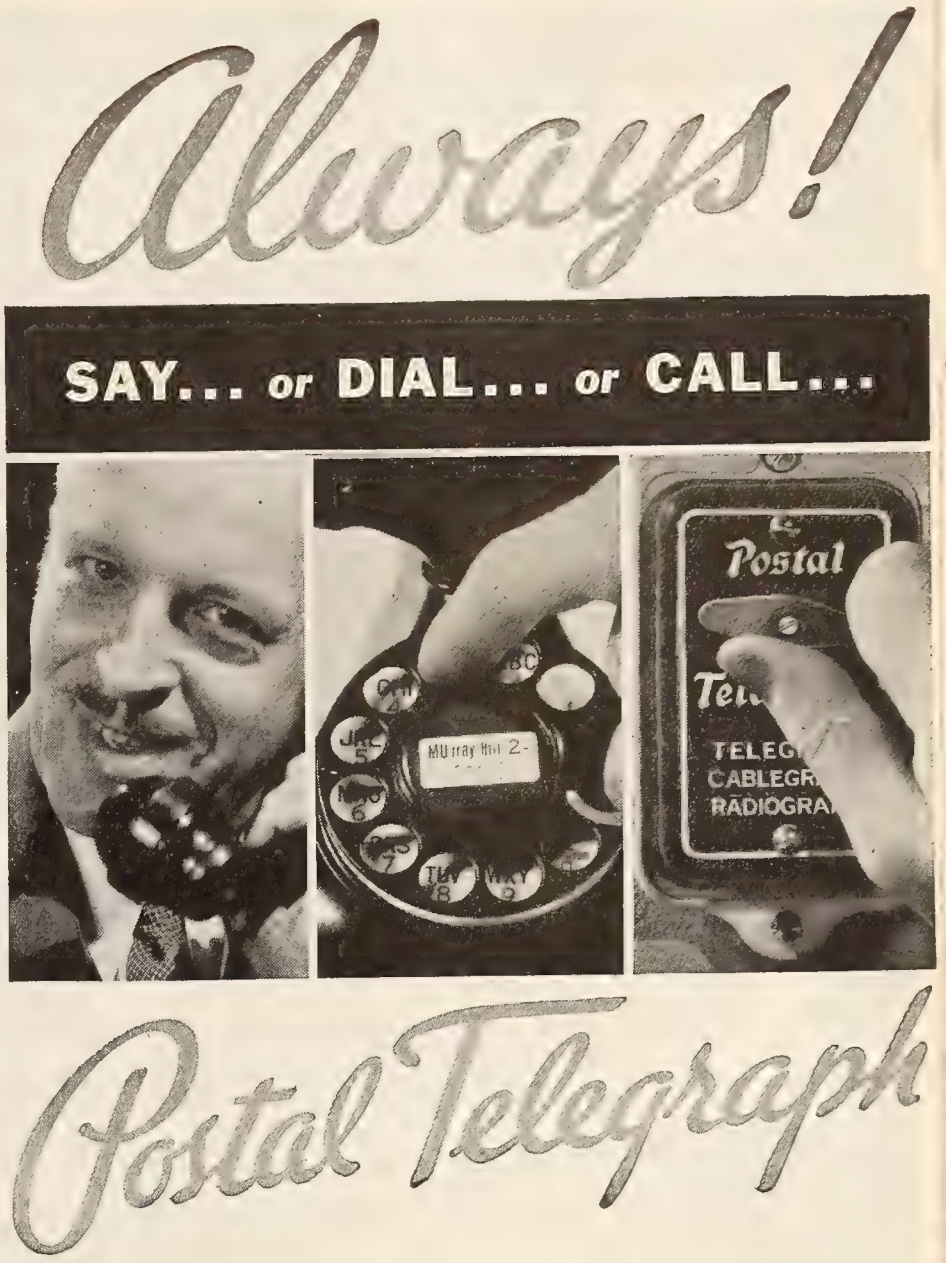
R. E. L. WELLINGTON, director of program planning of the British Broadcasting Corp., has been appointed assistant controller of programs, taking over the post formerly occupied by Maj. Gladstone Murray, who on Nov. 2 became director of the new Canadian Radio Corp.

Forward Industry

IN LINE with the daily reports of increasing industrial activity, reemployment and prosperity, NBC on Nov. 27 carried a special feature program titled *Forward Industry* on its Blue network, consisting of pickups of the sound of machinery and the voices of working men and executives from various industrial centers. Among those interviewed in the broadcast, arranged by A. A. Schechter, special events director, were longshoremen, deckhands, ship captains, fishermen, garment workers, transportation workers, stockyard and packing house workers, fruit growers and pickers, steel workers, etc., from 10 industrial centers and outlying areas. At the conclusion, Harper Sibley, president of the U. S. Chamber of Commerce, speaking from Washington, interpreted the meaning of the sounds and interviews.

Gannett Owns WHDL

TRANSFER of 100% ownership of WHDL, Olean, N. Y., to the *Olean Times-Herald* Corp., a unit of the Gannett newspaper chain, was disclosed by the FCC Nov. 17. The newspaper company formerly had a minority interest in the station, although the remainder of its stock was mostly held by its executives, who continue to comprise the board of directors of the Olean Broadcasting Co., licensee.



No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*





Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

WE are situated in the heart of a rich Northwest Market covering Nebraska, Iowa, Minnesota, North Dakota, South Dakota.

Number of Counties 157, with a total population of 2,041,276, serving 292,670 radio homes, 26,910 retail outlets.

A Full eighteen hour day, featuring live talent shows, news, sports, markets and educational programs, maintaining a policy to please both city and rural folks.

Xtra service for your account, large or small, contacting jobbers and distributors puts your account on a paying basis.

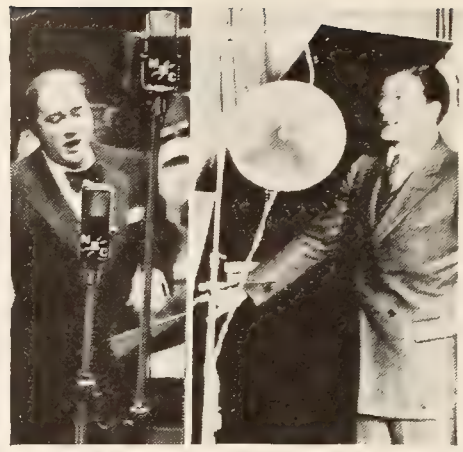
WE ASK YOU TO TRY WNAX

5000 WATTS (L. S.) 1000 WATTS NIGHT

570 KILOCYCLES YANKTON, SO. DAK.

REPRESENTATIVES

WILSON - DALTON - ROBERTSON



CONTRASTS — At left John Charles Thomas, the noted operatic baritone, is shown singing into modern microphone in the NBC studios. At right Mr. Thomas, already a star of the concert and radio, is shown in a solo broadcast 10 years ago.

Actions by FTC

DR. JOHANN Strasska Laboratories Inc. Ltd., Los Angeles, has agreed with the Federal Trade Commission to cease using the word "laboratories" as part of its corporate or trade name and to discontinue the term "a certified product". Reliance Mfg. Co., Chicago, has agreed to stop labeling garments with such phrases as "All Wool Melton" when such is not a fact. Olson Rug Co., Chicago, is charged with unfair competition in allegedly implying that new rugs are woven from the specific old material sent in by a customer.

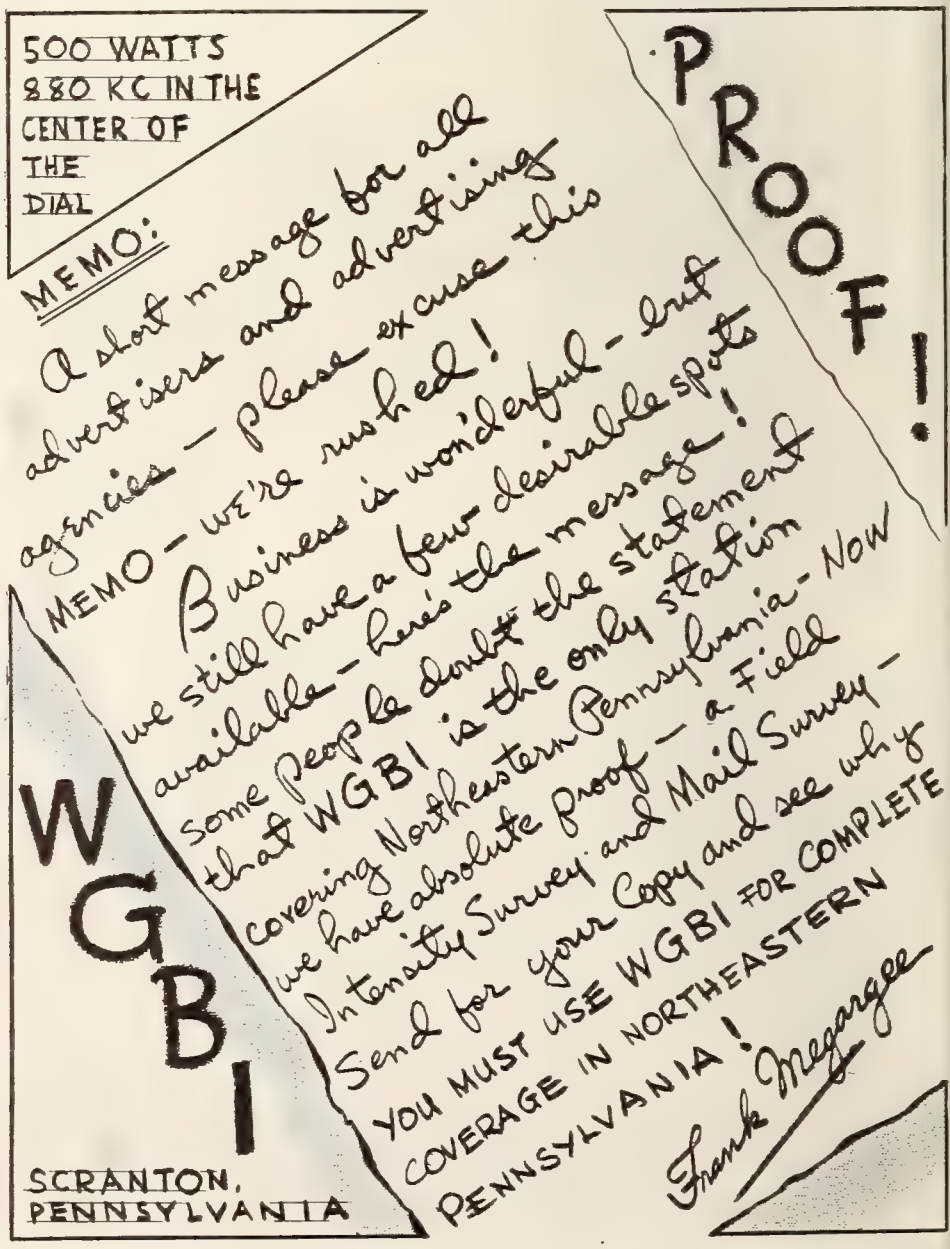
Baldwin Studying Plans To Record Test Library

CONVERSATIONS WITH a half-dozen transcription recording firms have been held by James W. Baldwin, NAB managing director, during the last fortnight in connection with his plans for a public domain transcription service of 100 hours. Mr. Baldwin declared Nov. 23 that plans for the service are being pursued gradually and that he is investigating every aspect of recording before embarking upon the initial sample recordings. His plan is to record a one-hour sample before recording the 100-hour library.

Mr. Baldwin could not state how long it would be before actual recording would begin. He declared that searches of Library of Congress records for public domain music are continuing and that he is "encouraged" with the outlook.

Bar Dinner Guests

AT THE banquet and meeting held in Washington Nov. 18 by the Federal Communications Bar Association, formed last June, some 60 attorneys and guests were present and operation of the I. C. C. bar group was described by Clyde B. Aitchison, member of the I. C. C. Among guests were Mr. Justice Owen J. Roberts, of the U. S. Supreme Court; John Dickinson, first assistant attorney general; Anning S. Prall, FCC chairman, and Commissioners Sykes, Case, Stewart and Brown; Hampson Gary, FCC general counsel; Col. Davis G. Arnold, chief examiner. Louis G. Caldwell, president of the Association, presided.





A MESSAGE TO TRANSAMERICAN STATIONS

We appreciate your congratulatory messages, but more particularly the enthusiastic cooperation you have given us, which has enabled us to provide the kind of action you asked for. Yet we have hardly begun.

Our next job is to give you the programs that are so much needed at this time. Not sustaining programs alone, but programs of such excellence that they will be readily sold.

We will also provide the sponsors.

The programs that are now being rehearsed in Hollywood have created unparalleled activity among advertisers. Transamerican is determined that its affiliated stations will not only be the most popular, but the most prosperous as well. The resources and energy of this organization are dedicated to this job.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

NEW YORK
521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD
5833 Fernwood Avenue
HOllywood 5315

TEN



SOUND ENGINEERING

A decade of progress by NBC: The small picture shows a broadcast from the main studio in 1926. The large picture was taken in 1936, in the immense main studio at Radio City. Three stories high, acoustically perfect, and seating 1318, this is the world's finest, largest Radio Theatre—the result of the same sound engineering that distinguishes all RCA Radio Products.

RADIO CORPORATION OF AM

EVERYTHING IN RADIO FOR SERVICE IN COM

YEARS—

that changed your life!

National Broadcasting Company, a service of RCA celebrates 10th Anniversary, marking a decade of unceasing progress in public service over the air

WHEN, on Nov. 15, 1926, the National Broadcasting Company presented its first network program few realized what a vast change it was destined to make in their lives—and in the lives of millions throughout the world.

For ten years ago broadcasting was in its infancy. Few were the believers who thought it would take its present place as the nation's most popular form of entertainment. It was held lightly, considered far too complex for general usefulness.

But today, the broadcasting of radio programs means the expenditure of fabulous sums of money . . . for air time and talent. Radio, through broadcasting, has become a mighty industry. Millions who once spent their leisure at other diversions now "listen in." Thousands now devote themselves to radio work. Artists, many then unknown, others famous only in large cities, now are the favorites of "fans" in every corner of the land. And in all these life changes, NBC has played a prominent part.

Thus, again RCA has served—and served well. RCA sound engineering stands behind the achievements of NBC—just as it has always been the guiding light of radio's greatest advances—just as some day it will give the world radio *sight!*

As the nation celebrates NBC's Tenth Anniversary, we reiterate: Public confidence in radio starts from the RCA trademark. This, the symbol of sound engineering, is the mark that makes sales. Dealers identifying themselves with it know this to be true. For they make more money.

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. S. T.

MILESTONES OF NBC PROGRESS

1926 — 1936

In January, 1927, NBC made the first successful transcontinental pickup by broadcasting the Rose Bowl game from Pasadena, California.

In June, 1927, NBC made radio's first multiple pickup by broadcasting Lindbergh's arrival in Washington.

In January, 1928, NBC broadcast the first program from the West Indies as President Coolidge opened the Pan American conference in Havana.

In February, 1929, NBC broadcast the first international program from Europe (England).

In May, 1929, NBC first broadcast the Kentucky Derby.

In December, 1929, Christmas Day, the first international exchange program was broadcast to and from England, Holland, Germany and the United States.

In December, 1930, the first broadcast from a submarine was made.

In December, 1931, a tribute to Marconi was broadcast from 19 different points in the world. This was the first time so many widely separated places were united in one broadcast.

In December, 1931, the first broadcast of the Metropolitan Opera Company from the stage was made on Christmas Day.

ERICA · *Radio City* · NEW YORK

NICATIONS . . . BROADCASTING . . . RECEPTION

BROADCASTING
and
Broadcast Advertising

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Senator Wheeler Speaks

BEFORE every session of Congress, Radio's Hot Stove League usually meets. In the past the subject has been the sentiment of the new Congress on Radio by the American Plan.

It is different this year. There is hardly mention of government ownership because Radio by the American Plan has proved its efficacy beyond question, notably by its fairness and nonpartisanship in the recent political campaigns.

But there is talk now about radio ownership of another nature—newspaper and network ownership. It cannot be ignored because it originates with Senator Burton K. Wheeler, hard-hitting Montanan who is chairman of the Interstate Commerce Committee, charged with radio legislation.

We cannot agree entirely with Senator Wheeler's views as set forth in an interview published in this issue of BROADCASTING. But we cannot overlook the plain fact that the issues do exist and are not mere imagination on his part.

Senator Wheeler wants newspapers divorced from the ownership of stations. We think he is on the wrong track. He fears monopoly of public opinion and of advertising through joint ownership. While, conceivably, that could occur in cases where every newspaper and every station in the same area were owned by the same interests, such situations are the exception rather than the rule. Beyond that, newspapers are not subject to Federal license. Stations are. If there should develop situations wherein stations, by virtue of newspaper ownership, plead only one political cause or shut off competing advertisers, we believe the law provides redress either to the courts or to the FCC.

Senator Wheeler is sincere. He fears the development of monopolies in radio—monopolies that might bring serious consequences. On that score we suggest that there be a study of the entire situation so that legislation which would throw up the "safeguards" Senator Wheeler wants, might be enacted. Such legislation might even go so far as to prevent broadcasting stations from taking partisan viewpoints insofar as politics is concerned. And if Congress feels so inclined, economic provisions might be drafted to prevent the sort of "unfair competition" which the Senator fears.

Network ownership of stations presents a different problem. Senator Wheeler sees justification of network ownership only of stations in those centers in which the majority of programs originate. He opposes the absorption of additional clear channels by the networks. There is no doubt that if network acquisitions of stations continue at the pace they have in the past, there will be repercussions of serious nature. It is unhealthy in this day to concentrate ownership of too many important stations in the hands of individual groups.

SOME 400 broadcasters now are indulging in a bit of head-scratching as to when the NAB convention should be held in 1937—that is, the month. They have a questionnaire from the NAB on it. Still indulging in a bit of politicking, your trade publication recommends June, as delightful a month as the calendar offers and still one that doesn't hit into the busy Fall season.

Pro Bonus Publico

TYPICAL instances of sales success made possible by intelligent use of the broadcast medium are told frequently in these columns. Perhaps it is an old story—but with each telling there may be found new angles and novel approaches to distribution problems.

Down South the folks plant down millions of nickles on soda fountain counters and ask for a "Dr. Pepper". It is a soft drink that has catapulted into second place among all of the nation's carbonated beverages, yet its distribution is only regional. Sales for 1936 are 63.2% above those of the same period a year ago and the backbone of the promotion has been radio. Back in 1934 Dr. Pepper began using radio with some one-minute spots, but now presents an ambitious program on a tailor-made network fitting its regional problems.

Dr. Pepper's story is told on another page by Raymond P. Locke, vice president of Tracy-Locke-Dawson Inc., the agency. Along about the eighth paragraph he makes a statement that brings out a point that is worth some pondering: "Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers seem to be more highly conscious of Dr. Pepper than before radio was used."

That bottler and dealer enthusiasm is a bonus that radio provides.

Education Again

ANOTHER conference on educational broadcasting has been called for this month. The sponsors are some 18 organizations identified with radio, education or social welfare.

Frankly, we were somewhat amazed by the proposed agenda for the meeting since it appeared to us that the subject of educational broadcasting was rather well covered at the hearings held last year before the FCC. Following those hearings, the FCC appointed the Federal Radio Education Committee, headed by the U. S. Commissioner of Education, to study the problems of educational broadcasting and coordinate the interests of both educator and broadcaster.

Thus, we had concluded that until this committee devised a definite course of procedure there would be little need for any general conferences on educational broadcasting. And the committee, we understand, is well along with its work.

Be that as it may, a conference is going to be held anyway, and its program covers every conceivable phase of education by radio. Whatever this conference may accomplish, and whatever conclusions it may reach, it seems to us, should be referred to the Federal Radio Education Committee, since it is an official group with a definite objective, functioning actually under Federal mandate.

The RADIO BOOK SHELF

THOUGH it touches upon broadcasting only passingly as one phase of the communications art, the new volume, *Telecommunications: Economics and Regulations*, published last month (McGraw-Hill Book Co., New York, $5) is a source book of information that should be in the library of everyone concerned with wire and wireless services. The authors are Prof. James M. Herring, of the Wharton School of Finance and Commerce, University of Pennsylvania, and Gerald C. Gross, chief of the FCC International Section and one of the country's outstanding authorities on telecommunications. The book presents a factual background of the development of communications as an industry; the factors affecting costs, rate-making, etc.; an analysis of Federal regulation up to and including the Communications Act of 1934, and chapters on what remains to be done by way of law and regulation from the standpoint of national policy.

A NEW magazine to be published quarterly by the School of Public and International Affairs of Princeton University, will make its appearance Dec. 15 as the *Public Opinion Quarterly*. According to its prospectus, it will deal with the fields of journalism, radio, motion pictures and advertising. Each issue will contain descriptive quarterly surveys of technical research in relation to public opinion; public relations work of governmental agencies; activities of important organized groups influencing public opinion and public policy; significant developments in the fields of communication and promotion. DeWitt Clinton Poole, director of the School of Public and International Affairs will be editor and Harwood L. Childs, associate professor of politics of Princeton, will be managing editor. The yearly subscription will be $4.

THE 1937 edition of the *Radio Amateur's Handbook*, published by American Radio Relay League, West Hartford, Conn. ($1) has been considerably enlarged and has 21 chapters and an appendix. Technical developments during the year are reviewed as well as changes in technique. Special attention is devoted to noise silencers for shortwave receivers, new circuit design and transmitter construction. Trends in ultra-high frequency operation are covered. In all the handbook has 544 pages.

We Pay Our Respects To —



WALTER JAY DAMM

IN EVERY LINE of endeavor there usually is one individual who is looked upon as the fountainhead of information, if not the father-confessor, among his associates. For instance, in baseball it is Judge Landis and in the medical profession Dr. Fishbein.

Among newspaper folk, if they want to know about broadcasting station operation by newspapers, they usually consult Walter J. Damm, manager of the successful WTMJ, of the *Milwaukee Journal*. It was by design that Walter Damm over the years encouraged newspaper ownership of stations. He was one of the first to regard the radio as the heritage of the press. Now, with newspapers more alive than ever before to radio, their publishers seek him out for background and information.

Walter Damm has his own credo regarding newspapers and radio. "I have always felt," he says, "that the logical operators of radio stations, by reason of their long experience in serving the public, are newspaper operators. As I have so often expressed myself, radio can take its lesson in practically every department of its operation from the newspaper, from business practices to program continuity.

"They travel parallel tracks. The function of both is to render the greatest possible public service in education, entertainment and community welfare. It is like a modern truck and bus highway paralleling a railway track. The difference between the engine which travels on the railway track, and the bus which travels on the highway, is their operation by steam and gasoline; the difference between radio and newspaper is oral and visual."

It is that sort of argument by the WTMJ executive that has led many a newspaper publisher into radio. And because of it, Walter Damm long ago became identified as the foremost proponent of newspaper ownership of stations. In that pursuit he has gained many friends, but he obviously has aroused the opposition of that still stalwart group in radio who look askance upon too large an influx of newspaper stations.

Long before there was commercial broadcasting, Walter Damm had carved a niche for himself as a newspaper promotion expert. Year after year he won prizes or honorable mention for his promotion campaigns on behalf of the *Milwaukee Journal*. He seized upon radio as early as 1923 as a newspaper promotional medium, and four years later saw his newspaper acquire its own station behind his incessant prodding.

And he got in with both feet. Retaining his sales promotion management of the *Journal*, he also assumed the managership of WTMJ. He pitched into industry activity, serving as the NAB president in 1931-32. He served several terms on the board of directors. He figured prominently in musical copyright negotiations, and was instrumental in devising the embattled "newspaper contracts" for newspaper-owned stations, to which independent stations have strenuously objected as unduly preferential. He started the rumpus on listener surveys of station popularity that still rages on like war in China.

Walter Jay Damm, like that famous beer, was born, reared and has flourished in Milwaukee. He first sniffed the Milwaukee ozone on July 19, 1893. He first sniffed printers' ink while in knee pants attending a Milwaukee high school as business manager of the school paper, and at the same time helped pay his way through high school working on the *Daily Reporter*, a local legal and building trades journal.

Young Damm became addicted to printers' ink. His first job after leaving school was with the *Evening Wisconsin*, later the *Wisconsin News*. Classified ads became his line. When, in January, 1916, he had an opportunity to join the *Journal* at $2 more per week, he hopped at it. He was so confident about the job that he got married three days later.

At the *Journal* his progress was rapid. He served successively in classified advertising, real estate advertising, special editions, merchandising, national sales, research and finally as sales promotion manager. The aggressive young salesman originated the "consumer analysis", a system of market surveys based upon interviews with a cross-section of "users" instead of retailers and wholesalers. The *Journal* still publishes this analysis in yearly editions. And this was the forerunner of WTMJ's first listener habit survey.

"I believe," he says, "that I was the first to base radio surveys on listeners' 'at-the-moment' habits rather than their recollections of yesterday. I am sure I published the first such survey for the period from 7 a. m. to 10 p. m., listing all stations by call letters whether they had more or less listeners than WTMJ."

It was in 1923 that Promotion Man Damm, looking for new fields to conquer, contrived to use radio to promote the *Journal's* food and style shows. He brought radio stars to Milwaukee from such prominent stations of those days as WEBH, Edgewater Beach Hotel, Chicago; WCBD, Zion, Ill.; WQJ, then operated by the Calumet Baking Co., and others. The next year the *Journal* presented regular Sunday programs over independently owned local stations, distributing Milwaukee-made products to winners of limerick contests.

But using somebody else's station didn't suit the *Journal*. Officials of the newspaper finally became sold on the Damm idea that newspapers were logical operators of stations. On June 25, 1925, WHAD, Marquette University station, tied up with the *Journal* for joint operation. Walter tells an intriguing story of that initial operation. A Western Electric public address system served as the line amplifier of WHAD. While a studio was installed at the *Journal* building, the original pickup was at a theater across the street. "It was necessary to run over to it every time a remote broadcast was made and throw a lot of patches to bridge around the theatre," he explained.

In 1927, at Mr. Damm's instigation, the relationship with Marquette was severed and the *Journal* acquired its own station through purchase of WKAF, which was scrapped. The 1,000 watt WTMJ was installed, and has been on the air continuously since. A few months ago WTMJ acquired five new studios and a complete new layout of speech input and control equipment. Among other things, WTMJ is known as the most litigated station in the country, having spent a large amount of money in protecting its assignment on the 620 kc. channel by fighting all efforts of other stations to get on it or to increase power.

As president of the NAB, he had the distinction of presiding over a convention that was opened by President Hoover, who addressed it by radio from Washington. These opening festivities were broadcast nationally. During his tenure he also advocated regional meetings, the first of which was held in San Francisco in 1932.

Walter Damm has hobbies aplenty. In work, he says his hobby is to operate a station as a business institution and "do all I can to sell others the same idea." He is pretty much of a home lover, and putters about a garden, has several dogs, and tinkers with a Leica camera. He likes golf and always has an Old Fashioned before dinner.

PERSONAL NOTES

HENRY G. WELLS Jr., assistant to the executive vice president of the John H. Perry newspaper properties, including the *Pensacola Journal* and *Jacksonville Journal*, has been appointed manager of WCOA, Pensacola, succeeding George R. Bose, resigned.

MRS. EDYTHE FERN MELROSE, until recently general manager of WJAY, Cleveland, has joined Pan American Broadcasting Co. as sales promotion manager. Now placing the Remington-Rand account, the company has engaged Mrs. Melrose to develop and build new programs.

DONALD FLAMM, president of WMCA, New York, planned to sail for Europe Dec. 12 aboard the *Rex*, remaining for about a month. His itinerary included London, Monte Carlo and Paris.

FRED KING, formerly on the staff of WSUN, St. Petersburg, and for the past year program director of WCOA, Pensacola, has resigned to accept an executive position with the Woodruff group of stations in Georgia, including WATL, Atlanta, WGPC, Albany, and WRBL, Columbus.

WILLIAM P. HOOD, program director of KGKO, Wichita Falls, Tex., has been named commercial director of the station, which will be moved into Fort Worth Jan. 1. Mr. Hood will continue to announce his commercials.

JACK STILLWELL, of the Iowa Broadcasting System sales force, on Nov. 5 married Miss Betty Helming, of Des Moines.

ROD GAINFORD, of the administrative staff of 4BK, Brisbane, Australia, arrived in Los Angeles in November and will make a trip across country visiting radio stations.

MIKE HOLLANDER, onetime owner of old WDAG, Amarillo, and until recently manager of KIUJ, Santa Fe, N. M., has been appointed manager of KGGM, Albuquerque, N. M., succeeding T. H. Lathrop, who has resigned to enter the transcription field in Los Angeles. Elmer Fondren, formerly in the continuity department of KGKO, Wichita Falls, and later with KPDN, Pampa, Tex., is program director of KGGM.

W. I. DUMM, president of the Associated Broadcasters Inc., which operates KSFO in San Francisco, is in Washington, D. C. to attend the FCC hearing on the transfer of that station to CBS.

MALCOLM T. GAINES, former newspaper advertising man and reporter recently with the *Rochester Journal* and before that with the *Baltimore News* and other papers, has joined the sales staff of WGAR, Cleveland.

LUDGAR MORENCY, father of Paul W. Morency, general manager of WTIC, Hartford, died as a result of an elevated train accident in Chicago on Nov. 12. He was one of the original residents of Oak Park, in suburban Chicago.

TED GAILEY, formerly program manager of KGER, Long Beach, Cal., Major Harrison, one time with Kansis City radio stations, and Bob Davis, former San Francisco newspaper man, have joined the commercial department of KEHE, Los Angeles.

GUY STEWART, formerly of WOL, Washington, has been named sales manager of WKZO, Kalamazoo. Leonard Van Dam has joined the sales staff.

SAM KATZ, formerly in the electric appliance seling field, on Nov. 16 joined the WMCA sales staff, to act as WMCA representative throughout New Jersey.

ROBERT A. SCHMID, promotion manager of MBS in New York, addressed the Princeton Advertising Club in New York Nov. 23 on "Radio's Place in Advertising". Eugene S. Thomas, assistant sales manager of WOR, New York key of MBS, spoke Nov. 19 before the advertising students of Roosevelt High School, New York, on "Station Tested Programs".

PAT FLAHERTY, formerly of WIP, Philadelphia, has joined the sales staff of WPG, Atlantic City.

GERALD K. HUGHES, vice president of Pan American Broadcasting Corp., New York, married Miss Eunice Marie Earley, of Brooklyn, in October.

HARRY LUEDEKE, salesman and announcer of WMBD, Peoria, and Miss Florence Pearson, also of the station's sales staff, were married in November at the home of Edgar L. Bill, WMBD president. Mr. and Mrs. Bill were attendants at the ceremony.

JAMES R. CURTIS, president of KFRO, Longview, Tex., and Mrs. Curtis are the parents of a daughter, Elizabeth De Rue, born Oct. 30.

CHESTER MATSON, for several years on the sales staff of KHJ, Los Angeles, has joined the sales force of KNX, Hollywood.

HAROLD KIMMELL, formerly production man of KGKO, Wichita Falls, Tex., has been named program director, replacing William P. Hood, who has become commercial director. Frank Mills, formerly of WHO, Des Moines, has joined the announcing staff.

CARL ANDERS DYMLING, manager and director of programs for the Swedish Broadcasting Co., Stockholm, and Erik Mattsson, chief engineer for the same company sailed for Sweden aboard the *Berengaria* on Nov. 25. They were members of the foreign radio executive party invited to NBC's Tenth Anniversary.

BEHIND THE MICROPHONE

AL METCALF, announcer of WSGN, Birmingham, is the father of a baby boy born recently. A number of personnel changes have been made at WSGN, Birmingham, the microphone staff now including Robert McRaney, program director and publicity; Joe Ford, announcer and studio director; Al Metcalf, announcer and continuity; Lee MacArthur, announcer and poetry; Wilbur Bossinger, program.

DORTHY TUTTLE, formerly with WJAY, Cleveland, has joined WKZO, Kalamazoo, and is writing and producing a number of programs.

NAT WOLF in November joined H. N. Swanson Inc., Hollywood booking agency, to direct its newly organized radio dept.

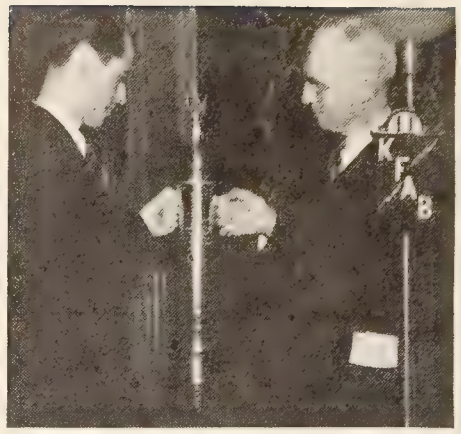
JACKSON WHEELER, staff announcer of KNX, Hollywood, the middle of November announced his engagement to Edna Mae Jones, Twentieth Century-Fox player, the marriage being scheduled for January.

MARRIAN KISSINGER, office manager and member of the production staff of KFAB, Lincoln studios, and Jack DeWitt, free lance writer, were married Nov. 15 in Portland, Ore.

CALDWELL CLINE, singer and musician, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WBT, Charlotte, N. C. Lee Kirby, recently with the Rexall streamlined train for several months, formerly of San Antonio, also has joined the WBT announcing staff.

JAMES CLEMENGER, announcer of WMCA, New York, is the father of a baby boy born in November.

HAROLD BEAN, announcer of WMBD, Peoria, has been named program manager.



BASEBALL CUP — Gov. Roy D. Cochran, of Nebraska (right) presents Harry Johnson, of KFAB, Lincoln, with *Sporting News* trophy for most popular announcer in non-major league cities. Harry Hartman, WCPO, Cincinnati, won the major league trophy.

JAMES HENDRIX, for the last two years an announcer on the staff of WCOA, Pensacola, has become program director, succeeding Frank King who has gone to Georgia. Russell Hirsch has joined the announcing staff of WCOA.

JAMES DONOVAN, news editor and script writer of WCOP, Boston, is recuperating at his home after an illness that confined him for three weeks at Haynes Memorial Hospital.

DAVID PRICE, former sports commentator of Boston stations and at one time on the Canadian mounted police force, has joined Boston Light Co. as assistant sales promotion manager.

NORMA GOOD has resigned from the program department of KYA, San Francisco, to engage in other work in that city.

VIC BROWN, actor, stage manag and booking agent for Orpheum cuit and Sligh & Salkin, has repla Nelson Shawn in NBC's Artist S ice Department in Chicago. Sha recently joined Neisser-Meyerhoff I Chicago, as radio director.

LESLIE EDGLEY, continuity wr er whose programs have been bro cast over WLS, WWAE and A network, has joined the continu staff of NBC in Chicago.

JANET BAIRD, home economist a fashion expert, who formerly condu ed the *Confidentially Speaking W Helen Webster* broadcast on KG San Francisco, is pinch-hitting commentator on the NBC-Pacific B network *Reader's Guide* program d ing the absence of Joseph Henry Jac son who is on a tour of South Am ica gathering material for a new bo

KENNY HIGGINS has resigned fr the announcing staff of KFRC, S Francisco, and has gone to Hollywo where he plans to continue his ra activities. His successor at KFRC Jack Murphy, formerly with KJBS San Francisco.

GORDON BROWN, announcer KJBS in San Francisco, has rec ered from injuries received in an au mobile accident two months ago a has returned to his station duties.

OTTIS ROUSH, who recently join the staff of WTJS, Jackson, Tenn., announcer and sportscaster, has be made publicity director and radio ed tor for the affiliated newspaper, t *Jackson Sun.*

MILTON LAUGHLIN, program rector of WHAT, Philadelphia, ma ried Miss Anne Mary Lawler, featu writer and poetess of *The Evenin Public Ledger* on Nov. 13.

DON KELLEY has replaced B Cunningham in handling the man-o the street *Curb Exchange*, progra with Don Emerson Smith for KOI Omaha.

No. 3 Of A Series On
The New York Market!



MOUNT MORRIS PARK, in New York's Spanish Colony is less than ½ sq. mile in area but contains a larger population than Pasadena, Calif.

THE UNITED STATES census for the Spanish speaking population of greater New York lists only natives of Spain, Central and South America and the West Indies for a total of 41,292. There are, however, more than 100,000 Porto Ricans and Cubans as well as many Mexicans and Portuguese not officially tallied.

ESTIMATED AT over 200,000, the Spanish speaking population of metropolitan New York is greater than the population of Malaga, the fifth largest city of Spain. The average family expenditure varies from $1,800 per year to $4,048 per year. THEY LISTEN TO AND SUPPORT 15 SPANISH LANGUAGE PROGRAMS ON STATION WBNX!

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET
1000 WATTS DAY AND NIGHT

WHK 1390 K.C. — WJAY 610 K.C.

Preferred Time— If You Hurry

Most *good* radio stations have no preferred time for sale—it's all taken by alert sponsors. But due to the consolidation of WHK and WJAY and redistribution of programs, we have several really choice periods still available on these stations, the exclusive CBS outlets in Cleveland. We suggest an immediate letter or collect wire.

WHK ★ WJAY
CLEVELAND
H. K. CARPENTER
Vice President & General Manager
C. A. McLAUGHLIN
Sales Manager



small SPOTS TO *big* SPOTS

Out west, where men are men and service is spelled with a capital "S" there are more dollars per millivolt than ever before. These stations literally splatter millivolts by the gallon over this rich terrain, saturating it with good-will for their advertisers backed up by dollars spent for their products.

Joseph H. McGillvra, NEW YORK • CHICAGO
Walter Biddick Co., LOS ANGELES • SAN FRANCISCO • SEATTLE

THERE IS A DIFFERENCE

In this highly competitive bidding for audience acceptance and listener interest every radio station is hyper-critical of the program material available for broadcasting.

Transco feature length programs will bear the most careful scrutiny. They are not "Quickies", not "Shorts", but are studied, carefully planned major productions "Readibilt" for your use.

Transco is manned by a staff of people who have had years of experience in this business of broadcasting, and whose entire time and attention is directed to the building of entertainment features which will prove profitable investments.

There is a difference, and our field managers will gladly demonstrate to you in a complete audition.

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

●

CHICAGO OFFICE
666 Lake Shore Drive



EVERY BROADCAST ALMOST NATIONAL

★YOU, TOO, WILL DRIVE YOUR SALES UP TO NEW HIGHS STEADILY BY CONCENTRATING MORE OF YOUR ADVERTISING DOLLARS TO REACH THE EARS OF THAT VAST AUDIENCE OF BUYERS DOMINATED DAY AND NIGHT BY

WHAS
CBS BASIC OUTLET
LOUISVILLE, KENTUCKY

Represented By
EDWARD PETRY & CO.

JOHN HAYES, former program director of WIP, Philadelphia, has joined the continuity staff of Associated Transcription Service, New York.

KEN WHITE, chief announcer of KALB, Alexandria, La., has been named program director, with Woodrow Hattic, once with KWKH, Shreveport, taking his place. Elmer Feldheim, formerly of WWL, New Orleans, has joined KALB as continuity director and singer.

FRED R. JONES, from Hearst Radio Inc., New York, will arrive in Los Angeles in December to become publicity director of KEHE.

AL POSKA, for eight years a staff announcer of KOIL, Omaha, late in November joined KEHE, Los Angeles. George Irwin, KEHE staff announcer, was appointed head of the continuity department.

ROBERT L. TYLER, formerly with KTAR, Phoenix, Ariz., late in November joined the announcing staff of KFOX, Long Beach, Cal. He succeeded Jack Strock, who resigned to free lance.

STEPHEN D. CARTRIGHT, blind and deaf news commentator of KOIL and KFAB, Omaha and Lincoln, on Nov. 7 married Miss Irma Perry in Nebraska City.

W. H. STEPHENSON, formerly of KFXR, Oklahoma City and Los Angeles stations, has joined the announcing staff of WBBZ, Ponca City, Okla.

TED SCHERDERMAN, producer in the NBC Hollywood studios, is the father of a baby girl born in November.

FRANCES SAWYER, sales department secretary of KFWB, Hollywood, for the laast two years, has been named to the newly-created post of traffic manager.

RUSS DAVIS, for 14 months with KWTO and KGBX, Springfield, Mo., is returning to XERA, opposite Del Rio, Texas.

JOHN PEARSON, head of the news departments of KWTO - KGBX, Springfield, Mo., has been named head of the newly formed promotion department.

DICK GLOYNE, native of England, has joined the announcing staff of KFOR, Lincoln, Neb.

EDDY HUMPHRY has been named sports editor of WKZO, Kalamazoo.

BETTY HILEMAN, office secretary of Standard Radio Inc., Hollywood transcription producers, and Seth Ely, who has just retired from the presidency of the firm, were married recently.

LEE HANNIFY, of the *Omaha Bee-News* staff has joined the news staff of the Central States Broadcasting System in Omaha.

ROY MOYES, formerly with KYA, San Francisco, is producing radio shows in Los Angeles.

BEN HARKINS, for the past six months on the production staff of KJBS, San Francisco, has gone over to KFRC in that city in a similar capacity.

JAMES McMASTERS, onetime manager of the *Country Church of Hollywood* program, in November was appointed publicity manager of KMTR, Hollywood. He also announces the *Roving Reporter* programs.

EUGENE EUBANKS, formerly production and dramatic director of WLW, Cincinnati, and previously with the Don Lee System in a similar capacity, has joined the Chicago program department of NBC as a production director. Before entering radio, Eubanks worked in the movies with Famous Players Lasky.

BOB BROWN, program director and Thomson Bartlett, announcer of WBBM, Chicago, are ill with influenza.

Flamm Is Honored At Gotham Dinner

Civic Leaders Pay Respects for Service to Infants' Home

MANY figures in public life, leaders in New York's civic affairs and executives in radio joined Nov. 14 at the Plaza Hotel, New York, to pay tribute to Donald Flamm, president of WMCA, New York, and head of Inter-City Broadcasting System, for his service in the cause of the Infants' Home of Brooklyn. A portion of the tribute dinner festivities was broadcast over both WOR and WMCA.

Among those who addressed the some 1,000 dinner guests were Chairman Prall, of the FCC; David Sarnoff, RCA president; Alfred J. McCosker, WOR president, and chairman of the honorary committee; Max D. Steuer; Justice Ferdinand Pecora, New York Supreme Court; Hon. Grover A. Whalen; Judge Jonah J. Goldstein, of New York; Gene Buck, ASCAP president; William Weisman, WMCA attorney, and Rudy Vallee. Mrs. Bert Greene Warenoff, secretary to Mr. McCosker, and chairman at the dinner, presided. Present also was FCC Commissioner Thad H. Brown.

A year ago, the Infants' Home paid similar tribute at a testimonial dinner to Mr. McCosker.

"Keep Air Clean"—Prall

AN APPEAL to "keep the air clean" was made by Chairman Prall in an extemporaneous address. "We of the FCC," he said, "are trying to do real things in Washington to keep the air clear of objectionable broadcasts. We feel that what goes into the American home through broadcasts must be clean and it must be wholesome. We feel we are interested in a new and vital industry and we know that unless the broadcaster does his part to keep the air clean, the industry will never develop as we expect it."

Harry Hershfield, humorist and after dinner speaker, was brought to the dinner by wire from the West Coast. Mr. Sarnoff spoke of Mr. Flamm's part in development of radio, and admonished him to beware of becoming a "big broadcaster" like NBC, with the tribulations of two networks.

In response to the addresses, Mr. Flamm indulged in a brief humorous discourse in which he attempted to expose "the guy" who happened to be the honor guest. He explained he got into radio because, one night, he happened to hear N. T. G. over WHN, New York, reciting "The Kid's Last Fight". Deciding he had to "save the industry", and besides, he could recite pretty well, he explained he bought WMCA and then WPCH, part-time stations which he later combined as a full-time unit. He said he also tried to buy WHN but was told that Palisades Amusement Park had to go with it.

BOAKE CARTER, Philco commentator, has been commended by the American Association of Engineers for "championship of the cause of technical men and his insistence on expert technical guidance of government projects in connection with safety at sea, air mail and passenger service, and future flood control measures."

TO WHOM IT MAY CONCERN



"Since we first began using radio nearly seven years ago we have concentrated about ninety-nine percent of our radio advertising through WTAM. During this time we have sponsored 1301 separate Spang broadcasts. One of several reasons for the above is the interesting fact that WTAM completely covers our territory which extends from Sandusky to Youngstown and south through Canton. You may use this letter for any purpose you wish."

Very truly yours,

THE J. SPANG BAKING COMPANY

William Spang, *V. P.—General Manager*

WTAM

50,000 WATTS

NBC Red Network

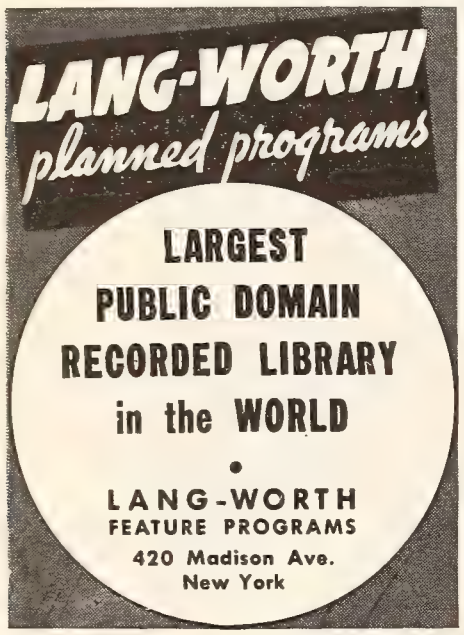
CLEVELAND

Completely programmed by NBC

Minit-Rub Tryout

BRISTOL-MYERS Co., New York (Minit Rub), is testing a program titled *Minit-Rub Minute Interviews* on WGAR, Cleveland, three quarter-hours weekly, with Bob Evans and Morrie Condon conducting interviews from theatres, bus terminals and hotels. The series is being tested to determine its possibilities for a national campaign. Young & Rubicam Inc., New York, is agency.

REMOVAL of WKBB, East Dubuque, Ill., across the Mississippi River to Dubuque, Ia., was recommended to the FCC Broadcast Division Nov. 24 by Examiner Bramhall, who at the same time recommended against the application of the *Dubuque Telegraph-Herald* for 500 watts on 1340 kc.



Television Service On Everyday Basis By 1938 Forecast

Goldsmith Discusses Progress; Craven for Higher Power

TELEVISION'S problems and the need for a closer technical liaison between the FCC and the radio manufacturers and engineers occupied much of the attention of the joint annual meeting of the Institute of Radio Engineers and the Radio Manufacturers Association at Rochester, N. Y., the week of Nov. 16. The forecast that television will be an everyday service by 1938 was heard from several experts as the technical phases of visual broadcasting were probed.

A. F. Murray, television chief of Philco Radio & Television Corp., as acting chairman of the RMA television committee, reported that the 441-line standard (which means scrapping of RCA and Philco's present 343-line transmission systems) has definitely been adopted by RMA so that all receivers can receive all transmissions. He repeated the five-point plan of RMA: A single set of television standards for this country; high-definition pictures approaching home movies in clarity; service offering as near nationwide coverage as possible; simultaneous broadcasting of more than one program in as many localities as possible; lowest possible receiver cost.

The prediction that television will be a commercial fact by 1938 was voiced by Dr. Alfred N. Goldsmith, New York consulting engineer and former chief engineer of RCA, who discussing some of the production phases of television programs, expressed the belief that studio audiences should not be allowed to watch televised programs and declared he did not believe the motion picture industry has anything to fear from television.

A former president of the American Society of Motion Picture Engineers, Dr. Goldsmith said:

"We have particularly in mind that the motion picture field (which, in our opinion, has little to fear from television broadcasting if it maintains a forward-looking outlook and is well guided) will have methods and output which can be adapted somewhat to the needs of a certain part of television procedure. Television can, in turn, place at the disposal of the motion picture industry certain new methods and devices which should be useful. Certainly, the relationship between these sister arts could and should be pleasant and mutually helpful in the best interests of each."

Comdr. T. A. M. Craven, FCC chief engineer, discussed receiver performance and the need for cooperation between the engineer and manufacturers with the FCC in the latter of allocations, such as those considered at the recent shortwave and broadcast wave conferences in Washington. He pointed out that the IRE and RMA testimony at the hearings was among the most valuable in the record, declaring:

"There are compromises that may be required and engineering planning seems to be necessary, but most important of all there seems to be essential a coordination between the Commission's engineering department and the engineering committee of the RMA. If the Commission engineers could thoroughly understand the problems involved in receiver design, and the RMA could thoroughly understand the problems involved in the allocation of transmission facilities, there should result a better broadcasting service to the public."

Comdr. Craven foresaw no prospect of changing the present 10 kc. carrier separation method of allocation, and he made the statement that "it seems desirable from the standpoint of allocation of transmission facilities to permit higher power on existing stations." It was recalled that both RMA and IRE recommended higher power in all brackets at the recent Washington hearings.

TELEVISION LISTS
British Press Carries Daily Resume of Programs

TELEVISION, now operating on a daily except Sunday public schedule in London, gets regular listings in the British press. This is how the *London Daily Mail* lists television programs, indicating what may be expected in this country as soon as television becomes an everyday service:

ALEXANDRA PALACE
Vision: 6.67 Meters (45 mc.)
Sound: 7.23 Meters (41.5 mc.)
By BAIRD SYSTEM

3—Opening of the BBC Television Service by Major G. C. Tryon; Mr. R. C. Norman and Lord Selsdon will also speak.
3:15—British Movietone News.
3:20-3:30 — Variety, produced by Dallas Bower, with Adele Dixon, Buck and Bubbles; BBC Television Orchestra, conductor, Hyam Greenbaum.

By MARCONI-E.M.I. SYSTEM

4—Opening of the BBC Television Service.
4:15—British Movietone News.
4:20-4:30—Variety Performance.

Television Termed Talent Consumer

Production Problems Will Be Serious, Says Mr. Sarnoff

TELEVISION, even more than sound broadcasting will be the great consumer of art, David Sarnoff, president of RCA and chairman of the board of NBC, told Franklin Institute, Philadelphia, in an address delivered Nov. 18 and titled "Three Decades of Radio". Discussing production problems of television, he said:

"NBC is making an intensive study of television studio technique. During the next few months we will expand the engineering field tests into a series of dress rehearsals of various types of programs. Ultimately television will create its own individual art form—a fresh and unique world of illusion. It will, to be sure, borrow from the older arts of stage, motion picture, and sound broadcasting. It will supplement them all, and supersede none. The character of the new medium, with its inherent advantages and limitations, provides new scope for the imagination.

Supplying Talent

"IN THE WORLD of creative and expressive art the hardest question which television propounds is that of supplying talent. It suggests a reversal of the usual comparison between American methods of production and of distribution. Industry, it is said, has learned how to produce efficiently and cheaply, but distributes its wares inefficiently and wastefully.

"Here is television, on the other hand—youngest and most glamorous of industry's children—preparing to deliver its programs with the speed of light into the center of every home. Perfect distribution! But television's problem of program production is a different matter. It is still unsolved, and much work must be done before the solution has been achieved.

"Television broadcasting will constantly demand more and better writers, musicians, actors, and scenic designers — new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists. It should help materially to solve the unemployment problem."

B. C. Legislative Series

B. C. REMEDY Co., Durham, N. C. (proprietary), will sponsor *Doings of the Legislature* on WPTF, Raleigh, N. C., when the state legislative body convenes. The series will start Jan. 4, two days before the sessions open. Programs will be broadcast in the evening. Carl Goerch, commentator, will discuss the legislative activities from the "low-down" standpoint. Harvey-Massengale Co. Inc., Atlanta, is the B. C. agency.

KFWB, Hollywood, on Dec. 5 will greet the arrival of Santa Claus on the Santa Fe Chief under the sponsorship of the Globe Department Store. An automobile parade of youngsters will greet Santa and journey to the store for a free puppet show.

1000 Watts **KIRO** 710 KC
SEATTLE, WASHINGTON



KIRO, known as "the most civic-minded station in the Puget Sound area", has developed intense LISTENER LOYALTY by carrying a maximum of events and news of LOCAL INTEREST.

NEW YORK DETROIT
NATIONAL REPRESENTATIVES
John Blair & Co.
CHICAGO SAN FRANCISCO

Networks Laying Plans For Inaugural Coverage

ELABORATE plans are being made by NBC, CBS and MBS to broadcast the second inauguration of President Roosevelt and Vice-President Garner, to be held Jan. 20 instead of the traditional March 4. Representatives of the networks met Nov. 17 with Col. Edwin A. Halsey, secretary of the Senate; C. W. Gurney, Senate sergeant-at-arms, and David Lynn, Capitol architect, to arrange the various pickups which will bring a notable battery of announcers, commentators and engineers to Washington to cover the ceremonies throughout the day.

Representing NBC in the conference were A. A. Schechter, director of news and special events; K. E. Berkeley, manager of WRC and WMAL, Washington, and Phil Merryman, NBC operations supervisor in Washington. Representing CBS were Paul White, director of special features, and Henry Grossman, operations engineer. Representing MBS was William Dolph, manager of WOL, Washington. Immediately after the conference Mr. White left by airplane for Buenos Aires to handle the CBS broadcasts from the Pan American Peace Conference which starts Dec. 1. NBC announced that it had received requests from various foreign broadcasting systems for permission to pick up and rebroadcast the events, which was readily granted.

NETWORK programs west of Denver were suddenly cut off for 38 minutes from 4:55 p. m. on Nov. 22 when rope used for towing gliders and dangling from a private airplane became entangled with the telephone lines feeding CBS and both NBC networks out of Denver. The plane was not damaged, and the stations either substituted local programs or were fed out of Los Angeles.

LEGION REVIVED
Cast Restages Old Program And It Goes Over

THE CAST of *Tales of the Foreign Legion*, once a popular CBS program from Chicago, never expected to get together again. But Ray Appleby, who once directed and performed in the series, recently moved to Los Angeles as program manager of KEHE. He browsed around the film studios and found that the entire cast of the *Foreign Legion* series was writing for the film, with the single exception of one man who had died. So the group reassembled on a Sunday night at KEHE and staged one of their programs, with the result that the feature is now getting a Coast airing on KEHE at 7:30 p. m. (PST). Besides Mr. Appleby, the others include Vinton Haworth, Willis Cooper, Stanley Andrews and Don Briggs.

Consolidated Drug Adds

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (Peruna, Kolor Bak, etc.) has added three stations to the list of those carrying its hillbilly programs: WHAS, Louisville, an hour's program each weekday; WPTF, Raleigh, a half-hour each weekday; and WBOW, Terre Haute, Ind., an hour each weekday. Advertising for Wilson Chemical Co., Chicago (Wilson Cleaner), a subsidiary, will be included in future programs of Consolidated Drug Trade Products. Agency is Benson & Dall Inc., Chicago.

NEWS
is your best bet
TRANSRADIO





*Pa Pitt
Gets a Raise!

Pa Pitt is smiling and so is Ma for that matter! And why not? The raise in wages announced by steel companies will pour over ten million *extra* dollars into the pockets of workers in the Pittsburgh area during the next year.

With retail trade already up 32.3% over last year and industrial production up 37.5%, Pa Pitt has a right to smile.

WCAE smiles too. For WCAE is more popular with Pa and Ma Pitt than any other radio station in the world.

(*Mr. Pittsburgher)

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representatives • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WNOX

Covers
59 Counties
•
131,100
Radio Families.
•
Center of
T. V. A.
Activities
KNOXVILLE, TENN.

Revival of Food and Drug Bill Is Expected in Next Congress

Amendment to Wiley Act Is Considered Rather Than New Laws in Conflict With State Measures

THE ONLY legislation affecting advertising, directly or indirectly, contemplated at the next session of Congress, in the opinion of competent observers, is that in connection with the regulation of sale and advertising of food, drugs, devices and cosmetics.

Both Senator Copeland (D-N. Y.), chairman of the Senate Commerce Committee, and author of S-5 of the last two sessions, and Rep. Chapman (D-Ky.) author of a separate House bill on food and drugs, are at present engaged in the preparation of new measures, evidently differing widely in aspect, for introduction shortly after Congress convenes Jan. 5.

Talk of far-reaching changes in the Robinson-Patman Act of last session, which already is having a profound effect upon marketing, distribution and advertising, is branded without foundation by responsible authorities. They state that the measure first must undergo a court test as to its constitutionality and that it probably will be well into the autumn of 1937 before there will be any adjudication. The court tests are indicated either in the Shefford Cheese Co. or the Kraft-Phenix Cheese Corp. cases in actions against the Federal Trade Commission.

Jurisdiction Problem

THE FIGHT over food and drugs legislation again appears to center on the question of jurisdiction—that is, whether the Food & Drug Administration of the Department of Agriculture shall be given control over advertising provisions, along with certain others, while the Federal Trade Commission should continue with the regulatory authority it now holds. At the last session, the Senate passed the Copeland Bill with a provision for dual authority, over the strenuous protest of the FTC. In the House, however, where a totally different bill was reported out by Committee, it was proposed to vest complete regulatory authority in the Trade Commission.

Senator Copeland has stated repeatedly that he favors Department of Agriculture jurisdiction. Since the last session he has devoted considerable time to drafting a new bill, aided by Ole Salthe, associated with him in his health organization. Conferences have been held with various individuals representing manufacturers and advertising media, it is reported, and the new bill is expected to be ready when the session begins, as far as Senator Copeland is concerned.

Tugwell's Resignation

THE MAN behind the original food and drug legislation, which drew the fire of practically all industry groups, was Rexford Guy Tugwell, who last month announced his resignation as Undersecretary of Agriculture and director of the Resettlement Administration to become executive vice president of the American Molasses Co. His departure from the Washington scene will remove one of the key protagonists of drastic legislation. He also has been the most vigorous advocate for Department of Agriculture jurisdiction.

As passed by the Senate last session, the Copeland Bill was n considered seriously objectionab since practically all of its alle edly inequitable provisions ha been eliminated following protrac ed hearings and hectic floor battle There remained, however, the A riculture Department jurisdictio The House, under Rep. Chapman guidance, rewrote the bill pract cally in its entirety, and the found itself unable to get a ru from the Rules Committee to brin about its consideration prior t adjournment.

Food and drugs legislation is importance to the broadcastin industry since some $30,000,0 annually is spent by manufactu ers in the food, drugs and cosme ics lines for network and for sp advertising. Neither the Copelan Bill nor the Chapman Bill, a finally drafted last session woul have affected this business, it wa felt, and the NAB at no tim offered opposition to those meas ures, although it was active i 1934 when the original Tugwell Copeland proposal was pending.

Amending the Wiley Act

OUT OF all this pre-session con versation regarding such legisla tion has developed a new though — that both the Copeland an Chapman projects for entirely nev legislation be tossed aside for bill which simply would amend th Wiley Food & Drugs Act, whic has been on the books for a quar ter century, to bring its provi sions up to date. That, it is pre sumed, would mean retention o administration in the FTC, an broadening of that jurisdiction The strongest argument in suppor of such a move, it is indicated, i that the numerous state laws written in conformity with the Wiley Act would not have to be repealed but could simply be re-paired to meet the revised Federal statute.

Also to be considered in the light of food and drug legislation is the work of the special Senate committee headed by Senator Byrd (D-Va.) for revision of the Federal executive department structure. Among proposals understood to have been submitted to that committee, which resumes its functions in January, was one to set up a Federal Bureau or Department of Public Welfare to encompass the functions of the Public Health Service, Food & Drug Administration and other units dealing with health and social welfare. In such an event, it is possible that food and drug regulation would be involved, with this proposed new agency acting simply as the scientific research unit, and with the Trade Commission continuing as the administrative and enforcement agency.

State Sponsors Program

THE FIRST radio program to be sponsored and paid for by the State of Oregon was inaugurated over KOIN, Portland, in November. Under auspices of the State Realty Commission headed by Hugh H. Earle, the half-hour show *Oregon On Parade* is presented each Sunday afternoon as a promotional venture to sell Oregon and Oregon's available land to the public. Gov. Charles H. Martin was the chief speaker on the opening program Nov. 8. The featured entertainer is Veroqua LaRae, Chicago Opera soprano.



WE-UNS GOT BIG DOUGH TO SPEND!

Experts figure that the Red River Valley farm income alone will total 97 million dollars in 1936. That's a considerable pile of dough, and we know how to make it into layer cakes for smart advertisers. Want the recipe?

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE
KANSAS CITY, TOPEKA and ST. JOSEPH

Norman F. Storm, KOL, Seattle, Dead



N. F. Storm

NORMAN F. Storm, advertising manager of KOL, Seattle, and nationally known radio and newspaper advertising man, died after a sudden illness Nov. 13 in the Swedish hospital in Seattle.

Mr. Storm, whose 45th birthday was Nov. 12, was stricken suddenly while at his desk Nov. 10 and underwent an operation the next day. His sudden death comes as a shock to friends he had made in newspaper and radio advertising, not only in Seattle and the West, but also in New York and Chicago, where he was a frequent visitor to advertising offices. He had served as manager at KOL for more than five years where his popularitv with staff and clients was exceptional.

Mr. Storm formerly was a member of the news and advertising staffs of the *Seattle Times* and the *Seattle Post-Intelligencer*, and was also formerly in advertising work in Chicago. He saw his first military service as a member of the old Signal Corps, Washington National Guard. On organization of the first company, Washington Coast Artillery, an outfit that expanded into a full regiment before the world war, Mr. Storm became one of its charter members. He rose from private to first sergeant in the first company, and saw army service in the war.

Survivors are the widow; Mrs. Pearl E. Storm; three sons, Donald, Thomas, and Leo; his mother, Mrs. W. C. Storm; four sisters, Mrs. Archie G. Taft, Mrs. Kathleen Jones, and Mrs. Leo H. Sullivan, all of Seattle, and Mrs. Alfred Christianson of Mount Vernon, Wash.; two brothers, Harold and Donald Storm, both of Seattle.

ITEM ON CONTESTS
WOL Pays and Pays as Grid Followers Guess

THE score: Listeners, $200; WOL, 0. So ended the gridiron season in the nation's capital, where a handful of lucky fans had been guessing the required 18 out of 20 football winners each week to win tickets to local games. The contest was promoted on the daily Tony Wakeman sports program, and all went along nicely as colleges cooperated by donating tickets to astute guessers.

That was before Nov. 14, when nearly all the favorites in the 20 selected games turned out to be winners. WOL was tackled for a $200 loss when it had to buy additional tickets for a flock of shrewd pickers among the 1,000 contestants, who quickly ate up the available Annie Oakleys.

The program is a sustainer.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

◈

A Trial Will Convince You Of Its Popularity

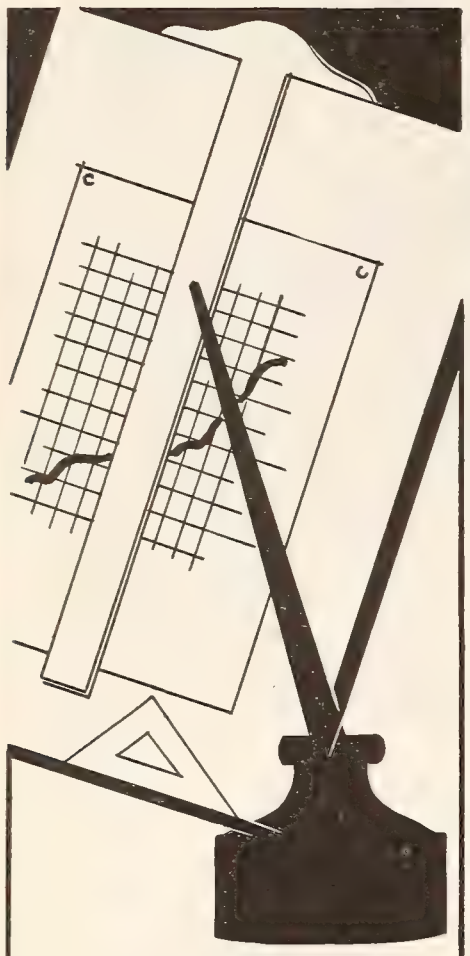


● **THE microphone is regarded by many as a symbol of the pleasure they get from their radios. Yet it is but a small part of the radio facilities of the nation.**

So with the telephone — the instrument itself is only the visible sign of a far-flung communication system.

During this holiday season, both radio and telephone will spread timely cheer. Radio programs, originating in one place and carried from city to city over lines and equipment of the telephone system, will blanket the country. Thus the best in broadcasting and the finest facilities the telephone industry can provide will combine to bring holiday happiness to millions of people.

AMERICAN TELEPHONE & TELEGRAPH CO AND ASSOCIATED COMPANIES — BELL SYSTEM



A SPECIAL MERCHANDISING DEPARTMENT THAT HAS WON THE HEARTS OF AGENCY EXECUTIVES AND SALES FOR THEIR CLIENTS!

One of the many outstanding features of KFH which has won the approval of advertisers and advertising agencies is its special merchandising department, cooperating with advertisers by planning and carrying out a practical merchandising campaign which increases distribution and sales.

We'll be glad to assist you in Wichita, the shopping center for south central Kansas and northern Oklahoma.

KFH

WICHITA · KANSAS

Affiliated with CBS
National Representatives
EDWARD PETRY & CO.

Examiner Advises Deletion of KVOS

Program Complaints, Alleged Defamatory Comment Cited

DELETION of KVOS, Bellingham, Wash., owned principally by Rogan Jones, was recommended to the FCC Broadcast Division Nov. 23 by Examiner Ralph L. Walker in a report in which he held the station has failed to serve public interest, convenience and necessity.

Constituting the first recommendation for deletion of an existing station in many months, Mr. Walker's report was based on protracted hearings held before him last May. Issues involved in the hearing included assignment of the control of the corporation operating the station from West Coast Broadcasting Co. to Mr. Jones without FCC authority, complaints against programs of the station, alleged dissemination of defamatory statements and alleged mechanical violations.

The station operates on 1200 kc. with 100 watts power unlimited time. It was acquired by the Jones group in 1929. The station has been embroiled in local controversy, notably with the *Bellingham Herald*. It now is in litigation before the U. S. Supreme Court on the right of broadcasting stations to pick up and broadcast news dispatches once they are published in Associated Press newspapers. A decision in this case is expected this month.

Baseball Pickups

AMONG other things, the report brought out that in 1934 and 1935 KVOS allegedly broadcast play-by-play descriptions of world series baseball games without procuring authority of the originating station and sponsored them locally whereas the actual series was sponsored nationally by Ford.

Quoted at great length in the report were excerpts from the *KVOS Newspaper of the Air*, a popular period over the station conducted by L. H. Darwin of Bellingham, who purchased the time in bulk and paid one-half of the money collected to the station.

In his conclusions, Examiner Walker stated that the violation of the regulations by the unreported transfer of stock to Mr. Jones was technical rather than substantial. He held also that in making the news contract with Mr. Darwin, KVOS did not transfer or assign its rights under its license and that the baseball broadcasts did not appear to be an actual violation of rules concerning rebroadcasting. He added there is no evidence that KVOS had at any time deviated from its assigned frequency and that it only on one occasion operated with less than assigned power.

Mr. Walker quoted the decision of the Court of Appeals in the now famous Rev. "Bob" Schuler case in which the court sustained the former Radio Commission's deletion of his station on grounds of its use as a personal mouthpiece.

"The broadcasts of Dr. Schuler were much more objectionable in character than those shown to be made by Mr. Darwin over KVOS," said the examiner. "However, the general principles laid down by the court are applicable here."

Under customary FCC procedure, KVOS is entitled to oral arguments before the Broadcast Division before final adjudication of the case.



FORGOT TO DUCK—Despite ample warning signs, these two southbound wingers smacked right into the antenna of KFRO, Longview, Texas. Manager James R. Curtis (left) is telling Earl Kalusche, program director, how 'twas a dark and stormy night but perhaps the signs should have better lighting.

Olson Holiday Spots

OLSON RUG Co., Chicago (rugs) is using announcements and time on participation programs in a pre-Christmas campaign on stations WJR, WLS, WJZ, WMCA and the ABC regional network. Copy asks listeners to write for the new catalogue, showing how their old rugs may be exchanged for new ones. Agency is Presba, Fellers & Presba Inc., Chicago.

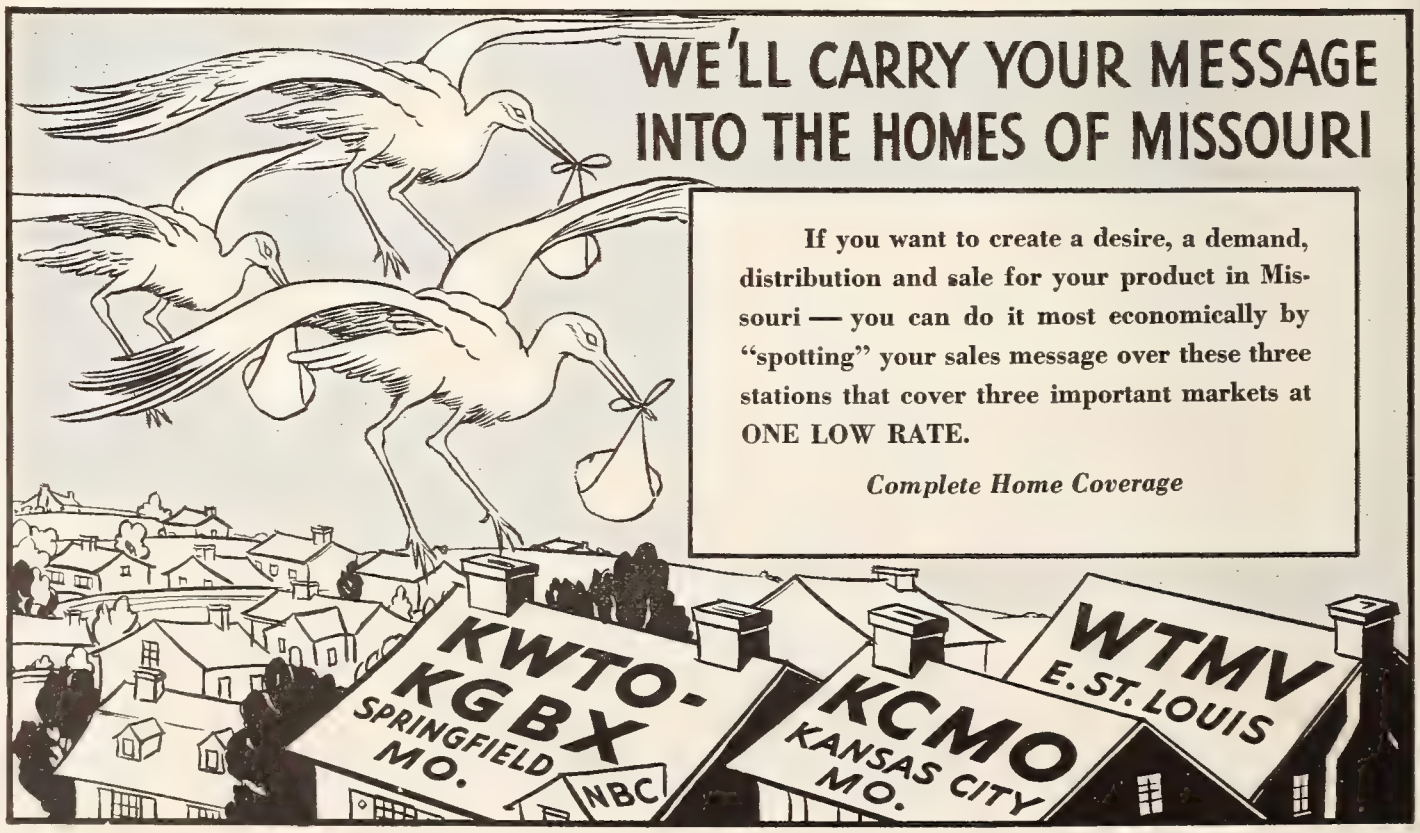
'Hit Parade' Sliced

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), has cut the Wednesday evening NBC-Blue network program to a half-hour, 10-10:30, and on Nov. 28 reduced the CBS Saturday night period to a half-hour. Both programs continue to be heard over the same number of stations.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO!

201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.



LATIN RADIO MOVES FORWARD

South American Countries Improving Equipment and Offer Better Coverage to Advertisers

By F. A. WEITZEL



F. A. Weitzel

THE DEVELOPMENT of radio advertising in Latin American countries has been making great progress during the last two years, although, with the exception of Mexico and Cuba, it as always remained a few stages ehind the development of comhercial broadcasting in the United tates. There are various reasons or this.

A domestic radio industry does ot exist in Latin America, conseuently, all the broadcasting equipent must be imported. This sitution is, of course, a great handiap for countries where capital vailable for investments of any ind is relatively limited and where he domestic currency has an unavorable rate of exchange. While oreign investors might have profed by this very fact, they did not nd it attractive enough when the atin American radio business was ew. Consequently, South America vas left to build up her own broadasting facilities as well as she ould.

Recent Progress

N THE beginning there were many small, low-powered radio tations with inadequate equipment, most of which was of the omemade, make-shift type. Under hese circumstances it is obvious hat radio advertising in South America, especially by foreign sponsors, could not be encouraged.

During the last few years, however, important changes have taken place. While there are still many ow-powered radio stations in operation, they are being compelled o improve their facilities since hey now have as competitors adio stations of 50,000 watts with he best modern equipment.

Today the radio advertiser can over more than adequately all the Latin American countries. But the advertiser is not only interested in broadcasting facilities; the receiving sets and the number of listeners are of equal importance to him. In this respect the situation is also very much changed, as import statistics show. The number of receiving sets is steadily increasing, with all major countries sharing in this expanding business. There are sets of American, English, German, French and Dutch origin, the latter still holding the high record because the Dutch are manufacturing a relatively inexpensive set with few tubes.

These Dutch sets, of course, are not built to receive long distance broadcasts so, for the present, advertisers must still take them into account when planning a South American radio campaign.

One outstanding feature of the radio complex in South America is the great number of shortwave stations. This is partly due to geographical conditions and to the fact that low-powered stations cover the greatest area when operating on shortwaves. Of many of the more important and progressive stations one may generally say that they operate on both long and shortwaves, simultaneously.

The increasing popularity of radio as a medium of advertising in South America can be partly attributed to low time rates and partly to the high percentage of illiterates among the population. But the spoken word, overcoming the disadvantage of printed matter, requires a thorough knowledge of the psychology of the South American peoples. Of course, the Spanish language is entirely out of place in Brazil where the population is offended by anything but Portuguese. All the other Latin American countries, though Spanish speaking, have their own dialectic and linguistic particularities. Disregard of these circumstances would render any commercial broadcast a failure.

Avoiding Prejudice

IF A PROGRAM is planned for a specific country, the sponsor must be sure that in the selection of scripts, music, and songs all the peculiarities and prejudices of the people living in that country are observed. Of course, for an advertising campaign planned to cover more than one country, the cost of adapting a program to fit each country would be prohibitive. In such a case a language generally referred to as "Neutral Spanish" should be used. The importance of this point can hardly be overstressed.

The types of commercial broadcasts are manifold and no one kind can be generally recommended. In selecting a type the same considerations which apply to domestic broadcasts should be taken.

The "short announcement" type of commercial broadcasts is still very frequently used; but with some stations, which are almost inundated with this sort of commercials, they have become a public nuisance and, therefore, are entirely ineffective. There are stations which rattle off these spot announcements 40 or more in succession. The money on these announcements is entirely wasted unless the advertiser is assured by the station that his short announcements are placed in a somewhat outstanding place within sustaining programs or between programs.

All types of broadcasts can be performed either by the station announcers and local talent or with the aid of recordings. In commercial broadcasts of American advertisers in foreign countries the general trend is towards the use of recorded programs. In this way uniformity, exact duration, quality of performance and employment of the right kind of talent for script, acting, singing and music can be assured. Moreover, all the shortcomings inherent in recordings of a few years ago have been eliminated by the highly perfected method of electrical transcription.

WGAR Bar Barred

CLEVELAND bar association has threatened not to support judges for reelection if they take part in *Scales of Justice*, a series of 26 half-hour programs offered to a local sponsor by WGAR, Cleveland, according to a statement by the station. The prospective sponsor refused to take the program after the bar action. Prominent judges or attorneys were to comment at the end of each program and were to turn over their checks to local charities. Possibility of legal action against the bar association is being considered by WGAR.



STANDARD RADIO INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

RESOLVED • •
To reach more homes with my Advertising Dollar in
1937
By Using
WTOC
SAVANNAH, GA.
1260 K. C. CBS
National Representatives
PAUL H. RAYMER CO.



IT HAPPENS IN MARYLAND

The Almanac Barometer says:

☛ RETAIL TRADE: Retail volumes high. Merchants preparing for the most active holiday season in five or six years.

☛ MARKET NOTES: Expansion over 1935!

☛ PRODUCTION: Retailers pressing to expedite shipments in time for holiday selling!

THIS IS THE WBAL MARKET!

WBAL
Maryland's Only Clear Channel High Power Station
10,000 WATTS
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WNAC, Boston

Spencer Shoe Co., Dorchester, Mass., 78 *sa*, thru Chambers & Wiswell Inc., Boston.
C. F. Mueller Co., Jersey City (macaroni), 65 *sa*, thru E. W. Hellwig Co., N. Y.
General Baking Co., New York (Bond (Bread), 60 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Tide Water Oil Co., New York (Tydol, Veedol), 312 *sa*, thru Lennen & Mitchell Inc., N. Y.
College Inn Food Products, Chicago, 6 *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
E. I. du Pont de Nemours & Co. Inc., Wilmington, 36 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WIP, Philadelphia

P. J. Ritter Co., Bridgeton, N. J. (catsup), 4 weekly *sa*, thru Geare-Marston Inc., Philadelphia.
SSS Co., Atlanta (proprietary), 3 weekly *t*, thru Johnson-Dallis Co., Atlanta.
Geo. D. Wetherill & Co. Inc., Philadelphia (paint), *sa*, direct.
Plantabbs Corp., Baltimore (seeds, etc.), 100 *sa*, thru Cahn, Miller & Nyburg Inc., Baltimore.
Atlantic Refining Co., Philadelphia, 3 *sp*, thru N. W. Ayer & Son Inc., Philadelphia.
General Mills Inc., Minneapolis (Wheaties), *sp*, thru Simons-Michelson Co., Detroit.

WCAE, Pittsburgh

Seabury Inc., New York (Kalms), 39 *ta*, thru Ferry-Hanly Co., N. Y.
C. F. Mueller Co., Jersey City (macaroni), 156 *sa*, thru E. W. Hellwig Co., N. Y.
Lever Bros. Co., Cambridge (Spry), 38 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Ironized Yeast Co., Atlanta, 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
U. S. Industrial Alcohol Co., New York (Super Pyro), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Gardner Nurseries, Osage, Ia., *sp*, thru Northwest Radio Adv. Co. Inc., Seattle.

KFRC, San Francisco

Chicago Engineering Works, Chicago (television apparatus), weekly *t*, thru Strang & Prosser Adv. Agency, Seattle.
Chevrolet Motor Co., Detroit (motor cars), weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Colgate - Palmolive - Peet Co., Jersey City (soaps), 6 weekly *ta*, thru Benton & Bowles Inc., N. Y.

WEAN, Providence

Rhode Island Ice Co., Providence, 4 *sa*, thru George W. Danielson, Providence.
Newport Chamber of Commerce, Newport, R. I., 5 *sa*, thru Granville S. Standish, Providence.
George E. Warren Corp., Boston (Clearcoal), 182 *sa*, thru Harry M. Frost Co. Inc., Boston.
Procter & Gamble Co., Cincinnati (Crisco), 32 *sa*, thru Blackman Adv. Inc., N. Y.

WICC, Bridgeport

Lion Brewery, New York (Lion Ale), 28 *sa*, direct.
New York, New Haven & Hartford RR, Boston, 14 *sa*, thru Goulston Co. Inc., Boston.

WAAB, Boston

Croft Brewing Co., Boston (Croft Ale, etc.), 52 *sp*, thru C. Brewer Smith Adv. Agency, Boston.

KDKA, Pittsburgh

Colgate - Palmolive - Peet Co., Jersey City, 26 *sa*, thru Benton & Bowles Inc., N. Y.
Railway Express Agency, New York, 91 *sa*, thru Caples Co., N. Y.
Mantle Lamp Co. of America, Chicago, 78 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Nestles Milk Products Inc., New York, 26 *sp*, thru Lord & Thomas Inc., N. Y.
Procter & Gamble Co., Cincinnati, 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bradley Co., Springfield, Mass., 12 *sa*, thru Blackstone Co., N. Y.
Dr. Ellis Sales Co. Inc., Pittsburgh (cosmetics), 23 *sp*, thru Elsie Lichtenstul, Pittsburgh.
A. H. Lewis Medicine Co., St. Louis (proprietary), 130 *ta*, 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WMCA, New York

Justrite Co., Milwaukee (bird food), weekly *sp*, thru Hoffman & York, Milwaukee.
Bisceglia Wine Co., New York (Greystone wine), weekly *sp*, direct.
Olson Rug Co., Chicago, 5 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Piso Co., Warren, Pa. (cough syrup), 104 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Chris. Feigenspan Brewing Co., Newark (PON beer), 6 weekly *sp*, thru Sheck Adv. Agency, N. Y.

WENR, Chicago

Colgate - Palmolive - Peet Co., Jersey City, N. J. (Palmolive soap), 20 *sa*, thru Benton & Bowles Inc., N. Y.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Eaton Products Inc., Cleveland (auto heaters), 2 weekly *ta*, thru Meldrum & Fewsmith Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly *sa*, thru Blackman Adv. Inc., N. Y.

KSFO, San Francisco

Roman Meal Co., Tacoma, Wash. (cereal), 14 weekly *sa*, thru Milne & Co., Seattle.
American Popcorn Co., Sioux City, Ia. (popcorn), 2 weekly *t*, thru Coolidge Adv. Co., Des Moines.
Maryland Pharmaceutical Co., Baltimore (Rem), 21 weekly *ta*, thru Joseph Katz Co., Baltimore.
Coca-Cola Bottling Co. of Cal., San Francisco (soft drink), 5 weekly *t*, direct.
Chevrolet Motor Co., Detroit (motor cars), 39 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Hotel Sherman, Chicago (hotel service), 6 weekly *sa*, thru Harry Atkinson Inc., Chicago.
Dozets Co., Los Angeles (Dozets), 7 weekly *sa*, thru Walter Biddick Co., Los Angeles.

WBT, Charlotte, N. C.

Florida Citrus Commission, Tampa, 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Chilean Nitrate Educational Bureau, New York (fertilizer), 2 weekly *t*, thru O'Dea, Sheldon & Co., N. Y.
American Products Co., Chicago (groceries), 6 weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Armour Fertz Co., Atlanta (fertilizer)), 6 weekly *sa*, thru Gottschaldt-Humphrey Inc., Atlanta.
Cycles Trades Inc., New York (bicycles), weekly *sa*, direct.

KGO, San Francisco

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman Inc., San Francisco.
RCA Mfg. Co. Inc., Camden, N. J. (radios), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Railway Express Agency, New York (delivery services), 7 weekly *sa*, thru Caples Co., N. Y.

KJBS, San Francisco

Washington State Apple Inc., Wenatchee, Wash., (apples), 26 *sa*, thru J. Walter Thompson Co., San Francisco.



From Manchester (N. H.) Leader

O. K. Honey—Now get the football game on the radio—and make it loud!

WGN, Chicago

Libby, McNeill & Libby, Chicago (food products), 6 weekly *sa*, thru J. Walter Thompson Co., Chicago
Standard Oil Co. of Indiana, Chicago (gasoline), weekly *sp*, thru McCann-Erickson Inc., Chicago.
General Mills Inc., Minneapolis (Gold Medal flour), weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.
Premier - Pabst Sales Co., Chicago (Blue Ribbon Beer), 156 *sp*, thru Morris-Schenker-Roth Inc., Chicago
Wander Co., Chicago (Ovaltine), 26 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Chocolate Products Co., Chicago (Stillicious Yeast Vitamine B Chocolate Milk), 78 *t*, thru J. L. Sugden Adv. Co., Chicago.
Mid-Continent Petroleum Corp., Tulsa (D-X Gasoline), 78 *t*, thru R. J. Potts & Co., Kansas City.
Larus & Bro. Co., Richmond, Va. (Edgeworth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Sterling Products Inc., New York (Calrad wafers), 312 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Consolidated Drug Trade Products Inc., Chicago (drugs), 312 *sp*, thru Benson & Dall Inc., Chicago.
Sterling Products Inc., New York (drugs), 195 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Sterling Products Inc., New York (Bayers Aspirin), 130 *sp*, thru Blackett - Sample - Hummert Inc. Chicago.
Mid - Continent Petroleum Co., Tulsa (oil products), 78 *sp*, thru R. J. Potts & Co., Kansas City.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 26 *sp*, thru Henri, Hurst & McDonald Inc. Chicago.
Chicago Mail Order Co., Chicago, 5 weekly *t*, thru Matteson-Fogarty Jordan Co., Chicago.

WHAM, Rochester

L. C. Forman & Sons, Pittsford, N. Y. (pickles), 2 *sa*, thru Hart Conway Co. Inc., Rochester.
Household Magazine, Topeka, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Eaton Products Inc., Cleveland (auto heaters), weekly *ta*, thru Meldrum & Fewsmith Inc., Cleveland.
White Magic Cleanser Corp., Rochester, 5 weekly *sa*, thru Hughes Wolf & Co., Rochester.
Milton Bradley Co., Springfield, Mass. (games), 12 *sa*, thru Blackstone Co., N. Y.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
American Poultry Journal, Chicago, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Lever Bros. Co., Cambridge (Spry), 2 daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.
B. Max Mehl, Fort Worth (numismatic), *sp*, thru Guenther-Bradford Co., Chicago.

WOR, Newark

Adolf Gobel Inc., New York (meat), weekly *sp*, 2 weekly *sa*, thru Lester A. Loeb Inc., N. Y.
S. C. Johnson & Son Inc., Racine (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.
Anderson Co., Gary, Ind. (Sleet Master), weekly *sp*, thru Schwab & Beatty Inc., N. Y.
Sears Roebuck & Co., Newark (retail), 3 weekly *t*, direct.

KWTO-KGBX, Springfield, Mo.

Reid, Murdoch & Co., Chicago (Monarch food), 2 daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.

KMPC, Beverly Hills, Cal.

Gardner Nursery Co., Osage, Ia., 2 daily *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

WSGN, Birmingham

Vita-Mil Co., Cincinnati, 3 weekly *sp*, direct.

ADIO ADVERTISERS

E. RAYMOND Inc., Ballston Spa, y York (Wonder Oil ointment) is ing advertising through De Rou- e Adv. Agency, Albany, N. Y., and templates using radio.

NCKLEY & SCHMITT Inc., Chi- o (Corinnia water), has appointed galey, Horton & Hoyt Inc., Chi- o, as agency.

ELLY OIL Co., Kansas City, is ertising through Ferry-Hanly Adv. Kansas City.

AR BREWERY Co., Vancouver, named Robert Smith Adv., Port- d, Ore., to direct its advertising.

EETS Co. of AMERICA Inc., w York (Tootsie Rolls) has placed account with Franklin Bruck Adv. ency, N. Y.

MINO CITRUS ASSN., Braden- , Fla., contemplating radio, has ced its advertising with De Rou- e Adv. Agency, Albany.

UNTLEY'S Inc., Burlington, Ver., gest laundry and dry cleaning con- n in the state, has obtained ex- sive broadcast rights to home bas- ball games of the University of rmont. Hays Adv. Agency, Bur- gton, has the account.

IEF BOIARDI FOOD PROD- TS Co., Cleveland, has placed its count with Frank Presbrey Co., icago.

ALAMAZOO Vegetable Parchment ., Kalamazoo, Mich., has named W. Ayer & Son Inc., Detroit, to ndle advertising of its specialties vision.

RIAD MFG. Co., Pawtucket, R. I. adio tubes) has appointed Franklin uck Adv. Agency, New York, to rvice its account.

LASKA PACKERS ASSOCIA- ON, San Francisco, continues to ace advertising through McCann- rickson Inc., San Francisco.

STATE STOVE Co., Hamilton, O., s transferred its advertising to ockton-West-Burkhart Inc., Cincin- ti.

AMSON UNITED Corp., Rochester lectric appliances) will advertise rough Grey Adv. Agency, New York.

A. SHERER Corp., Los Angeles, atewide auto loan firm, late in No- mber transferred its radio account the Allied Adv. Agencies in the me city. Frank Bull and Dick Smith ill handle the account which runs 11 stations with full-time programs.

LLIED MILLS Inc., Chicago, has aced Morris-Schenker-Roth Inc., hicago, in charge of the advertising Wayne 17 Course Dinner, a dog od.

Household Shifts

OUSEHOLD FINANCE Corp., hicago (family finance service), as named the Chicago office of atten, Barton, Durstine & Osborn nc., as its advertising agency, ef- ective Jan. 1, 1937. Loan com- any is currently sponsoring Ed- ar Guest in *Welcome Valley* on BC-Blue, Tuesday, 8:30-9 p. m., nd *Sherlock Holmes* on NBC-Red, hursday, 11:15-11:45 p. m., and number of local programs in arious cities in which its offices re located.

IT'S BARN DANCE TONITE!

Fans from 9 Northwestern states and Canada every Tuesday nite from 8 to 9 tune to

1000 Watts 1260 Kc. **KGVO** Missoula Montana

WTCN Full Time Order Suspended

FCC Orders Hearing on Grant Shifting College Stations

ACTING on its own motion, the FCC Broadcast Division on Nov. 20 suspended its order of Oct. 20 whereby WTCN, Minneapolis, was awarded full time on the 1250 kc. channel, while two time-sharing college stations were assigned daytime to the 760 kc. channel. Presumablv the matter will be set for hearing, since the original grant was made without a hearing.

WLB, Minneapolis, operated by the University of Minnesota, and WCAL, Northfield, operated by St. Olaf College, both are assigned to 1250 kc. on a time-sharing basis and under the Oct. 20 decision would have used two-thirds and one-third daytime respectively on the 760 kc. clear channel on which WJZ, New York, is the dominant station. No reason was given for suspension of the grant.

Simultaneously, however. the Division had before it a protest filed by WMIN, new 100-watt station in St. Paul, against the actions asking that they be set aside and a hearing held. KSTP, St. Paul, also protested on similar grounds. Economic issues were raised, it being contended that the establishment of WTCN as a full-time station, and of the two college stations on daytime, would tend to decrease the potential audience of WMIN and diminish its economic support from local advertisers.

Allegation and Answer

IN A supplemental protest, WMIN said that at the hearing on its protest proof would be offered that the application of WTCN "is a direct attempt to purchase a wave length" and that the station had not disclosed to the Commission the full report on the "purchase price" to be paid. It submitted also a copy of the *Minnesota Daily*, University student publication, in which was published an article that WTCN would pay $35,000 for exclusive use of the channel, with each of the universities to get half. WTCN is owned jointly by the *St. Paul Dispatch-Pioneer Press* and the *Minneapolis Tribune*.

Horace L. Lohnes, Washington counsel for all three of the stations involved in the 1250 kc. change, declared Nov. 21 that the transaction could not in any way be regarded as a purchase of a facility. He said it was simply a matter of reimbursing the two college stations for changes in equipment and for installation of new antennas which would be necessitated by the shift in frequency to 760 kc. Moreover, he added, it is entirely likely that the stations will have to relocate, particularly WLB, since it is now situated close to the center of population.

In the negotiations which led to the proposed shift, Mr. Lohnes declared, it was concluded that the universities should not be put to expense in making the changes. The figure, he declared, was arrived at as a reasonable one for replacement of the equipment and the changes necessary at ordinary commercial prices.

AAAA Names LaRoche

CHESTER J. LAROCHE, of Young & Rubicam Inc., New York, has been named chairman of the Committee on Radio Broadcasting of the American Association of Advertising Agencies, succeeding Charles Gannon, of Arthur Kudner Inc., New York. Members of the committee include: G. R. Dunham, Greenleaf Co., Boston; H. H. Kynett, Aitkin-Kynett Co., Philadelphia; Richard G. Marvin, J. Walter Thompson Co., Chicago; John U. Reber, J. Walter Thompson Co., New York. Added members are: Charles F. Gannon, Arthur Kudner Inc., New York; Arthur Pryor Jr., Batten, Barton, Durstine & Osborn Inc., New York; Donald S. Shaw, McCann-Erickson Inc., New York.

JEWELRY RADIOAIDS INCREASED

TO

FIFTY-SIX EPISODES

wire or write

"TIME IS MONEY"

Radioaids

REG. U. S. PAT. OFFICE INC.

1357 No. Gordon St.
Hollywood, Calif.

★ ★

also available

Laundry	**Furniture**
Bread	**Loan**
Used Car	**Ice Cream**

RADIOAIDS



Listener Preference in Milwaukee is clearly indicated by the fact that WISN is outstandingly first in number of local advertisers

WISN

Voice of the Wisconsin News, Milwaukee

ONLY CBS STATION IN WISCONSIN

National Representatives: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Leading advertisers, both national and local, are using WDRC . . . and renewing contracts . . . because they are getting RESULTS . . . *proved business* from WDRC.

BASIC CBS STATION

AGENCIES AND REPRESENTATIVES

FURGASON & ASTON Inc., station representatives, have opened a new office in Kansas City, under the management of Cranston Lintecum at 314 Dwight Bldg. The office will serve Kansas City, Omaha and St. Louis agencies, and is the fourth office operated and maintained by Furgason & Aston, the other three being in Chicago, Detroit and New York. Mr. Lintecum is a newspaper representative for the *San Antonio Light* and the *Wichita Eagle*.

KFEL, Denver, on Nov. 21 announced completion of arrangements for national representation by Transamerican Broadcasting & Television Corp. At the same time KVOD, Denver, with which KFEL shares time, announced that Edward Petry & Co. would be its exclusive representative in the national field.

MR. STATION OWNER

Are you thoroughly satisfied with your investment in your Radio Station? Is it earning somewhere between 20% to 40% return? Is it capably and efficiently operated from every angle? Are your personnel happy and your clients satisfied?

If you cannot answer yes to all of these questions, a man with a broad experience in the advertising field, with a success record, would like to discuss your problems with you.

The full time services of this man can be secured on a basis that involves no risk or loss to you.

This man has a broad acquaintance among national and mid-west regional advertisers and agencies that is very valuable. He is now employed but will accept a connection as Station Manager, preferably in Ohio, Illinois, Indiana, Iowa, Michigan or Kentucky, if he can increase your earnings and likewise his own.

Your inquiries will be treated confidentially. Address Box 578, BROADCASTING.

F. WALLIS ARMSTRONG Co., Philadelphia, has moved its Southern California branch from the Figueroa Playhouse, Los Angeles, to the Music Box Theatre, Hollywood, lately renamed the CBS Playhouse at 6126 Hollywood Blvd. Diana Bourbon remains in charge of the office with William Bacher as radio producer. The agency handles the *Burns & Allen* and *Hollywood Hotel* shows for Campbell Soup, Camden, N. J.

WHBF, Rock Island, Ill., has chosen Weed & Company to represent it in the East and Midwest, effective Nov. 16. With the addition of WHBF, owned by the *Rock Island Argus*, the Weed firm represents 11 stations.

DONALD STAUFFER, of the radio department of Young & Rubicam Inc., New York, arrived in Hollywood in November.

RAY LINTON, Chicago station representative, on Nov. 4 married Miss Doris Poole, of High Point, N. C. They honeymooned East and expected to return prior to Dec. 1.

RAOUL MARLO has resigned as radio director of Bermingham, Castleman & Pierce Inc., New York. No successor has been announced.

KELLY SMITH, general manager of Radio Sales Inc., Chicago, while on the West Coast conferred in November with John M. Dolph, CBS Pacific Coast sales manager, in San Francisco, on general sales conditions.

DAKE ADV. AGENCY Inc., San Francisco, has moved to larger offices at 116 New Montgomery St. Frank Henrotte, formerly with Hanff-Metzger Inc., Los Angeles, has joined the agency as account executive.

A. W. SCOTT, in charge of radio for Beaumont & Hohman Inc., San Francisco, is the father of a boy, born Nov. 20 at Ross General Hospital, in Ross, Cal.

Agency Commuter

JACK MULLEN, representing Benton & Bowles Inc. in its Hollywood office, will commute every week between there and San Francisco. He produces *Goose Creek Parson* on CBS from Hollywood for a client three times a week and, starting Dec. 10, will also produce *Dr. Kate* once a week over NBC from San Francisco.

ZENE POTTER, formerly executive vice president of the recently abandoned Chicago branch of Erwin, Wasey & Co. Ltd., has been appointed vice president of Benton & Bowles Inc., New York.

HOWARD T. WORDEN has been named publicity director of Grace & Bement Inc., Detroit agency, coming from Pontiac Motor Co., where he was in the advertising and sales promotion department for several years.

HERB POLESIE, radio producer in the Hollywood offices of the J. Walter Thompson Co., directing the *Shell Chateau* programs, late in November signed with Paramount Pictures as a writer. He will continue his agency work until some time in December.

WALTER McCREERY, for ten years a Los Angeles radio broker, late in November joined the staff of the Allied Advertising Agencies as office manager and account executive.

SHAPPE ADV., New York agency for United Transformer Co., Amperex and other broadcast equipment manufacturers, has moved to larger quarters at 1440 Broadway, New York, and doubled its staff.

TOM WALLACE AGENCY, Los Angeles, recently moved to new quarters in the Olesen Bldg., at 1558 N. Vine St., Hollywood.

F & S Ownership

ANNOUNCEMENT was made Nov. 17 by James L. Free, president of Free & Peters Inc., station representatives, that arrangements had been completed to purchase the stock of C. L. Sleininger in that firm and in Free, Johns & Field Inc., sister organization. Mr. Sleininger, now with Transamerican Broadcasting & Television Corp. has not been active in the two companies for several months. Until Nov. 1 Free & Peters bore the name Free & Sleininger. Remaining stockholders in both companies, Mr. Free stated, are himself as president and treasurer, Julia S. Free, his wife, and H. Preston Peters, vice-president and secretary.

Copyright Struggl In Congress See

CommitteeLineupsUnchange House Fight Again Likely

REINTRODUCTION of the Du Bill to amend the antiquated co right laws to give the user copyrighted music a fighti chance against copyright combin is contemplated shortly after t new session of Congress conver Jan. 5. The measure died with t last Congress after it had pass the Senate, when pro-ASCA members of the House block action in committee.

Senator F. Ryan Duffy (D-Wis author of the bill, declared wh Congress adjourned last summ that he intended to reintroduce t bill and fight it through. T most provocative provision of t measure, and the only one again which a strong ASCAP lob fought, was that which would ha eliminated the $250 statutory mi imum damage clause for innoce infringement and placed t amount of damages within t discretion of the courts.

Because there was favorab action by the Senate at the la session, it is expected that Sen tor Duffy will introduce his bill essentially the same form. T fight again is expected in t House, where Rep. Sirovic (D-N. Y.), chairman of the Pa ents Committee, stated openly committee hearings on the bill th his sympathies were with ASCA and against the broadcaster whom he termed "racketeers".

Committees Unchanged

COMMITTEE lineups in t House, it is expected, will be abou the same as during the last se sion. Pro-ASCAP members of t committee included Sirovich, Lar ham (D-Tex.), Daley (D-Pa.) an Kramer (D-Cal.) all of whor have been reelected.

Opposed to ASCAP, and there fore in favor of the Duffy Bill ar Reps. O'Malley (D-Wis.), Dea (D-Ga.) and Church (R-Ill.) wh led the committee's fight for fa vorable action at the last sessior but were frustrated by the Sirc vich group. All three were re elected.

The State Department for th last two years has advocated pas sage of legislation along the line of the Duffy Bill, to permi American entry into the Interna tional Copyright Union at Berne under which American copyright would become automatic in coun tries adhering to the Union. Rati fication of the treaty, which woul permit American entry into th Union, is not possible until provi sions of the existing copyrigh laws are changed.

THE FEDERAL Radio Theatr Project, Los Angeles, in Novembe appointed executives as follows: Buck leigh Oxford, former KMTR publicity man, supervisor; Harry A. James onetime KELW manager, productio director, and Mel Williamson, forme announcer of KHJ, publicity manager



The happiest New Year's message we can bring to you is "*Increased Sales*". That's the message we're bringing *all* our clients. And we don't mean 90% of them either. Every one of the companies which is reaching the Richest Market in the World through the facilities of WHN has discovered that our policy of Showmanship Salesmanship has zoomed their sales up to record levels. We'd like to wish *you* the same sort of Happy New Year.

WHN

1540 Broadway, New York City
5000 watts L. S.-1000 watts nights
National Sales Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to have its own
Washington News
Correspondent.



STUDIO AND PROGRAM NOTES

RISTOPHER CANDY Co., Los eles manufacturers, late in Novem- started a campaign on KECA, Angeles, Sundays at 5:45 p. m., ediately preceding the *Walter chell* program on NBC, with Al le, accordionist and singer. This he first time the 50-year-old con- has been on the air. The cam- n is handled by the Bert Butter- th Agency, and includes spots on HE and KFWB.

SPONSORING a nightly man-at- auto-show vox pop program from exhibit space at the Chicago Auto- bile Show, broadcast on WBBM, 15-10:30 p. m., Dodge Brothers p., Detroit, not only advertised its cars over the air but also attract- tremendous crowds to the display ere they could see the 1937 Dodges le listening to the program. Dale rill, radio executive of Ruthrauff Ryan Inc., Chicago, conceived the gram idea.

NEW program on WIP, Philadel- a, is titled *The Small Town Re- ter*, conducted, written and deliv- d by Len Smith. The program con- ts of birthday, marriage, and allied ms humorously woven together. ile based on vital statistic items, program will also devote itself to portant and not-too-important news Philadelphia and surrounding com- nities.

NEW series of programs, *Stories Camera*, has been inaugurated on MCA by Lawrence Menkin. Ac- rding to Mr. Menkin, it is a new ex- riment, in which he will use a dif- ent technique in the projection of radio story. He will write dramas that radio listeners may know and derstand stories through radio pre- ntations as easily as they do motion ctures. The first program was titled *enjamin Franklin, American.*

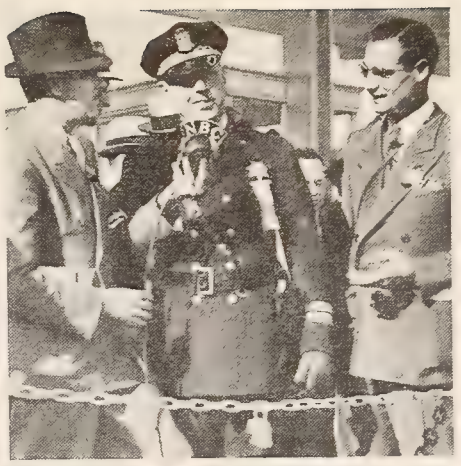
AVIS PERFECTION BREAD Co., s Angeles chain of retail bakeries d wagon deliveries, has started *Bur- d Treasure 'Round the World* on FWB, Hollywood, a 20-minute night ogram on Sundays. Bert Butter- orth, who operates an agency and ndles the Davis account, writes the ript. Stories and legends of lost ips, hidden mines, and buried treas- e have been his hobby for years and e has a collection of 400 stories. A amatic cast of six enacts the epi- des.

GAIN collaborating with the local ommunity Chest Drive, WSB, At- nta, is staging its annual series of ows, this year including pickups om various points in the city, with Manager Lambdin Kay back at the icrophone together with the local rive chairman. WSB has annually een credited with being the major orce in the drive.

WIRE, Indianapolis, on Nov. 13 sa- ted NBC on its tenth anniversary ith a variety program featuring NBC artists. NBC Thesaurus tran- criptions provided the talent and the rogram was produced under direc- ion of Jack Stillwill, WIRE produc- ion manager. Each artist was intro- luced by a different announcer and Manager L. L. Jaquier spoke briefly.

NEW studios for KFWB, Hollywood, will include a model demonstration kitchen with an auditorium for home economic broadcasts.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.



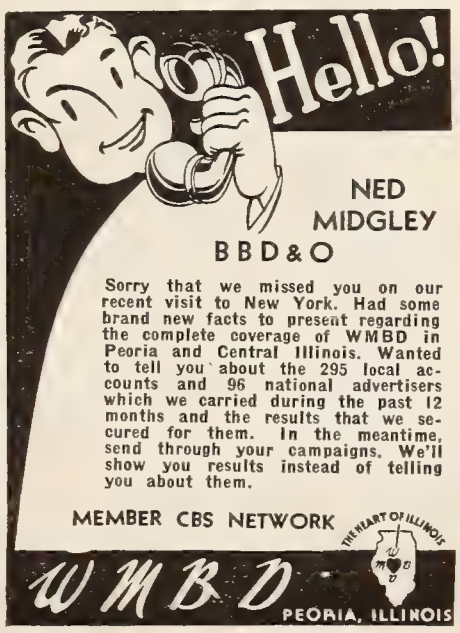
San Francisco Bridge Opening

POLICE CHIEF William J. Quinn of San Francisco, whose voice is familiar to NBC-Pacific Coast listeners in his program *The Show-Up*, at the opening of the San Francisco-Oakland bay bridge Nov. 12. Left is announcer Larry Keating of NBC and right, Don Thompson, NBC producer of special events in San Francisco. The gold and silver chain in the picture was cut with an acetylene torch by Governor Merriam a few moments after the picture was taken. Chief Quinn is pictured broadcasting his observations. Both NBC and CBS broadcast the bridge ceremonies transcontinentally.

Lloyd E. Yoder, NBC western division press relations manager in San Francisco, Milton Samuel, his assistant, Darrell Donnell, Herb Caen, and Robert Hall, radio editors of the *San Francisco Examiner*, *Chronicle* and *Call-Bulletin*, respectively, and David H. Glickman, claim the honor of riding in the first "pay car" to cross the bridge on the opening day.

Seek Capital Outlets

A BATTLE royal for a new station in Washington was indicated Nov. 24 when the FCC Broadcast Division designated for hearing three applications for identical facilities. The applications are those of Continental Radio Co., Scripps-Howard Newspapers affiliate; Hearst Radio Inc., and U. S. Broadcasting Co., each seeking assignment on 1310 kc. with 100 watts full time, now occupied by WOL, Washington, which has received favorable action, now held in abeyance, for assignment on the 1430 regional channel with 1,000 watts.



TRANSCRIPTIONS

NEW CLIENTS for the NBC *Thesaurus* include: CRCT, Toronto; KBHB, Rapid City, S. D.; KPLT, Paris, Tex.; KBST, Big Springs, Tex.; KFPW, Fort Smith, Ark.

LOS ANGELES Community Chest, as in previous years, has started to record a disc series for use during the annual drive with placement on local stations. The series is available to other chest offices upon request. Recordings Inc., has provided the recording facilities with J. G. Catanich, radio director of the chest, producing.

IMPERIAL AEROGRAM Corp. Ltd., Hollywood transcription studios, has reorganized its personnel and appointed F. Bruce Russell as general manager, and George W. Walters as business manager, with Gordon Soule continuing as production manager. Harry Cox resigned as sales manager.

WALTER BIDDICK Co., radio programs division, Los Angeles, late in November started to produce a series of 26 half-minute transcriptions for credit jewelers, and the same number for credit clothing firms. They are dramatized commercials and were directed by Ted Turner.

New England Tests

EXPANDING its radio activity, Commonwealth Adv. Agency, Boston, is placing a test transcription campaign in New England for Surgical Dressings Inc., Jamaica Plain, Mass. (Sterilastic bandages), and tieing in the promotion with car cards and newspaper space. For Stiles and Songs, Stoneham, Mass. (Butter Krunch candy bar), the agency is planning a radio contest to cover New England.

KFPY Aids Charity

KFPY, Spokane, turned over its *Spokane Sings* program Nov. 14 to the Spokane Community Chest, whose 200 workers caroled for charity. Each week the program is dedicated to a local organization. "The *Spokane Sings* program which KFPY gave over to us was a distinct contribution to this year's drive," said Charles R. Devine, publicity director of the Chest.

GERALD H. LAPINER has joined the advertising and sales promotion department of Kelvinator Corp., Detroit, having resigned from the Detroit office staff of Stack-Goble Adv. Agency.





SAN FRANCISCO
Prosperity Headquarters
OF THE WEST



The family income in San Francisco in 1935 was estimated at 533 million dollars and exceeded the estimate for 1934 by approximately 53 million dollars, and that of 1933 by nearly 100 million dollars. An increase of nearly 100 million dollars.

KYA reaches thousands of these families with their increased budgets.

Let KYA tell your story

KYA

The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

New Radio Census

PLANS are under consideration by the U. S. Bureau of the Census for a 1936 survey of radio broadcasting business, patterned after that conducted for 1935 business and announced last July [BROADCASTING, Aug. 1 and Nov. 1]. Likelihood of an appropriation for this and for other business surveys is seen, it was learned. Should the survey be approved, the Census of Business branch of the Bureau in Philadelphia will begin circularizing stations early next year. A number of changes in the procedure also would be introduced. C. H. Sandage, chief of the division of communications, supervised the last survey.

RESULTS! COUNT MOST

Let us acquaint you with our work.



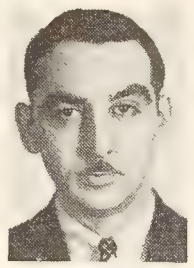
WEED & COMPANY

PERSONALITY—AND CLOTHING

Bentley's Cultivates Friendly Feeling and Finds Radio Advertising Pays Big Dividends

By J. D. MAGUIRE

Kansas City Manager, Bentley Store Corp.



J. D. Maguire

AFTER 10 or 20 years in a business, nearly every businessman extracts from his experiences some pearl of wisdom. Mine is this: "People don't buy Merchandise, they buy *Personality.*" I'll agree with anyone that the final aim of any business is represented in the dollars and cents of gross sales and net profit, but with the hard-fisted depression-timer who frowns on good will advertising and wants to see every publicity effort reflected immediately in cash, I have nothing in common. For confirmation, I point to Bentley's record, made possible by three years of good will advertising over WHB, in Kansas City.

With only the rarest and barest mention of price, Bentley's—a unit of Bentley Stores Corp., with central offices in New York—has made radio pay dividends in increasing sales almost every month during the last three years. One story will illustrate what I mean.

Ruler of the Purse

ONLY a couple of weeks ago a young lady came into the store with her husband. She had never been a customer of ours before; as a matter of fact, her husband wanted to make the purchase from a competitor, with whom he had had an account for many years—but no! Mrs. X had attended a free Bentley party a few nights before. One of the boys had sung a request for her, and out of gratitude, she wouldn't consider shopping elsewhere. Thus a new account was opened. Good Will had added $75 more to Bentley's gross sales.

There are plenty of big stores in Kansas City. They can hold their own with us—or beat us—in the matter of price and terms; they can probably offer considerably greater selection—but they are at a loss to compete when it comes to personality and service. We stress personality on our sales floor—and personality on our radio programs—personality plus an extra something that gives Bentley's radio show something no other local program offers.

It was three years ago when Bentley's practically pioneered radio advertising for the credit clothing field in Kansas City. We used 100-word WHB spots that year, and since there was no radio competition, the immediate results were surprising—almost overwhelming. By the next year we had imitators, so in order to get ahead of the crowd, we took a 15-minute program five times a week and started a big contest to name the show. Jack Grogan, who contacts the account for WHB, teamed with Les Jarvies of the station staff as talent, and built a hilarious, informal show which had a personality all its own. Music, songs, dedications, ad-libbed wisecracks and not-too-serious commercials are the daily fare.

To put a new punch into the broadcast after the name contest ended, we began dedicating two programs each week to neighboring towns. This, too, was nothing more or less than good will advertising, but we were greatly surprised to receive grateful letters—and better yet, a large volume of sales we would never have received otherwise. Other credit stores were—and are—leery of out-of-town risks, and since there was no competition in the field, we had no contest for a large volume of business. We discovered, too, this business tested far better than local accounts in the matter of loss percentages.

We no longer feature dedications to neighboring towns, but we continue to welcome out-of-town customers on every broadcast—and our volume of outside business—coming from points up to 300 miles distant—is still on the upgrade. Some of the folks from neighboring towns have become real boosters for us . . . From Herington, Kan., 150 miles away, a group makes rather regular trips to the city. Sometimes they buy, sometimes they drop in without any intention of buying, simply to leave their packages or meet their friends. One young lady in the company always says, "your Bentley store is our 'stomping grounds'." We're proud of that.

Sometimes you think you've lost on this good will idea, but it always turns up in the long run with a profit. For instance, one of the women who won a minor prize in our name-the-program contest used her due bill award to buy a dress and returned to her home town of Holden, Mo. We had forgotten all about her when, four months later, she sent us a letter. "I can't buy anything myself right now," she wrote, "but I want to show you I appreciated that prize you awarded me. Here is a list of 25 friends of mine. I suggest you send advertisements to them by mail, and I'll do my part by talking to them here." The upshot was five sizeable purchases, five customers who are still with us.

It is our belief that new ideas are a necessity in this business of radio advertising. The dedications to neighboring cities brought results, but this year we wanted something new. Grogan had a happy thought, and we started sponsoring a weekly dance, held in a different neighborhood hall each Wednesday. We thought, of course, about tying the plan up definitely with sales or asking people to stop in at the store for dance tickets, but in the end we put all our faith in good will—and as in times past, we were not disappointed.

We have an average of 700 people at each of our dances. We give them free favors and good music, and then climax the evening with a contest of some kind, with the principals of our radio show on hand. Sometimes, of course, it is difficult to check results with absolute accuracy, but we know from our daily sales reports we have secured intensive publicity throughout our territory—we know we are holding old customers and winning new ones.

I don't know what we're going to do next fall with our WHB advertising, but I do know the tie-in will be something new in Kansas City radio—it *has* to be that—and I do know its sales appeal will be founded exclusively on good will.

We sell personality first, but a lot of merchandise goes with it, a lot of sales are rung up on the cash register in the process.



WITH THIS KEY—YOU OPEN THE DOOR TO OVER A MILLION PROSPECTIVE BUYERS

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.

WSPD is a basic Columbia outlet.

WSPD now operates on 5000 Watts day and 1000 Watts night.

WSPD's exclusive position in this rich market places it in a class by itself and national advertisers have proved conclusively that WSPD must be used to get blanket coverage.

We enjoy proving our statements and your inquiry will receive immediate attention.

Represented By:
JOHN BLAIR & COMPANY
New York Chicago Detroit
San Francisco

WSPD

Address: Commodore Perry Hotel, Toledo, Ohio

Transmitter: Perrysburg, Ohio

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Only Blanket Coverage of Rich Resort - Industrial Western North Carolina

IN BALTIMORE, IT'S
WFBR

IN THE CONTROL ROOM

R. C. B. JOLLIFFE, former FCC ief engineer now in charge of the A Frequency Bureau, has been ap-inted chairman of the committee on munications of the American In-tute of Electrical Engineers for the 36-1937 administrative year.

ILLIAM G. H. FINCH, former sistant chief engineer of the FCC d former chief engineer of Hearst adio Inc., now an independent con-ltant and inventor in New York, on ov. 17 was issued Patent No. 2,061,-7 covering an image broadcasting stem, the latest in a series of pat-its he has taken out on his facsimile d radiotypewriter system.

ARY HARRIS, recently resigned om the sound department of Asso-ated Cinema Studios, Hollywood anscription firm, to become mainte-ance man at KNX, resigned in No-ember to do sound work at Colum-a Pictures studios. Jimmy French, ontrol man for the KNX *Calling All ars* program, was given the mainte-ance post, with Bruce Piersall tak-g French's position.

. T. STANTON, connected with RPI, New York, in a technical con-lting capacity, went to Hollywood November to confer with Western lectric and CBS on the new CBS ollywood studios.

AUL CRAM, transmitter engineer f WSGN, Birmingham, is the father f a boy born recently.

V. E. BORING has joined the en-ineering staff of WSGN, Birming-am, and also copies Transradio news.

OBERT STRATTON, engineer of VDNC, Durham, N. C., and Miss ean Torrence, of Charlotte, are to be arried Jan. 20.

ON MITCHELL, chief engineer of VBBZ, Ponca City, Okla., is the ather of a baby girl born in Novem-er.

BRUCE RATTS, formerly of WOWO, Fort Wayne, has returned o the WOWO control room after a ear with a radio equipment concern.

MARGARET PRIMONT, formerly f the NBC engineering secretarial taff, has been appointed secretary to . B. Hanson, NBC chief engineer, ucceeding Edna Wilson, resigned. Miss Wilson had been with Mr. Han-on since 1924.

MARK BULLOCK, chief engineer of KOIL, Omaha, is the father of a boy born in October.

HOWARD DE LONG, chief engineer f KRKD, Los Angeles, left for New York late in November to visit tech-nical plants and radio stations.

ROBERT P. SHEEHAN, student at University of Pennsylvania, has been named night field engineer of WIP, Philadelphia. A. Wilson Sigafoos, Le-high graduate, amateur operator and recently with Ingersoll-Rand Co., has joined the transmitter staff.

ANDREW POOLE, formerly of en-gineering staff of WOR, Newark, on Nov. 16 was named traffic and office manager of the New York office of Mutual Network.

DONALD PONTIUS, former member of the WGN, Chicago, sound effects staff, on Nov. 16 joined the Chicago traffic department of Mutual Broad-casting System.

WJBY Produces Results In Alabama's Second Industrial Market

WJBY

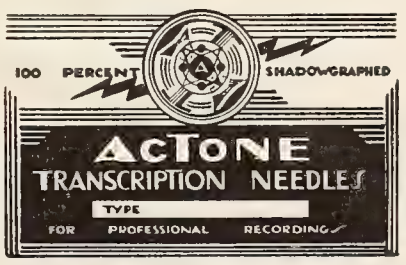
Gadsden, Alabama



SHIELD—worn by Don Kelley, of KOIL, Omaha, is a portable microphone stand designed by Control Engineer Albert Bates. It leaves both hands free.

Paley Award Plans

THE 1936 award of the annual Paley Trophy to the outstanding radio amateur of the United States and Canada will be made about March 15. Announcement of the trophy, to be offered annually by William S. Paley, CBS president, was first made by Edwin K. Cohan, CBS director of engineering, at the Chicago convention of the American Radio Relay League in September. It is to be given at the conclusion of each year to that individual who, through amateur radio, has contributed most to the American people, either in research or technical development or operating achievement. Mr. Paley designated the American Radio Relay League, the official organization of the radio operators of the country, as the permanent custodians of the award. Upon it will be engraved each year the name of the winner, while a smaller replica will be presented to the amateur selected by an impartial board of experienced authorities on amateur radio activities. Five noted men have been selected to serve on the board of award. They are Rear Admiral Cary T. Grayson, chairman, American Red Cross; C. P. Edwards, director of radio, Canadian Department of Transport; Anning S. Prall, chairman, FCC; J. H. Dellinger, chief of radio section, Bureau of Standards, and Prof. A. E. Kennelly, Harvard.



WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request

PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by

W. H. Bagshaw Co.

Lowell, Mass.

Distributed by

H. W. Acton Co., Inc.

370 Seventh Ave., N. Y. City

Inspector's Tenor

LARRY GAMBINO, condenser inspector at Cornell-Dubilier condenser plant, entered his lyric tenor voice in the amateur hour of WHN, New York, and won first prize. He managed to insert a bit of promotion for Cornell-Dubilier condensers.

THE WEEI Engineers' Association, a newly formed organization which is the local branch affiliated with the Associated Columbia Broadcast Technicians, since WEEI's connection as the Boston CBS link includes in its membership the entire complement of WEEI's operators, and at a recent meeting, elected the following officers: Ralph M. Cowie, president; Edward J. Philbrick, vice president; William H. Rule, secretary-treasurer; and Fred A. Lang, national councillor.

TRIBUTE for its contribution to religion to NBC was paid by the Joint Religious Radio Commission, headed by Dr. John W. Langdale, at a luncheon Nov. 18, at which President Lenox R. Lohr accepted the testimonial. The commission represents the Federal Council of Churches of Christ in America, and the City, County and State Federation of Churches.

APPLICATIONS will be received until Dec. 3 by the U. S. Civil Service Commission, Washington, for a vacany as assistant communications operator at $1,800 a year and another as junior operator at $1,620, both for high speed radio equipment at the War Department message center.

Our Listeners Do Not Really Know How Good We Are!

. . . 'cause they never tune in on any other station.

Located in the heart of the famous Piedmont, WBIG, in Greensboro, is the most popular station in a most prosperous region, with a loyal audience and also a loyal clientele. Both of these blessings are due to one cause . . . the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than four years. *Success is a hard habit to break!*

WBIG in Greensboro, N.C.

EDNEY RIDGE, Director

is

"The Favorite Station in the Favored Region"



THE FASTEST GROWING STATION ON THE ENTIRE WEST COAST

Proudly Presents

A FIVE-FOLD POWER INCREASE

(RCA—High-Fidelity)

FULL TIME 5000 WATTS LS 780 KC

FACTOR NUMBER 1 FOR INCREASED AUDIENCE

WATCH KEHE

LOS ANGELES, CALIFORNIA

National Representatives: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Centralized System To Promote Radio Education Advised

Educators Must Cooperate in Work, Says Workshop Head

By PHILIP H. COHEN
New York Manager
Federal Radio Workshop Project

IN THE BRIEF prepared by the NAB "in the matter of Section 307 of the Federal Communications Act of 1934" appears a statement which summarizes the case of the broadcasters against the case of the educators who would allot time fixed by statute for educational purposes:

"The record conclusively shows that the program service broadcast by commercial stations is in general a direct reflection of what the public wants."

The statement cannot be challenged insofar as commercial programs are concerned, for these programs are built to sell. A program which does not pay dividends to the station or to a sponsor is considered a liability.

Educators at Odds

THE EDUCATORS too are faced with the problem of building programs that will "sell". It is not enough to build programs that are instructive and interesting; they must, above all, be programs which will be heard. It is true that all education is not and should not be built for mass consumption; but when we use an instrument that seldom speaks to less than a million people, we must have the interests of most of these people in mind when we approach the microphone.

Assuming that the radio has a place in education—and there are those who with some plausible arguments challenge even this assumption — what steps should the educators take toward making the best use of the facilities which are generously placed at their disposal by the commercial radio stations? Four steps should be taken immediately. The educators should:

1. Agree among themselves as to what functions radio can best serve in education.
2. Master radio technique or seek the advice of those who know the technique.
3. Determine the extent of the listening audience.
4. Establish one or several centers for the collection and dissemination of educational material prepared especially for radio presentation.

Innumerable conferences have made it apparent that there is little agreement among the educators of the country as to the meaning of educational broadcasting, or the form that educational broadcasting should take. Anyone who has regularly attended conferences on the status and future of educational broadcasting knows that the discussions open with the question: "What is educational broadcasting?" Immediately there is a strong division of opinion not only between the commercial broadcasters and the educators but among the educators themselves.

It would seem that much more could be accomplished by an intelligent discussion of some of the concrete problems facing those interested in educational broadcasting.

Can a straight teaching job be done or should the educational radio program simply inspire the listener to learn more? Should dramatization, music and even humor be used by the educators? How effective are the direct-to-the-school broadcasts; such as the *American School of the Air*, the Damrosch program, etc. Here are but a few of the problems that are far more important to the future of educational broadcasting than the conferences which are periodically assembled to raise old issues and leave them unsolved.

In other words, the educators must now take the offensive and offer the broadcasting companies an intelligent plan for educational broadcasts. The broadcasting companies would rejoice at such a move.

Mastering Radio Technique

BETTER preparation and presentation of educational programs already on the air is an immediate need. Of the dozens of educational programs broadcast each day only a few are adequately prepared. Too often the educators believe that when the time is assigned the battle is won. They come to th studios with a hastily prepare manuscript, race to finish it withi the time limit and read it all in voice that causes even the mos patient to turn the dial.

The educators have toyed wit dramatization and music whic are considered so essential to com mercial broadcasting, but too ofte the "music" is an unrehearse four-piece orchestra, and the dra matization is done by an assorte group of the educators' friend who have "always been dying t get on the radio."

To use music intelligently, t have professional radio actors er act scripts written by capabl script writers, would not be t cheapen education by radio. I would probably be its salvatio

Some way must be found fo determining the effectiveness o educational broadcasts. If every one feels as Dr. Hutchins of Ch cago does, that educational broad casts are "broadcasts that are goo for other people" there is certainl no place for educators on the ai

There is, however, evidenc showing that the broadcasts of th Universities of Michigan, Wisco sin, Ohio State and the U. S Office of Education have a larg following and are advancing edu cation. In any case our researc into the response to educationa broadcasts has been poorly unde taken. Immediate steps should b taken to find which of the pro grams now broadcast are servin useful educational purposes an what further steps should be take to raise the general standard o educational broadcasting.

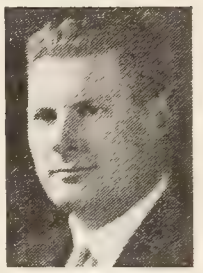
Central Radio Libraries

A NUMBER of institutions ar putting on educational broadcast There are some 30 stations devote to educational programs exclu sively; the Office of Educatio broadcasts several programs eac week. As yet there is no centra receiving and distributing poin for material prepared especiall for broadcasting purposes. Man individual worthwhile experiment in educational broadcasts hav been tried. These efforts should b made available to all stations an educators interested in educationa broadcasts.

The Office of Education is start ing to assemble the best educa tional scripts and will soon be in a position to distribute them to high schools and colleges all over th country. Here may be the begin ning of the first radio library.

A decade ago, when radio wa in its infancy, the educators ha a golden opportunity to enter thi new field and grow with it. At tha time we chose the easier alterna tive of sitting on the side line and jeering at the commercia broadcasters. The time has cer tainly come to stop scoffing an ask ourselves how the radio ca promote education. And once a intelligent course is plotted w should follow it with the sam courage that the commercial broad casters have shown in developin listenable radio programs.

1937 Officers of IRE



H. H. Beverage

H. H. BEVERAGE, chief research engineer of RCA Communications Inc. and a noted antenna developer, has been elected 1937 president of the Institute of Radio Engineers, succeeding Alan Hazeltine. Results of the mail balloting were made known Nov. 1. Peter P. Eckersley, consulting engineer of London, formerly chief engineer of BBC, was elected honorary vice president to succeed Dr. Vlademar Poulsen of Denmark. Directors elected were Ralph Bown, associate radio research director, Bell Laboratories; Dr. Alfred N. Goldsmith, New York consulting engineer, and Prof. H. M. Turner, Yale.

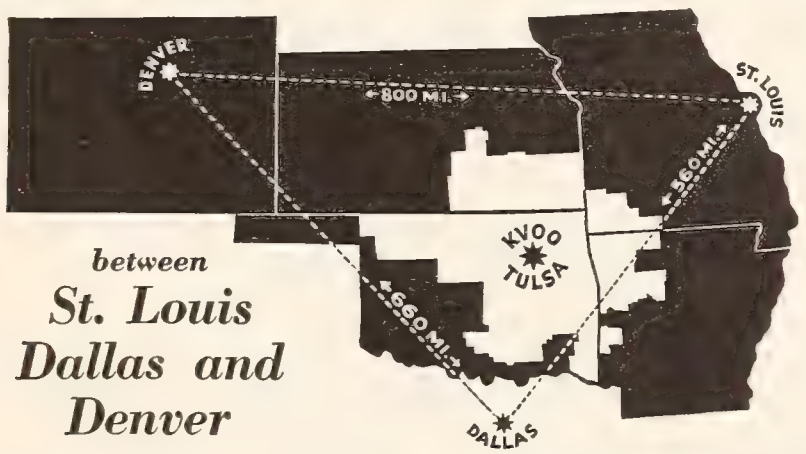
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MARKS THE SPOT

FOR YOUR SPOT CAMPAIGN IT'S

WSOC Charlotte, N. C. an NBC Affiliate

THE MOST POWERFUL STATION



between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

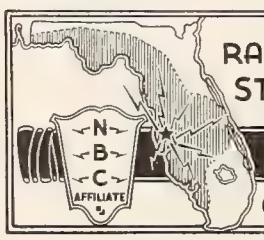
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA



RADIO STATION WFLA

STUDIOS TAMPA • • CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Enoch Morgan, Kirkman Soap Take WABC Series

ENOCH MORGAN'S SONS Co., New York (Sapolio), will begin an unannounced series on WABC, New York, Dec. 10, Thursdays, 11-11:15 a. m., for 13 weeks. Sponsor has recently acquired the business, good-will and assets of the Cox Gelatine Co., New York (dessert). Maxon Inc. will handle the account.

Kirkman & Son Inc., Brooklyn (soap), subsidiary of Colgate-Palmolive-Peet Co., has placed its advertising account with N. W. Ayer & Son Inc., New York. Jack and Loretta Clemens will be presented Mondays through Fridays, 9:15-9:30 a. m., in a series of musical programs on WABC, beginning Jan. 4.

Your Local Jeweler Will Welcome It...

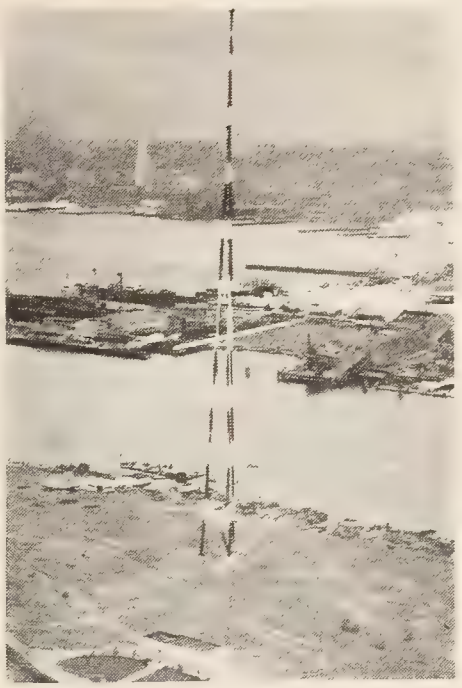
Credit Jewelry Skits

A new 30-second transcribed radio program, exclusively for the Credit Jewelry business... Plenty of action, finest sound effects, recording and records ... exclusive rights guaranteed in your city. Twenty-six skits in the series. Send $1.50 for presentation record...Deposit refunded. Act Now!

26 SKITS $26

RADIO PROGRAMS DIV.
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.
Los Angeles, California

DOES DOUBLE DUTY
One Radiator Emits for Both —KOMO, KJR, Seattle—



Two Stations on One Antenna

A UNIQUE broadcast transmitting system in which two stations, within 50 kilocycles of each other, operate from the same antenna, was introduced last month in Seattle when both KOMO and KJR in that city began operations from a new location and with new equipment.

Each station now is operating with a new 5,000 watt RCA high-fidelity transmitter but broadcast from the same 570-ft. Truscon self-supporting vertical radiator. This new equipment, according to tests, is said to give both stations higher quality and increased coverage in Western Washington.

The new radiator is one of the tallest self-supporting masts in the country, if not the world. Much research and study preceded its erection because of the transmission on two separate frequencies. The particular height was chosen to give the best overall results for both day and night coverage.

The new station site is located on the shores of Puget Sound. In addition to new transmitters, the stations have installed spare incoming power lines with automatic switch control and a complete auxiliary transmitter to insure minimum interruptions of the stations schedules.

Both stations are NBC outlets in Seattle. Studios for both are located in the Skinner Bldg., in downtown Seattle and are of modern design. The two stations now have more than 100 employes divided into 10 departments, aside from talent. Officials are O. W. Fisher, president; Birt F. Fisher, general manager; D. R. Fisher, treasurer; H. M. Feltis, commercial manager; Willard Warren, program director, and Francis J. Brott, chief engineer.

John Eccles, WJR Chief Announcer, Found Dead

JOHN ECCLES, for a decade chief announcer of WJR, Detroit, was found dead in the basement of his home Nov. 19. At his side lay a shotgun with one shell fired, and notes to his wife, indicating suicide. No motive could be given. Eccles had been with WJR for 10 years and was considered one of the best radio men in Detroit, despite the fact that he was only 31 years old. He had announced a program in the afternoon a few hours before his death. Leo Fitzpatrick, manager of WJR, said that he had noted nothing peculiar about Eccles' conduct at that time. Eccles started his radio work as an operator on a Great Lakes boat. He was a native of Toledo. He is survived by his widow and two children, John Jr., 8, and Sue, 5. Funeral services were held Nov. 21.

GRAYBAR ELECTRIC Co., Buffalo, has purchased 36 announcements a week from Nov. 25 to Dec. 24 over WBNY, featuring Stromberg-Carlson radios, in a test campaign placed through Ellis Advertising Co., Buffalo.

TURKEY HASH AND CHICKEN BRISTLE!

No sir, that's not our idea of a fancy menu—those are the names of a couple of towns not so far from Louisville! Which is almost enough, in itself, to show why smart advertisers are spending their money with WAVE. We don't even *try* to reach the Trail of the Lonesome Pine. We *do* have 1,132,692 potential N. B. C.-type listeners, of whom 73% live in our *first airea*, and about 30% live virtually within sight of our tower!

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

Best Business in Seven Years

$100,000,000 Cotton Crop
In Mid-South Brings
Smiles to Memphis

Choose WREC TO SELL THIS RICH MARKET FOR YOU

If Your Campaigns Won't Work Over WREC in The Responsive Mid-South Market —They Won't Work In Any Market Anywhere.

Wide-Range Transmission
5,000 Watts Power

"THE VOICE OF MEMPHIS"

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

WEBC
DULUTH • SUPERIOR

WMFG
HIBBING

WHLB
VIRGINIA

Complete coverage of Northern Minnesota, Wisconsin and Michigan.

Represented by
CRAIG & HOLLINGBERY
NEW YORK
250 Park Avenue
CHICAGO
307 North Michigan Avenue

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 22 started *Headin' South* on 9 CBS stations, Sun., 7:30-8 p. m. Agency: Caples Co., Chicago.

BEST FOODS Corp., New York (mayonnaise) on Dec. 10 starts for 52 weeks, *Dr. Kate*, dramatic serial, on 7 NBC-Pacific Blue stations, Thurs., 8-8:30 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour & cereal) on Nov. 20 started for four weeks, participation in *Woman's Magazine of the Air* on 6 NBC-Pacific Red stations, Fri., 3:15-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

NATIONAL ICE ADV. Inc., Chicago (ice & refrigerators) on Feb. 10 starts *Gladys Swarthout* on 55 NBC-Red stations, Wed., 10:30-11 p. m. Agency: Donahue & Coe Inc., N. Y.

FELS & Co., Philadelphia (soap) on Nov. 16 started 9 quarter-hour programs thrice weekly on 4 Yankee stations. Agency: Young & Rubicam Inc., N. Y.

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese) on Dec. 1 starts *Petticoat Philosophy* on 5 MBS stations (WFIL, WOR, WGN, WAAB, CKLW), Tues., Thurs., 11:45 a. m. to 12 noon. Agency: Hanff-Metzger Inc., Chicago.

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy) on Dec. 1 starts James J. Braddock in *My Battle with Life* on 18 NBC-Blue stations, Tues. thru Thurs., 7:15-7:30 p. m. Agency: J. P. Muller & Co., N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Dec. 9 renews *Your Hit Parade* on 62 NBC-Red stations, Wed., 10-10:30 p. m. Agency: Lord & Thomas, N. Y.

REGIONAL ADVERTISERS Inc., New York (cooperative gas association campaign) on Dec. 1 renews *Mystery Chef* on 11 NBC-Red stations, Tues., Sat., 11:30-11:45 a. m., and on Dec. 2 renews same program on 5 NBC-Red Pacific stations, Wed., Fri., 12:45-1 p. m. Agency: McCann-Erickson Inc., N. Y.

For Complete Coverage of the Islands—

KGMB KHBC

HONOLULU HILO

Represented by
Conquest Alliance Company

B. T. BABBITT Inc., New York (Bab-O cleanser) on Nov. 23 renewed *David Harum* on 21 NBC-Red stations, Mon. thru Fri., 10-10:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN RADIATOR Co., New York (heating equipment) on Dec. 13 renews *Fireside Recitals* on 20 NBC-Red stations, Sun., 7:30-7:45 p. m. Agency: Blaker Adv. Agency Inc., N. Y.

GENERAL MOTORS Corp., New York (institutional) on Dec. 13 renews *General Motors Concerts* on 65 NBC-Red stations, Sun., 10-11 p. m. Agency: Campbell-Ewald Co. of New York.

WEBSTER & EISENLOHR Inc., New York (cigars), on Nov. 28 renewed for 26 participations in *Yankee Network News Service*, Sat., Sun., eve., on 10 Yankee stations. Agency: N. W. Ayer & Son Inc., N. Y.

JERGENS-WOODBURY SALES Corp., Cincinnati (Jergens lotion, soaps and cosmetics), on Jan. 3 renews program with Walter Winchell, and Shep Fields' orchestra on 51 NBC-Blue stations, Sun., 9-9:45 p. m. with repeat at 11:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

Network Changes

JERGENS-WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) changes title of new NBC-Blue network program, which starts Jan. 4, Mon., thru Fri., 4:30-4:45 p. m., to *Follow the Moon.*

MANTLE LAMP Co. of America, Chicago (Aladdin lamps) has added WGN to its MBS *Smiling Ed McConnell* series; time shifted to Sat., 9-9:15 p. m.

SHELL EASTERN PET. PROD. Corp., New York, on Jan. 2 shifts NBC *Shell Chateau* to New York with Joe Cook as master of ceremonies.

Jergens-Woodbury Renew

JERGENS-WOODBURY SALES Corp., Cincinnati, is renewing its Sunday evening program on NBC-Blue, cutting the period to 45 minutes, 9-9:45, replacing Paul Whiteman with Shep Fields' orchestra and Frank Parker, and retaining Walter Winchell for his 15-minute news comments. The contract, renewed for 52 weeks, includes the McClatchy California group and KVOO and KEX early in 1937. Winchell leaves for Hollywood in December to make a film with Ben Bernie and will broadcast his portion from the Coast, with Blayne Butcher, of Lennen & Mitchell Inc., New York, going west to supervise production from that end.

NEW CBS Hollywood studios came nearer realization in November when the old Christie studios, site of the new modernistic network offices, were razed. The location is on Sunset Blvd. at El Centro. Actual building is to be started during the holiday season.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Work of Joint Committee On Research Is Reviewed

A ROUTINE meeting of the technical subcommittee of the Joint Committee on Radio Research was held in New York Nov. 24 with no action on matters of any importance. The subcommittee is preparing the agenda for the Joint Committee, equally representative of the National Association of Broadcasters, American Association of Advertising Agencies and Association of National Advertisers, looking toward creation of an independent radio audience bureau which would become the counterpart of the Audit Bureau of Circulations in the publication field.

Attending the meeting were L. H. D. Weld, chairman, McCann-Erickson Inc.; Arthur W. Lehman, Association of National Advertisers; George Gallup, Young & Rubicam Inc.; Hugh M. Beville Jr., NBC; John W. Karol, CBS; A. E. Robinson, Federal Advertising Agency, and James W. Baldwin, NAB managing director as proxy for Dr. Herman S. Hettinger, of the University of Pennsylvania. Paul F. Peter, secretary of the Joint Committee, also was present.

Mr. Peter, retained six months ago to compile data for use by the subcommittee of the Joint Committee, is still engrossed in the task of collating this material. His appointment was for a temporary period and reappointment probably will be considered at a meeting to be held within the next few weeks.

Second Ice Series

NATIONAL ICE ADV. Inc., Chicago (ice & refrigerators) will start its second radio campaign with Gladys Swarthout, William Daly's orchestra, and guest stars on 55 NBC-Red network stations, starting Feb. 10, Wednesdays, 10:30-11 p. m. No title has been selected for the program, scheduled for 26 weeks. Sponsor took over the time relinquished when Lucky Strike cigarettes cut its Red network hour to 10-10:30 p. m. Original plans of the sponsor were for a Sunday evening time period. National Ice's other network program is on CBS, Tuesdays and Thursdays, 11:45-12 noon. Donahue & Coe Inc., New York, has the account.

WCOL Staff Completed

C. R. THOMPSON, former program director of WBNS, Columbus, has been named manager of WCOL, Columbus, with Jack Price now holding down the program job at the former station. WCOL has also named Jack Kelly as national sales manager, Neal Smith local sales manager, Doris Herbst program director, Ed Bronson continuity director and Harold Nafzger chief engineer, thus completing its staff. WCOL is 91% owned by Kenneth B. Johnston, Columbus attorney.

Homeopathic on NBC

HOMEOPATHIC MEDICINE Co., New York (remedies), on Dec. 1 starts a 13-week series of musical programs with May Singhi Breen, Peter DeRose and Andy Sinella on 7 NBC-Blue stations, Tuesdays and Thurdays, 5:45-6 p. m. The Biow Co. Inc., New York, placed the account.



Yearbook Number Goes to Press on Dec. 15

By F. G. TAYLOR
Advertising Manager, BROADCASTING

Declared Best Advertising Opportunity of the Year; Volume Now Is in the Final Stages of Production

REQUIRING five months of preparation, the 1937 Year Book Number of BROADCASTING goes to press Dec. 15—the deadline day for the advertising copy. Because of the prodigious task of production, taking nearly two months, the Year Book Number will be released to all regular subscribers early in February.

Editors of the Yearbook Number report that its various departments, furnishing an index to every activity related to broadcasting and its allied fields, will be more comprehensive than those in any of the previous numbers. Without question, it will have between its two covers the largest amount of radio information ever assembled.

Because last forms close [illegible]

ing Department urgently requests all those who have reserved space to get their copy in early—the earlier the better. And for those who have "put off until tomorrow" their space reservations, the Advertising Department points out there are still two more weeks before deadline.

The BROADCASTING YEARBOOK Number offers an unusual opportunity for effective promotion the full year 'round.

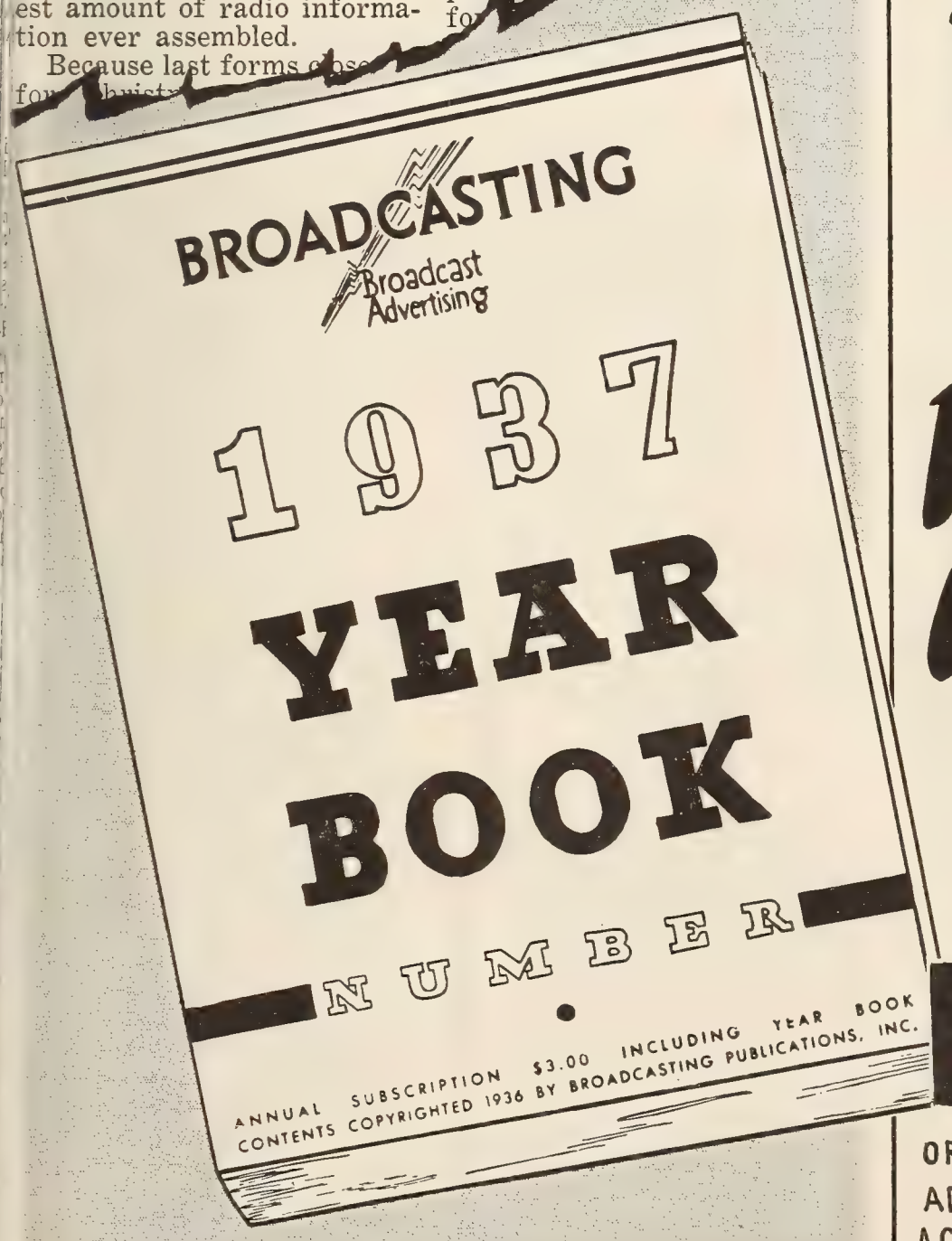
Agency executives, ra[illegible] advertisers, station ex[illegible] and others in the b[illegible] broadcasting ha[illegible] YEARBOO[illegible] pen[illegible] fo[illegible]

broadcasting have found the YEARBOOK Number indispensable and depend upon it for authentic information about the broadcasting industry.

Your advertising mes[illegible] in the BROADC[illegible] YEARBOOK Nu[illegible] every [illegible]eport[illegible] the [illegible] eve[illegible]

YEARBOOK Number reaches every important element in the broadcasting industry every day in the year.

The YEARBOO[illegible] will be pu[illegible] Febr[illegible]



advertising forms

BROADCASTING
Broadcast Advertising

1937 Year Book Number

CLOSE DECEMBER 15

ORDERS AND COPY FOR ADVERTISEMENTS WILL BE ACCEPTED THRU' DEC. 15TH

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00



The HAY-ADAMS HOUSE
I AFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

FALKNOR FUSSED
Cuts in on Tests and Gets Quite an Earful

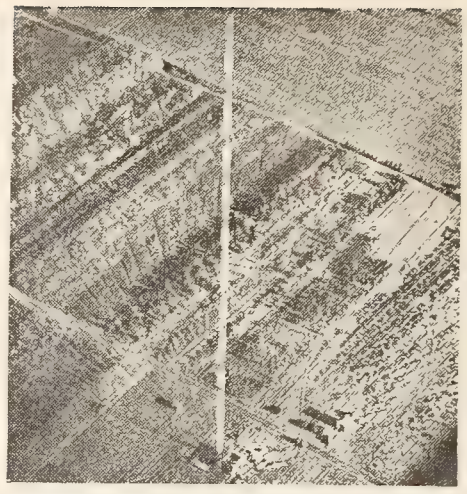
THE newly-installed dial system that enables executives of WBBM, Chicago, to tune in any studio at any time nearly resulted in heart failure for Frank Falknor, chief engineer, the other day. Waiting for a program Frank amused himself by dialing the various studios until he heard this announcement:

"This is the WBBM Air Theatre, Wrigley Bldg., Chicago. (PAUSE). Ladies and gentlemen—we regret that we cannot bring you the scheduled broadcast of the Sears *Then and Now* program. Reports from the Goodman theatre indicate that one of the CBS amplifiers on the stage exploded a few minutes ago, severely injuring Guy Kibbee, William Robson and other notables of the cast . . ."

Spinning to his phone, Falknor dialed the master control room . . . Busy . . . the Goodman theatre . . . Busy . . . looked at his watch and saw that the program was not scheduled to start for five minutes. The announcer had merely been testing his microphone.

All announcers have been officially notified to confine themselves to facts during all tests.

CHESTER LA ROCHE, president of Young & Rubicam Inc. and newly appointed radio chairman of the AAAA, spoke on "Radio Goes Hollywood" before the Eastern division of the AAAA meeting in New York Nov. 20. Lenox R. Lohr, NBC president, spoke on "Television, Just Around the Corner?"



BIRD'S EYE VIEW—Of the new 640-foot vertical antenna of WJZ, NBC-Blue network key at Bound Brook, N. J., which went into operation Nov. 15, date of the network's tenth anniversary. Two sets of guy wires capable of withstanding a pull of 162,000 pounds help support the structure, which was fabricated by Lehigh Structural Steel Co. The transmitter has an output of 50,000 watts but is so built that it can go to 500,000 if and when the FCC grants the pending WJZ application for superpower.

OrganizationIsContinued By Clear Channel Group

THE CLEAR Channel Group, representing a dozen clear channel stations organized two years ago to protect their assignments, decided at a meeting in Chicago Nov. 23 to continue indefinitely. When originally created the organization planned to function as a temporary group and it had been expected that it would terminate following the Oct. 5 hearings.

In attendance at the meeting called by Edwin W. Craig, vice president of WSM, Nashville, and chairman of the group, were Louis G. Caldwell, Washington attorney and counsel for the group; Rev. O. L. Abell and A. S. Foster, WWL; Lee Coulson, WHAS; James Rockwell, WLW; Carl J. Meyers, WGN; Glenn Snyder, WLS; Joseph O. Maland, Paul A. Loyet, and Wm. M. Brandon, WHO; J. H. DeWitt, WSM.

Stations in the Group are WLW, WHAS, WFAA, WBAP, WHO, KFI, WHAM, WSB, WSM, WLS, WWL and WGN.

EQUIPMENT

WDAF, Kansas City, is installing a new 5,000-watt Western Electric transmitter, as well as a 425-foot Blaw-Knox vertical radiator at a new suburban location. The antenna and equipment now used by the station are in the *Kansas City Star* building. The entirely modern plant also will include a new transmitter house. Studios and offices will remain in the newspaper building.

WSGN, Birmingham, is installing a new Western Electric 310B transmitter as well as a new control board and WE speech input equipment. Eight-ball microphones will be used with a new remote amplifier. Studios are being soundproofed and decorated. The entire installation is to be ready within a few weeks.

WKZO, Kalamazoo, is installing a 300-foot vertical tubular antenna, declared to be the tallest of the sort in the world. It is of seamless steel and weighs 10 tons. A Collins input amplifier has been added to the transmitter equipment. Plans for new studios are under way.

TWO NEW recording outfits have been purchased from the Universal Microphone Co. by KFAB, Lincoln; KOIL, Omaha, and KFOR, Lincoln. One of the new units will be fixed and the other portable. KOIL will use the portable recorder in covering remote-control interviews with celebrities visiting Omaha. The station regularly interviews famous people who visit or pass through the city by train or plane.

ALBERT LAZARUS, president of the Recording Equipment Mfg. Co., Hollywood, went to Cuba in November on a business trip. Richard Nelson, former Los Angeles radio broker, has been appointed factory representative in Arizona, New Mexico and Western Texas. J. R. Williams, of Dallas, has been appointed to a similar post for Missouri, Tennessee and Eastern Texas.

KWTO, Springfield, Mo., went up to 5,000 watts in mid-November and placed new transmitting equipment and a 429-foot radiator in operation.

SUNDT ENGINEERING Co., Chicago, has published a description of its new neobeam oscilloscope and how it operates. A number of improvements in oscilloscope operation are claimed.

Security Board Shows

SOCIAL SECURITY BOARD, Federal agency in charge of the new old-age benefit system set up by the government, has asked broadcasters to aid in putting the project in operation by Dec. 5, when an estimated 26,000,000 workers are to apply for benefits. Stations are asked by Louis Resnick, director of the SSB information service, to ask local administrators to speak; conduct question-and-answer periods based on copy which is supplied; broadcast short announcements; donate time for one-minute and quarter-hour transcriptions which are supplied.

BOB BRAUN, head of Don Lee Artist Bureau, was in New York the latter part of November conferring with Mutual officials and Nate Abramson, director of WOR Artist Bureau, on talent arrangements.

LASSO
the most people who buy the most goods, most often, at the least cost per person.

TEXAS QUALITY NETWORK
50,000 WATTS WFAA DALLAS
50,000 WATTS WBAP FORT WORTH
5,000 WATTS KPRC HOUSTON
50,000 WATTS WOAI SAN ANTONIO
ALL FOUR STATIONS NBC AFFILIATES
NATIONALLY REPRESENTED BY EDWARD PETRY & CO





UNIVERSAL
Portable Recording Machine

A precision machined, compact outfit that positively eliminates all waver—Records in either direction at 33 1/3 or 78 R P M 90, 110 or 130 lines per inch—110 volt AC 100% synchronous motor—solid 16 in. turntable—Constant speed rim drive—Complete switching arrangement for head set monitoring from playback or cutting head—Reinforced black leatherette carrying cases—Unequalled value—Superlative performance.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane, Inglewood, Calif., U.S.A.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting _____$50.00
Hollister Crystal Co.
WICHITA, KANSAS

Gillette Promotes Charity Campaigns

Donates Time on CBS Series; Local Speakers to Appear

OFFICIALS of 101 key cities of the United States, Canada and Hawaii have been invited to discuss their local Community Chests and Christmas charities during the *Original Community Sing* program CBS at 10:30 p. m. Dec. 13. According to Ruthrauff and Ryan Inc., New York, agency for Gillette Safety Razor Co., Boston, it is the first time in broadcasting history that a national, sponsored radio program has donated its time to a nationwide charity drive. At 10:30 p. m. two-thirds through the *Community Sing* broadcast, the network announcer will state that the next three minutes will be devoted to "your local community chest". Then, in a localized talk from each of the CBS stations in the *Community Sing* hookup, the mayor or other official will make his local appeal.

Local Arrangements

LETTERS describing the plan were sent by Ruthrauff and Ryan to all *Community Sing* stations in November. Station managers were requested to contact their city officials directly and to notify G. Bennett Larson, producer of the program, of their plans. The letter also gave assurance that the talks would not be commercialized in any way, and specified that the charity discussed must be nonsectarian in nature.

As BROADCASTING went to press, acceptances had been received from some 90 stations. While the replies indicate that mayors and other civic leaders will speak for the most part, several governors and other state officials are included.

Pure Milk on Mutual

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese) starts its first network series on Dec. 1 on five mutual stations (WFIL, WOR, WGN, CKLW, WAAB) Tuesdays and Thursdays, 11:45 a. m. to 12 noon. Program will originate from WFIL and will present Isabelle Hewson in *Petticoat Philosophy*. Hanff - Metzger Inc., Chicago, placed the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Opposition to Removal Of KTHS, Hot Springs, Reaches High Quarters

LED by Mayor L. P. McLaughlin and other local interests, including the *Hot Springs Sentinel-Record* and *New Era*, itself an applicant for a new local station, the fight against the sale of KTHS, Hot Springs, Ark., licensed to the local chamber of commerce, has assumed vigorous proportions, with the mayor appealing by letter direct to President Roosevelt, the FCC and Arkansas' Senators to halt the transfer.

The station was recently sold to Radio Enterprises Inc., subsidiary of the Col. Tom H. Barton interests, for $25,000 cash, plus $10,000 a year for five years and an agreement to devote 30 minutes a day for five years to the promotion of Hot Springs. Filing for the transfer with the FCC, Radio Enterprises also asked authority to move the station, a 10,000-watt time-sharing clear channel outlet on 1040 kc., into Little Rock.

In the course of the fight against the removal, it was pointed out that Lee Armer, former head of the Southwest Broadcasting System, recently sold to Hearst interests, had made an offer of $625 per month for a five-year lease plus $1,000 per month additional, or a total of $97,500, and had agreed to rebuild it at a cost of $50,000. This was cited against the Barton $75,000 deal as proving that the deal was "improvident", the opponents of the sale contending also that Hot Springs should retain the station for resort advertising purposes. It is their contention that the station is worth at least $250,000, and they have been stirring up local sentiment against it as well as filing suit to enjoin the sale.

State of Maine Series

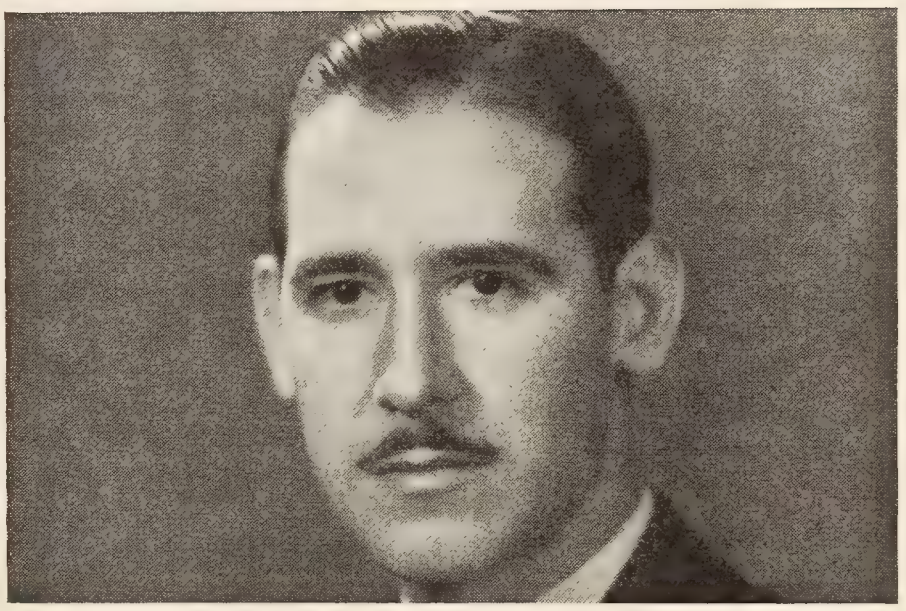
STATE OF MAINE Development Commission, Augusta (potatoes) launched its first radio efforts Thanksgiving Day on WOR, Newark, 1 - 1:15 p. m., using a WBS library recording. With the completion of the football season program shifts to a Saturday period, 1:30-1:45 p. m. Time will be purchased on other stations, says the agency, Dorrance, Sullivan & Co., New York.

national foreign language broadcasting service

Jewish
Italian
German
Polish

representing outstanding foreign language radio stations in united states

viola & furman
152 w. 42nd st., new york



ARTHUR E. SUTTON

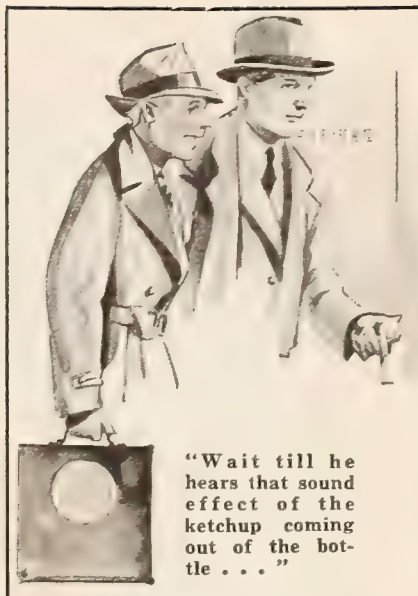
APPOINTED CKLW PRODUCTION MANAGER

CKLW proudly announces that Arthur E. Sutton has rejoined its staff as Production Manager. We feel that a man whose background includes the study of music in London and drama in Paris and who has served successfully as actor, singer, continuity editor, and script and continuity writer is well equipped to build attention compelling, sales stimulating programs. YOUR program on CKLW . . . PROPERLY developed and PROPERLY directed . . . will do a real job in the thriving Detroit market!

Member Mutual Broadcasting System

ESSEX BROADCASTERS, Inc.
3300 Union Guardian Building
DETROIT

FRANK RYAN — VICE-PRESIDENT AND MANAGING DIRECTOR



"Wait till he hears that sound effect of the ketchup coming out of the bottle . . ."

A TECHNA PORTABLE will help you sell that radio PROSPECT

Avoid the difficulty of getting your prospect to an audition. *Take the program to him.* A Techna Portable Transcription-Audition System offers the agency or radio station representative an inexpensive and effective way to sell radio business. One agency executive recently sold radio to two new accounts by using a Techna Portable.

The complete system is mounted in a single carrying case weighing 31½ pounds. Plays up to 16" records. Storage for 12 records. Operates at 33⅓ and 78 R.P.M. on any 110 volt A.C. outlet.

Complete with all tubes, $99.50. Write for descriptive folder!



TECHNA CORPORATION

926 HOWARD STREET
SAN FRANCISCO

NEW YORK
CHICAGO

Cable address "Techna"
Bell Teletype "SF-329"

BROADCAST . . . PUBLIC ADDRESS
RECORDING
LABORATORY EQUIPMENT

TECHNA

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • P. O. Box 189
New York City • Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Radioaids Inc. to Produce Custom-Built Recordings

ENTRY INTO the field of custom-built transcription production, effective Jan. 1, was announced Nov. 24 by M. J. Mara, president of Radioaids, Inc., Hollywood transcription organization. He said the company would create a new department to originate and produce transcribed programs designed for individual advertisers.

Mr. Mara said the decision to inaugurate the new department came as a result of expressions from midwest and eastern advertising agencies and their clients in connection with Hollywood-made transcribed programs. He explained his organization has complete facilities for writing, producing, recording and pressing. Mr. Mara said that the regular production of the firm, five-minute programs for various lines of business, now go to some 200 stations in the country as well as a limited distribution in foreign lands.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Crystal White soap) on Nov. 30 completed a three-week ten-a-week announcement campaign on 58 stations in the Midwest placed by Benton & Bowles Inc., New York.

Situations Wanted

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Station Manager who built and operated two successful stations desires change. Open to any worth while offer. Best references. Travel anywhere. Box 585, BROADCASTING.

Sales Manager with good record. Like to connect with regional chain affiliated station. Know radio from all angles. Will travel. Box 586, BROADCASTING.

Young station executive, ten years' experience as commercial manager, program director, continuity and news editor, sales promotion, feature announcing, etc., with network station for last five years, successfully handling national accounts, desires new connection. Will be available January 15, 1937. Address Box 587, BROADCASTING.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

ACCURACY
INFORMATION • • •
EQUIPMENT • • •
SERVICE
Radio Engineering Consultants
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Experienced radio time sales man on straight commission basis, by national station representatives New York excellent opportunity; full particulars. Box 581, BROADCASTING.

Situations Wanted

Operator, age thirty-three; twelve years broadcast experience; five years technic supervisor. Box 575, BROADCASTING.

Program Director-Production Man. Experienced announcer, continuity writer musical director-arranger. Box 583, BROADCASTING.

Washington newspaperman, eight years with newspapers and magazines as feature writer, anxious to break into radio field as continuity, publicity writer. Excellent references. Box 579, BROADCASTING.

Experienced announcer-continuity writer now program director Southeastern five Kilowatt Station, desires new connection Energetic, industrious, sober. Successfully passed network announcer's audition. Age 39, married. Box 580, BROADCASTING.

Commercial Manager: Now employed by large city station desires a change. 1 years advertising experience including nationally known manufacturers and Advertising Agencies. Excellent background and references. Have more than doubled station sales in present capacity. 35 years of age. College education. Box 584, BROADCASTING.

Former government engineer with nine years experience in the design, installation and maintenance of stations ranging from one hundred watts to fifty thousand watts power, seeks connection with a progressive, far sighted, aggressively managed station, as technical supervisor or chief engineer. Thorough knowledge of all recent developments including noise suppression, high fidelity, directive antennas and remote shortwave pickup. Past training and experience considered a valuable asset to a composite installation contemplating power increase or new equipment installation. Now employed with Eastern Manufacturer in transmitter section. First class licenses. Box 582, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

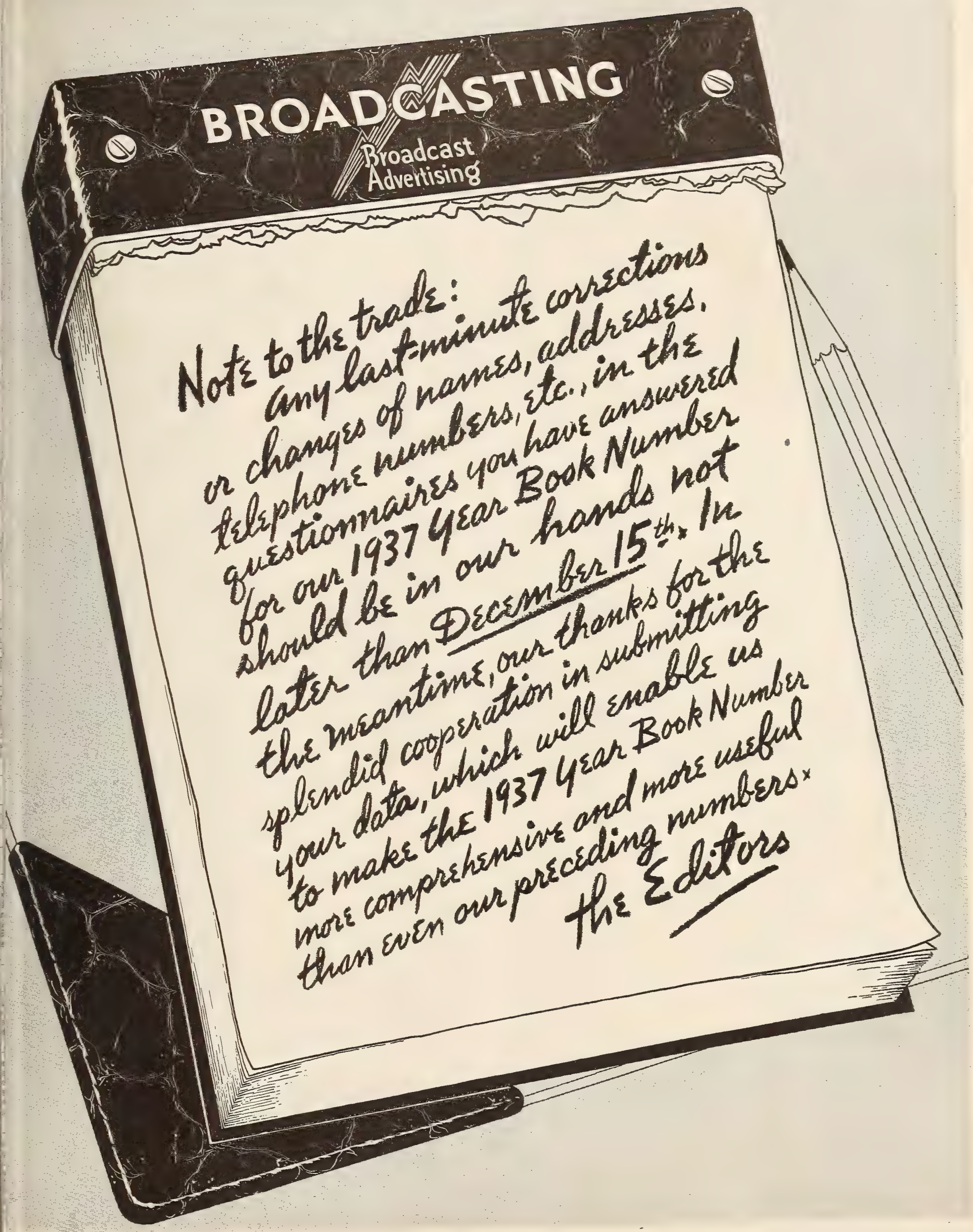
Approved equipment, RCA TMV-75-B field strength measuring unit (new) direct reading; Estiline Angus Automatic Recorder for fading on distant stations GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street New York City.

For Sale — Equipment

Western Electric 5000 watt 5-C Transmitter. In first class condition, being recently retired from service. Sold complete available immediately. Address inquiries KWK, Hotel Chase, St. Louis, Mo.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

Western Electric 301-A. Approved 100 watt transmitter, 220 volt, AC, single phase, guaranteed first class condition tubes complete. Modern design, new appearance, immediate delivery. High quality efficiency at low operating cost. Suitable as driver for 5,000 watts. Open for inspection. Removed for power increase. Cost $7,000, sell $2,500 f.o.b. Janesville, Wis. Write, wire WCLO.


BROADCASTING
Broadcast Advertising
Note to the trade:
Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1937 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1937 Year Book Number more comprehensive and more useful than even our preceding numbers.
the Editors

Speedy Action Seen on Allocations

(*Continued from page 9*)

categories of stations (clear, high-power regional, regional and local), there probably will be established seven distinct groups. The three additional groups, it appears, would be a subclear channel group with duplicated operation, a new regional group operating with 5,000 watts day and night, and an intermediate group between regionals and locals using more than 100 but perhaps less than 500 watts. The classifications would be defined by the degree of millivolt protection given the stations in the shared-channel groups.

In the opening of the 1500-1600 kc. band, it is indicated that utmost caution will be exercised. At the Oct. 5 hearings, optimistic reports on operation in this band were given by two of the experimenters and the Engineering Department now evidently feels that the time is here for regular assignment of facilities. Because of the characteristics of the frequencies, it is felt that they are best adapted for regional stations—i. e., those that can serve an urban area along with a portion of contiguous rural territory.

In this connection, too, consideration will be given such countries as Mexico for assignment of stations on these channels. The higher frequencies, it has been ascertained, are less affected by static disturbances prevalent in tropical areas, and channels in the 1500-1600 kc. band probably would function efficiently in Mexico. Mexico is not a party to the North American agreement on the distribution of wave lengths, but assigns stations generally on mid-channels, in between those used by the United States and Canada.

Whatever the Broadcast Division does, according to current sentiment, it will disturb as little as possible the economic structure. It will try to so control licensing of additional stations or assignments of power or improved facilities as to prevent any competitive situations that might prove deleterious. Existing stations, it is thought, first should be accorded improved positions, with new station applications considered afterward.

Technical Separations

TECHNICAL engineering standards will undergo sweeping changes by virtue of the unimpeachable testimony offered in connection with receiving set characteristics, blanketing signals and mileage separations between stations. The 10 kc. separation between channels will remain, as far as can be ascertained at this moment. That is interpreted to mean that there will not be any additional channels in the regulation broadcast band, with narrower widths. But the distance tables and those specifying particular frequency separations for particular mileage separations between channels and stations are due for alteration. Instead of the present 50 kc. separation recognized between stations in the same geographical area, it is expected that a 40 kc. separation will be construed as sufficient in most cases.

But more significant is the intention to use such engineering standards merely as rough guides rather than arbitrary rules. Actual measurements and curves will be relied upon in individual situations, since it has been conclusively shown that physical differences in terrain affect propagation, and that other absorption factors must be taken into account.

Thus mileage tables will be construed, presumably, simply as average. Empirical standards as such, will be disregarded. The new engineering rules will be called perhaps "Standards of Good Engineering Practice" rather than empirical standards.

Inquiry in Congress

(*Continued from page 13*)

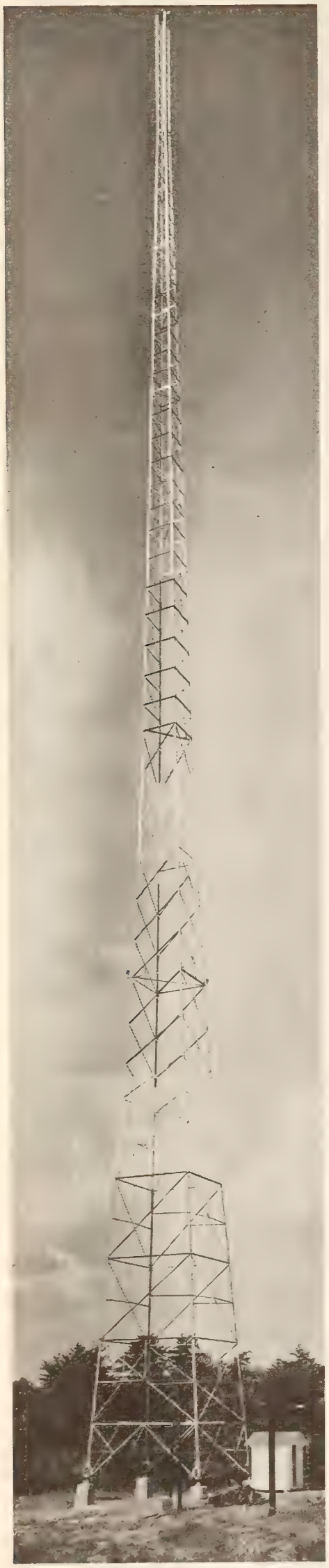
moves which might tend to undermine the smaller broadcasters even remotely should not be tolerated. He said reports had come to his attention that the smaller stations believed they would be destroyed through introduction of superpower. He favored more local outlets to reach smaller cities and rural areas.

While "tales" have been carried to him of conditions in broadcasting that require immediate scrutiny, Senator Wheeler said that, aside from the issues he had raised, there was nothing of sufficient substance to warrant immediate hearings or an investigation. Asserting he was not satisfied with the telephone investigation by the FCC, he said that on this subject he would be inclined to await a report from the Commission itself before taking any steps.

Mr. Rayburn, a candidate for the majority leadership in the House, declared he saw no occasion to make an inquiry into radio or the FCC at the forthcoming session. His views were similar to those of his Senatorial colleague on the scant likelihood of new legislation affecting radio.

Chicago Hotels Use Radio

LA SALLE HOTEL, Chicago, started a Sunday afternoon series on WMAQ, Chicago, Nov. 29, to advertise services it offers to residents of Chicago as well as to its guests from out of town. Aimed especially at golfers who like to keep in trim during the winter, the broadcast is conducted by Duncan MacPherson, golf professional, who gives golfing tips and invites listeners to visit the indoor practice grounds on the hotel's 18th floor. Agency is Gale & Peitsch Inc., Chicago. Hotel Sherman, Chicago, is using daily announcements on KSFO, San Francisco, through Harry Atkinson Inc., Chicago.



BLAW-KNOX
VERTICAL RADIATOR
Installed for Station WBRC
Birmingham, Alabama

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

After Installing a
BLAW-KNOX
VERTICAL
RADIATOR
J. C. BELL
CHIEF ENGINEER
at
STATION WBRC
says:
"The Gain in Signal Strength Equals Twice the Power on the Old Antenna"

IF YOU PLAN IMPROVEMENT OF YOUR ANTENNA, IT WILL PAY YOU TO CONSULT

BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH, PA.

As always...

Western Electric sets the pace!

Hi-Spot Features

Hi-Fidelity performance.

AC operated.

Hi-Level mixing—accomodates up to eight 30 or 250 ohm microphones—four may be operated simultaneously.

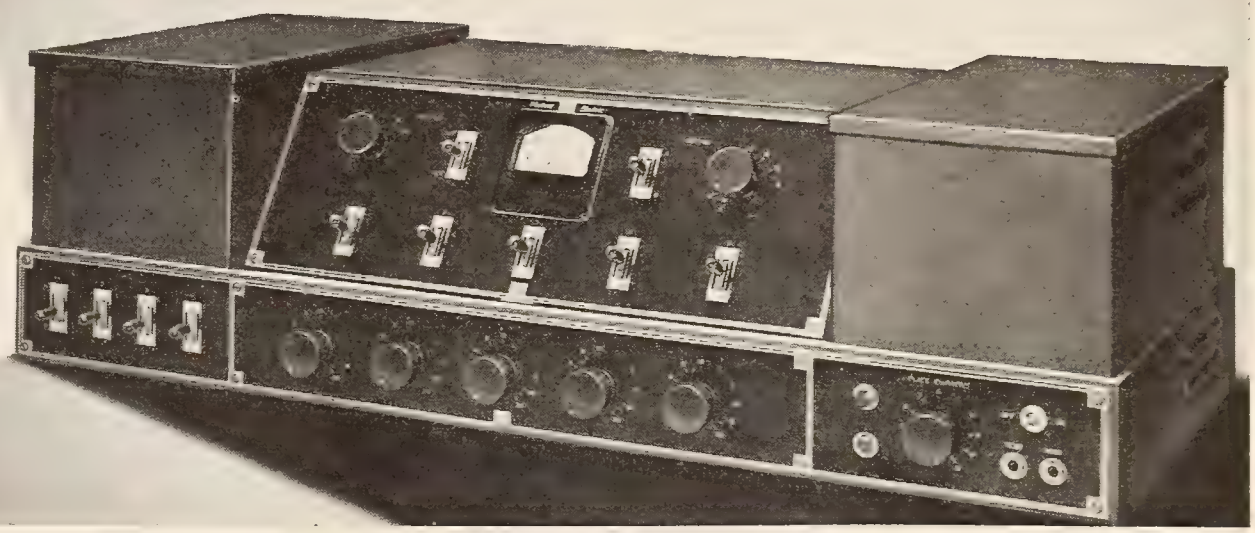
Handles up to four incoming remote lines with "cue" monitoring.

"Talk-back" facilities.

Indirectly illuminated volume indicator.

Provision for testing individual tubes during operation.

Completely factory wired and tested.



This time with the console type SPEECH INPUT EQUIPMENT

Broadcasters needed a complete, single unit speech input equipment. First to meet this need was Western Electric—with the 23A, announced last July. What happened? The same thing that happened with the eight-ball mike, the 23A transmitter and other Western Electric pace-setters!

Broadcasters accepted the new unit immediately. They knew it was *right in design*—developed by Bell Telephone Laboratories. *Right in workmanship*—made by the leader in sound-transmission apparatus. Tests proved it was *right in performance.*

This compact unit—more than 60 of which have been ordered—gives a rare combination of flexibility, simplicity of operation and high quality performance. It is especially suitable for studio installations and with the new 23A transmitter.

For full details: Graybar Electric, Graybar Building, New York—or Graybar's nearest branch.

Western Electric

Distributed by GRAYBAR *Electric Co.* *In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

ANNOUNCING

A NEW BOOKLET

"HOW RADIO STATIONS USE INSTANTANEOUS RECORDINGS"

TO MAKE MONEY — INCREASE SALES
PROMOTE OPERATING EFFICIENCY

Recently we wrote all users of Presto recorders to ask how they were using their equipment.
The replies gave us an amazing amount of new information.
Here are some of the facts they mentioned.

1. "Man on the Street" broadcasts are being recorded and edited before broadcasting—eliminating accidents and dull spots which had occurred in direct broadcasts.

2. Recording the work of announcers enabled them to hear themselves . . . resulted in a tremendous improvement in their style.

3. Commercial station breaks and call letter announcements are being recorded when convenient . . . leaving announcers free for useful work elsewhere.

4. Rehearsals are recorded for self criticism by artists resulting in improved pace and elimination of weak spots.

5. Outstanding programs of the year are being recorded for rebroadcasting on anniversary programs.

6. Sustaining programs are being recorded to be auditioned at the prospective sponsor's convenience.

7. Recordings of restaurant and night club background noise are used to give atmosphere to programs of recorded music.

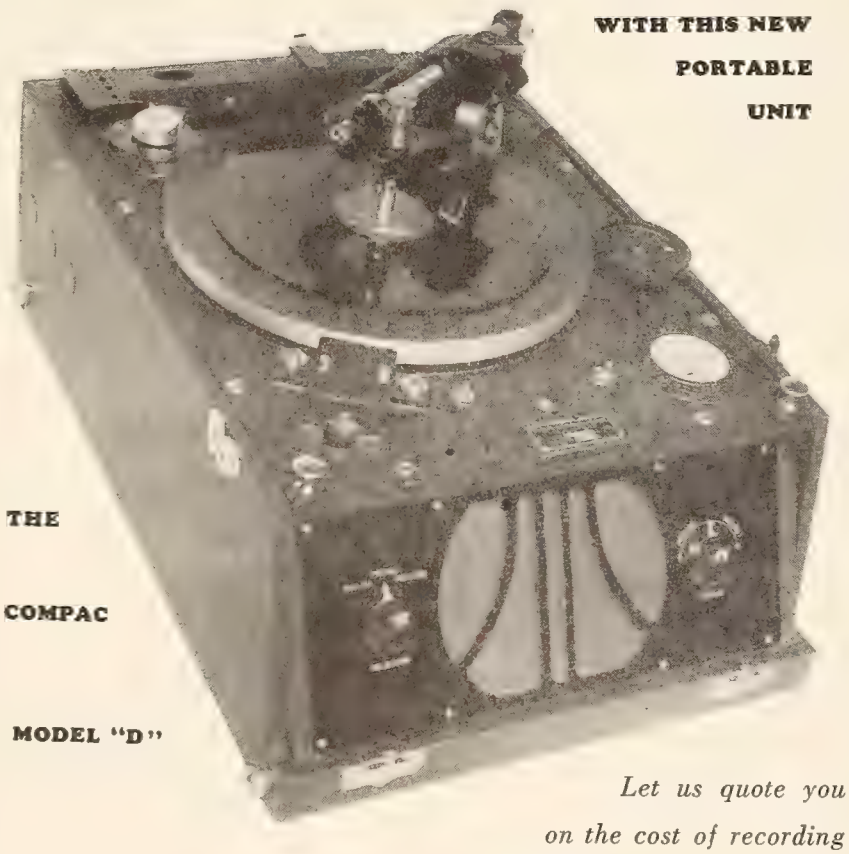
8. Individual artists record several programs ahead of time so that they can take time off . . . avoid interruptions due to illness.

These uses and many others are fully described in our new booklet.

IT'S FREE. Send for your copy today.

INSTANTANEOUS RECORDING IS INEXPENSIVE

WITH THIS NEW PORTABLE UNIT



THE COMPAC MODEL "D"

Let us quote you on the cost of recording equipment for your station.

Export Division (except Australia and Canada)
M. SIMONS & SONS, INC., 25 Warren St., N. Y. *Cable*: Simontrice, N. Y.

PRESTO RECORDING CORPORATION
147 WEST 19th ST.
NEW YORK N. Y.

Terry Is Named Manager As KVOR Is Transferred

FORMAL transfer of the ownership of KVOR, Colorado Springs, from Rev. S. H. Patterson to the Out West Broadcasting Co., took place Nov. 20, with the naming of Hugh Terry, formerly of the commercial staff of WKY, Oklahoma City, as manager to replace Lou Keplinger. The staff otherwise was kept intact, although new salesmen and announcers are being added. A new transmitter and enlarged studios are planned, with Jack Lovell, of WKY, in charge of the mechanical work.

KVOR was sold recently for $80,000, the deal receiving the FCC's approval, to a new company headed by E. K. Gaylord, publisher of the *Oklahoma City Oklahoman* and *Times* and chief owner of WKY, Oklahoma City, and KLZ, Denver. The deal was closed by Edgar T. Bell, business manager of the Oklahoma newspaper and radio group, and Maj. Herbert Peck, the company's general counsel. Rev. Patterson has applications pending for new stations in Denver and Cheyenne.

William Kuser Jr.

WILLIAM KUSER Jr., 28. chief announcer of KHJ, Los Angeles, was instantly killed Nov. 24 and Don Forbes, staff announcer of KNX, Hollywood, was seriously injured when the automobile in which they were riding left the road on Vermont Ave., near Lonita Blvd., Los Angeles. Dr. H. Clifford Loos, brother of Anita Loos, screen writer, was also injured. Mr. Kuser took the KHJ post a year-and-a-half ago, coming from KFRC. He was nationally known for his announcing of the *Pickfair Parties* programs several months ago.

George W. Martin

GEORGE W. MARTIN, president of the Portland Broadcasting System, of Portland, Me., which was authorized last May to build a new station (WGAN) to operate on the 640 kc. channel with 500 watts limited time, died of heart failure Nov. 22. He was 62. Mr. Martin was the principal stockholder of the newly formed company with the *Portland Press-Herald* owning the minority. The station grant now is embroiled in litigation before the U. S. Court of Appeals for the District of Columbia.

Agency Names De Angelo

CARLO DE ANGELO has been appointed radio director of Lennen & Mitchell Inc., New York, with Burt McMurtie serving as associate director of the department.

A TWO-DAY celebration will inaugurate the linking of the Don Lee system with Mutual on Dec. 29-30. On member stations on the West Coast, with special programs and on the following day Don Lee will return the honors with Conrad Nagel, movie star, serving as master of ceremonies.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Validity of Spor RadioRightUphe

THE VALIDITY of an exclu contract to broadcast a spo event was upheld by Judge Phi Sullivan of the United States I trict Court of Chicago on Nov. in what is believed to be the fi case of its kind, when he gran WIND, Gary, an injunction straining WGN, Chicago, fr broadcasting the Nov. 29 pro fo ball game between the Chic Cardinals and Chicago Bears.

The suit, which was filed by ward Herman on behalf of WI alleged that WIND had purcha the exclusive broadcasting rig for all home games to be pla during the 1936 season by the C cago Cardinals and that sub quently WGN, the Standard Co. of Indiana, and the Chic Bears had advertised that t were going to broadcast this ga which was a part of the Cardi schedule, and asked for an inju tion against such a broadcast.

The suit was filed against b teams, WGN and the Stand Oil Co., which had been sponsor broadcasts of Bears games WGN, and requested that Cardinals be restrained from pl ing the game unless they could liver the exclusive broadcast rights which they had sold WIND. WIND's broadcasts h been sponsored by Chevrolet De ers of Chicago.

The following statement was leased by WGN after the judg decision: "It was unnecessary enjoin WGN along with the oth from broadcasting the game tween the Cardinals and the Be on Nov. 29 in view of the fact t WGN had merely contracted w the agency representing the cli sponsoring the football games supply broadcasting facilities a in no way was obligated to deli broadcasting rights for the gam

TOM FIZDALE, Chicago press age upset all precedents on Nov. 30 appearing with *Fibber McGee & M ly*, clients of his, on their John wax broadcast on NBC-Red netwo Tom played the part of a press age



WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

tanley Hubbard Named s President of KSTP



. E. Hubbard

STANLEY E. HUBBARD, pioneer Northwest radio man and one of the founders of KSTP, St. Paul, is the new president and general manager of the station. Kenneth M. Hance, formerly one of e owners and founders of WDAY, argo, was appointed vice presi- nt and treasurer.

Mr. Hubbard succeeds L. J. hields, who died recently. Prior his elevation to the presidency e was vice president and general anager. Mr. Hance previously as assistant general manager. He as been with the station in that apacity since it opened in 1928. he elections were held at a board eeting Nov. 24. C. R. Bachmann as named secretary.

CA Takes Sponsorship Of Metropolitan Opera

METROPOLITAN Opera performnces every Saturday afternoon rough the winter season will be ponsored, starting with the perormance the day before Christhas, on a nationwide NBC-Blue etwork by Radio Corporation of merica, it was disclosed Nov. 27. his sets at rest previous reports hat NBC's exclusive option on the pera broadcasts, carried for two easons under sponsorship and two easons as sustaining, would not e carried this year.

The operas, broadcast direct rom the stage, will be accompanied y RCA institutional messages, nd the first of the regular series vill be heard Saturday, Dec. 26. As in previous years, the full perormances, requiring three or more ours, will be broadcast. This is he second institutional advertisng schedule placed by RCA on NBC-Blue, the other being the *Magic Key* hour Sunday afternoons. Lord & Thomas, New York, handles the account.

Polesie to Paramount

HERBERT POLESIE has resigned rom J. Walter Thompson Co. radio staff in Hollywood to join Paramount Pictures as a writer. Mr. Polesie has been with the advertising agency for the last four years and recently has been on the West Coast supervising production of the *NBC-Shell Chateau* hour, which moves East on Jan. 2 with Joe Cook as new master of ceremonies.

Nordberg WGY Sales Head

RALPH NORDBERG, formerly sales manager of WJJD, Chicago, has been appointed sales manager of WGY, Schenectady, succeeding Stanley Spencer who resigned last month to become a farmer. Before entering radio Mr. Nordberg was in the publication and advertising fields and at one time was manager of Wichita, Kans., office of William H. Rankin Co., now discontinued.

BETTY JOURDAINE, dancer, wife of Harold Peary, NBC actor, is at the Columbus Hospital, Chicago, where she will undergo an ankle operation following a traffic mishap. Peary formerly was a member of the NBC staff in San Francisco.

Martin Heads Biow Radio

CHARLES MARTIN has been appointed director of radio for the Biow Co. Inc., New York. Miss R. Scheubel remains with the agency and will be in charge of radio contacts. Mr. Martin has been staging the *Three Minute Thrills* on the NBC-Philip Morris & Co. program for the past year and prior to that was with the *Time* editorial staff, writing the *March of Time* radio script.

NEW CALLS GIVEN SPECIAL STATIONS

THREE of the four stations in so-called "special broadcast" group operating in the 1500-1600 kc. high-fidelity band, on Nov. 27 were authorized by the FCC Broadcast Division to use regular rather than experimental call letters. The stations are W2XR, New York, authorized to become WQXR; W9XBY, Kansas City, which becomes KXBY, and W6XAI, Bakersfield, Cal., now KPMC. The fourth station, W1XBS, Waterbury, Conn., has not selected its regular call.

The changes were made possible under the revised broadcast rules of last July. At the Oct. 5 "allocation" hearings two of the broadcasters in this band urgently recommended the change to regular call letter assignments. They pointed out that the experimental call letters resulted in confusion not only among listeners but others in the industry, since such calls are usually assigned to stations other than regular broadcast stations. The 1500-1600 kc. band was opened about two years ago for experimental high fidelity operation but stations in the range are permitted to operate commercially and, as a matter of fact, are subject to the same regulations as stations in the conventional band.

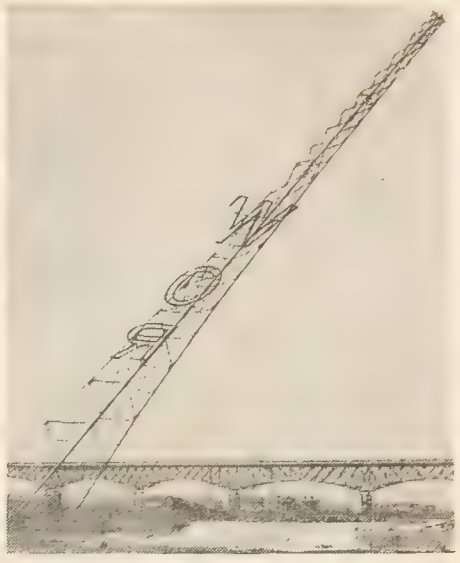
Scripps-Howard Seeking New Station in Denver

APPLICATIONS for two new stations in Denver were filed with the FCC Broadcast Division Nov. 27 by Continental Radio Co., radio affiliate of Scripps-Howard Newspapers. One application requested a new station on 880 kc. with 500 watts night and 1,000 watts day, sharing with KPOF, Denver, and seeking the facilities of KFKA, Greeley, Col. This application was made contingent upon KFKA being granted another frequency, it being understood that the station shortly will file an application for full time on another wave.

The second application requests a new station on 630 kc., 500 watts night and one kw. day, unlimited time. KVOD, Denver, also has filed for full time on 630 kc. Scripps-Howard publishes the *Rocky Mountain News* in Denver.

MBS Coordinator

ADOLF OPFINGER, assistant to Julius Seebach, program director of WOR, Newark, has been named program coordinator for Mutual Network, effective Dec. 14. The appointment is in line with Mutual's expansion, and strengthening of sponsored and sustaining program service is planned. Mitchell Benson, WOR chief announcer, replaces Opfinger.



ON THE WAY — Out of commission is this old tower of WOR, at Kearny, N. J., razed to make way for a factory. Along with its twin, the tower was replaced a year ago by the new WOR radiator at Carteret, N. J.

CUT CABLE REFUND

Networks to Pay Sponsors for Line Interruption

A 400-FOOT piece of rope dangling from the tailskid of an airplane caught on the A. T. & T. transcontinental cable just outside Denver at 4:51 p. m. (EST) Nov. 22 and disrupted all network programs being piped to Salt Lake City and the West Coast for 42 minutes.

NBC lost the last portion of International Silver's *Musical Camera* west of Denver on the Red and *Senator Fishface & Prof. Figgsbottle*, Blue sustainer. CBS had *New York Philharmonic*, sustainer, on the air at the time. At 5 the Ralston-Purina *Marion Talley* program on the Red from Hollywood was heard as far east as Salt Lake City and the General Food's *We the People* from New York was not heard west of Denver. Only Salt Lake City lost the CBS *Unseen Friend* program of Beneficial Management and General Baking's *Guy Lombardo* period, 5:30-6 p. m. was an eastern feature.

A temporary twist at 5:33 p. m. repaired the break and General Food's *Stoopnagle & Budd* and Acme White Lead's *Smilin' Ed McConnell* on the Blue and Red respectively lost only three minutes on West Coast outlets. NBC fed a standby orchestra out of San Francisco during the interruption. NBC, it is understood, will refund lost time to sponsors. CBS will refund to Salt Lake City. A. T. & T. likewise will make adjustments with the networks.

O'Brien Leaves CBS

HARRY F. O'BRIEN has resigned as CBS art director to form a partnership with J. Gilbert Sutton, as advertising consultants and artists' representatives. Offices of O'Brien & Sutton Inc. will be located at 270 Lexington Ave., New York. No successor to Mr. O'Brien has been announced.

DONALD DAVIS, president of General Mills Inc., Minneapolis, on Dec. 2 will present the sponsor's trophies to WCAU, Philadelphia, and Bill Dyer, WCAU sports announcer, for achievement in building increased baseball attendance during the 1936 season. The presentation will be made at a banquet at the Penn Athletic Club.

Right of Recording Artists Is Argued

New York Supreme Court Will Rule on Crumit-WHN Case

A RULING by the Supreme Court of New York upon the right of recording artists to prevent performance of their phonograph records over broadcasting stations is expected within a few weeks following argument Nov. 24 before the court on the motion of Frank Crumit for a temporary injunction against WHN, New York.

After five months of delay, occasioned by repeated requests for postponements by counsel for Crumit, the case came up for hearing on the injunction plea. Maurice J. Speiser argued the case for Crumit, as counsel for the National Association of Performing Artists, with Judge Isadore J. Frey, general counsel of Loew's Inc., appearing for WHN. The case is regarded as an important test since it will be the first ruling by a superior court on the subject.

Property Rights

MR. SPEISER contended that Crumit had a common law right of property in the interpretation on the phonograph record; that the record was made by Decca for home and not commercial or broadcasting use; that the radio performance interfered with his rights to make contracts for his exclusive services with stations and also interfered with receipt of royalties from Decca.

Judge Frey, answering an inquiry by Justice Valente in connection with Mr. Speiser's request for an "early trial", asserted he felt that after the court had ruled on the motion there would be no necessity for a trial. Arguing against the injunction motion, Judge Frey declared that if the Crumit contention were correct, then every musician in an orchestra would have a property right and be able to prevent use of records by purchasers. He said the records were purchased like any other commodity from Decca, which knew they were to be broadcast, as did Crumit when he performed for the records. He brought out that Crumit was not only paid by Decca, but that he also was paid a fee by a music company and by ASCAP, from whom WHN holds a license; that Crumit was not a real party in interest and could not maintain a suit; that the Supreme Court already had ruled against the contention of alleged common law rights, and that Crumit had not shown any damage.

VICTOR RATNER, CBS sales promotion manager, will leave for Los Angeles on or about Dec. 15 to spend a week or more planning CBS promotional activity in connection with its affiliations with KNX, Hollywood, and KSFO, San Francisco, starting Dec. 29.

PERCY L. DEUTSCH, president of World Broadcasting System, is confined to the Medical Center, New York, for a rest cure. He is expected back at his desk by Dec. 10.

ELMER H. DOUGHERTY, Chicago, publisher of a new sports magazine named *Sport Eye*, is sponsoring *The Human Side of Sports*, with Hal Totten, veteran announcer, on WENR, Chicago, twice weekly, placed direct.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
NOVEMBER 16 TO NOVEMBER 28, INCLUSIVE

Decisions . . .

NOVEMBER 17

APPLICATIONS GRANTED:

KEUB, Price, Utah—License for CP new station 1420 kc 100 w unltd.

WJAR, Providence, R. I.—License for CP move aux. trans.

WCMI, Ashland, Ky. — License for CP increase 100 to 250 w D, move studio, trans., locally.

KFXR, Oklahoma City — Mod. CP re equip.

KMO, Tacoma, Wash. — Mod. CP vert. radiator, trans. site, new equip.

KWJJ, Portland, Ore.—Mod. CP extend completion, change trans., studio sites, vert. radiator.

KTVL, Longview, Tex.—Mod. CP extend completion relay station.

KALE, Portland, Ore.—Mod. license increase to unltd.

KIRO, Seattle—Temp. auth. change antenna.

WAGF, Dothan, Ala.—Assign. license to John T. Hubbard, Julian C. Smith and Fred C. Mosley, d/b Dothan Brdcstg. Co.

KPLC, Lake Charles, La. — CP move trans., vert. radiator, increase D to 250 w.

KELD, El Dorado, Ark.—License for CP new station 1370 kc 100 w unltd.

WNYC, New York — Mod. CP extend completion.

WAML, Laurel, Miss.—Mod. license spec. to unltd.

WWAE, Hammond, Ind. — Renewal license.

W3XE, Philadelphia — Mod. license increase visual 1.5 to 10 kw, aural 250 w to 10 kw.

W3XAU, Philadelphia—License for CP change equip., increase to 10 kw.

SET FOR HEARING:

NEW, Ogdensburg Pub. Co., Ogdensburg, N. Y.—CP 1500 kc unltd., and granted Ogdensburg Advance Co. right to intervene.

NEW, Wm. C. Grove. S. H. Patterson, Cheyenne, Wyo.—CP 1420 kc 100 w 250 w D unltd.

NEW, Aberdeen News Co., Aberdeen, S. D.—CP 1390 kc 1 kw unltd.

NEW, H. O. Davis, Mobile, Ala. — CP 610 kc 250 w 500 w D unltd.

NEW, R. W. Page Corp., Columbus, Ga. —CP 950 kc 250 w unltd.

NEW, Charles Greenblatt, Bridgeport—CP 1190 kc 250 w N & D unltd., asks facilities WATR.

NEW, Red Lands Brdcstg. Assn., Ben T. Wilson, president, Lufkin, Tex.—Amended applic. CP 1310 kc 100 w D.

NEW, H. A. Hamilton, Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unltd.

NEW, Edgar L. Bill, Peoria—CP 1040 kc 250 w D.

NEW, Troy Brdcstg. Co. Inc., Troy, N. Y.—CP 950 kc 1 kw D.

NEW, Ellwood Warwick Lippincott, Bend, Ore.—CP 1310 kc 100 w unltd.

NEW, Richard S. Gozzaldi, d/b Oak Cliff-Dallas Co. Brdcstg. Co., Dallas—CP 1500 kc 100 w D.

NEW, Hebrew Evangelization Soc. Inc., Los Angeles—CP 570 kc 1 kw unltd.

NEW, Frazier Reams, Mansfield, O.—CP 1370 kc 100 w D.

NEW, Juan Piza, San Juan, P. R.—CP 1500 kc 100 w 250 w D unltd., use WNEL radiator.

NEW, H. E. Studebaker, La Grande, Ore.—CP 1420 kc 100 w 250 w D unltd.

KFYR, Bismarck, N. D.—Hearing before Division on mod. license 1 to 5 kw N.

KGAR, Tucson, Ariz.—Mod. license 1370 to 890 kc, 100 w 250 w D to 250 w unltd.

WWRL, Woodside, L. I.—Mod. license to include WMBQ hours.

NEW, Abraham Plotkin, Chicago—Hearing before Division on applic. CP 1600 kc 100 w 250 w D unltd.

NEW, Elmira Star-Gazette Inc., Elmira, N. Y.—CP 1200 kc 250 w D.

NEW, Mid-Atlantic Corp., Washington—CP 1570 kc 1 kw unltd.

WJAR, Providence—CP new equip., increase 1 to 5 kw.

WBNY, Buffalo — Mod. license include certain hours of WSVS.

NEW, F. M. Gleason, d/b N. Georgia Brdcstg. Co., Rossville, Ga.—Amended CP 1200 kc 100 w D.

NEW, Assoc. Ark. Newspapers Inc., Hot Springs, Ark.—Amended CP 1310 kc 100 w D.

WCAD, Canton, N. Y.—Vol. assign. license to Brockway Co.

WCAD, Canton, N. Y. — Amended CP move trans., studio to Watertown, N. Y., new equip., change 1220 to 1270 kc, 500 w spec. to 500 w D only.

APPLICATIONS DISMISSED:

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w D.

WSPR, Springfield, Mass.—Mod. license 1140 kc 500 w ltd. to LS at KVOO.

NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.—CP 1210 kc 100 w unltd.

NEW, Ed Klies, Helena, Mont.—CP 1280 kc 1 kw 5 kw D, facilities KFBB.

MISCELLANEOUS—WWAE, Hammond, Ind., mod. license 1200 kc 100 w unltd. D to LS, S-WFAM, was granted without hearing 3-27-36 but set for hearing because of protests which later were withdrawn; KCMO, Kansas City, mod. license 1370 kc 100 w unltd., was granted 6-20-36 but reconsidered and designated for hearing on protests which later were withdrawn; KALE, Portland, Ore., reconsidered and granted temp. auth., denied 10-27-36, to operate unltd. November pending action on formal applic. for unltd., and pending construction vert. radiator.

NEW, Chauncey W. Hammond, Oakland, Cal., granted continuance hearing to 1-6-37; NEW, Tribune Co., Tampa, Fla., granted amendment applic., and ordered further hearings (examiner recommended denial original applic. 550 kc 1 kw 5 kw LS unltd.); WSAY, Rochester, granted petition protesting action of FCC 10-20-36 granting without hearing applic. assign. license of WJTN, formerly WOCL, from A. E. Newton to James Brdcstg. Co. Inc., and latter applic. set for hearing and motion to dismiss denied; WJAS, Pittsburgh, granted petition protesting action of FCC 9-22-36 granting WATR CP change location and equip. with directional antenna and change 1190 to 1290 kc and 100 w ltd. to 250 w full time, the applic. of WATR to be reconsidered and set for hearing; NEW, Continental Radio Co., Washington, granted postponement hearing on applic. CP 1230 kc 1 kw unltd. until FCC disposes of petition for rehearing on applic. WOL to change 1310 to 1230 kc and increase 100 w to 1 kw; NEW, Brockway Co., Watertown, N. Y., granted petition withhold action on applic. Black River Valley Broadcasts Inc., WNNY, to change equip., until full FCC action is had on petition of Watertown Brdcstg. Corp. for rehearing on applic. 1270 kc 250 w D.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, extension temp. auth. 560 kc 1 kw N December; KOY, Phoenix, Ariz., extension temp. auth. former antenna pending applic.; WDBO, Orlando, Fla., extension temp. auth. added 750 w.

RATIFICATIONS—WTAW, College Station, Tex., granted temp. auth. suspend operation to 12-11-36 pending construction; KSTP, St. Paul, granted temp. auth. use WLB trans. to 11-29-36 pending construction; WLB, Minneapolis, granted temp. auth. broadcast over WCAL trans. to 11-29-36; KTHS, Hot Springs, Ark., granted petition intervene applic. Radio Enterprises Inc., Hot Springs for new station; L. L. Ashbury et al., Hot Springs C. of C., granted right intervene on KTHS applic. assign. license; Ark. Brdcstg. Co. (KLRA) denied petition insofar as it prays intervention on hearing of Hot Springs C. of C. applic. vol. assign. license, and granted for intervention applic. CP move station to Little Rock; Centennial Brdcstg. Corp., granted right intervene applic. Dallas Brdcstg. Co. for CP and overruled opposition to petition; Dr. George W. Young, Minneapolis, granted right intervene applic. Natl. Battery Brdcstg. Co. for 580 kc 1 kw unltd.; Fresno Brdcstg. Co. granted petition intervene applic. George Harm, Fresno; WLWL, New York, granted petition intervene applic. WCOP; Law Dept. asked direction from Division upon policy of stating a personnel problem in opposition to be filed by FCC against motion of Great Western Brdcstg. Assn. Inc. and Intermountain Brdcstg. Corp., appellants, for leave to print record under provisions of Rule V Paragraph 5 upon preparation by appellants of a narrative statement, and the Division directed filing of the opposition without proposed paragraph relating to personnel.

ACTION ON EXAMINERS' REPORTS:

KLS, Oakland—Mod. license 1440 to 1280 kc, D to unltd. 250 w, sustaining Examiner Bramhall.

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal.—Denied CP 1310 kc 100 w unltd., reversing Examiner Walker, Com. Case dissenting.

WHB, Kansas City — Denied CP new equip., directional antenna, change 860 to 1120 kc, D to unltd., 500 w 1 kw D, reversing Examiner Dalberg.

KFOX, Long Beach, Cal.—Granted CP new equip., increase 1 to 5 kw D, reversing Examiner Walker.

NEW, B. A. Thompson, Santa Cruz, Cal.—Denied CP 1310 kc 100 w 250 w D unltd., reversing Examiner Dalberg.

NEW, Wm. B. Smullin, Sacramento—Denied CP 1310 kc 100 w 250 w D unltd., sustaining Examiner Dalberg.

NEW, Howard N. Mitchell, Sacramento—Denied CP 1310 kc 100 w unltd., reversing Examiner Dalberg.

NEW, Press Democrat Pub. Co., Santa Rosa, Cal. Granted CP 1310 kc 250 w D, reversing Examiner Dalberg.

NEW, Julius Brunton & Sons Co., Fresno, Cal.—Denied CP 980 kc 259 w D, reversing Examiner Arnold.

NEW, Miles J. Hansen, Fresno, Cal.—Dismiss with prejudice applic. CP 1420 kc 100 w unltd., sustaining Examiner Arnold.

NEW, Harold H. Hanseth, Fresno, Cal.—Denied CP 1410 kc 1 kw unltd., sustaining Examiner Seward.

NEW, Fresno Brdcstg. Co., Fresno, Cal.—Denied CP 1410 kc 500 w 1 kw D unltd., sustaining Examiner Seward.

NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev.—Denied CP 1420 kc 100 w unltd., sustaining Examiner Irwin.

WHAZ, Troy, N. Y. — Granted, subject Rule 131, mod. license 500 w to 1 kw 1300 kc, sustaining Examiner Irwin.

NEW, Magnolia Brdcstg. Co., Jackson, Miss.—Dismiss with prejudice applic. CP 1420 kc 100 w unltd., sustaining Examiner Seward.

Ogdensburg Advance Co. Inc., Ogdensburg, N. Y.—Dismiss with prejudice applic. transmit programs to Prescott, Ont., sustaining Examiner Hill.

KSO, Des Moines — Granted CP change equip., increase D to 2½ kw, sustaining Examiner Dalberg.

ORAL ARGUMENTS — NEW, Valley Brdcstg. Co., Pomona, Cal., 1-7-37; NEW, Power City Brdcstg. Corp., Niagara Falls, 1-7-37; NEW, Niagara Falls Gazette Pub. Co., same; WMFF, Plattsburg, N. Y., same; NEW, Metro Brdcstg. Co., Los Angeles, 1-28-37; KUJ, Walla Walla, Wash., same; WNRI, Newport, R. I., same; NEW, E. Anthony & Sons Inc., Pawtucket, R. I., same; WTHT, Hartford Times Inc., Hartford, Conn., same.

NOVEMBER 20

ACTION ON CASES HEARD BY BROADCAST DIVISION:

WWL, New Orleans — Denied mod. license spec. to unltd. 850 kc 10 kw; granted extension spec. auth. 850 kc 10 kw unltd.; granted renewal license.

WBAP, Fort Worth — Granted renewal license.

WFAA, Dallas—Same.

WCCO, Minneapolis—Same.

WOV, New York—Granted renewal cense, denied CP directional antenn change hours to unltd. except hours a signed WLWL, 1130 kc 1 kw.

WPG, Atlantic City — Granted renew license.

KWKH, Shreveport, La.—Same.

WLWL, New York—Denied mod. licen 1100 to 810 kc, change spec. to unltd. kw (facilities WCCO, WNYC).

WNYC, New York—Granted renewal cense.

WJJD, Chicago—Dismissed with prej dice applic. mod. license to 5 kw 20 k LS, change Ltd. to spec.

NEW, J. David Stern, New York—D nied as in default CP 810 kc 500 w spe (facilities WNYC).

MISCELLANEOUS — Order of 10-20- suspended in following cases: WLB, Mi neapolis, CP new equip., change 1250 760 kc, increase to 5 kw D (Sh. WCAL WCAL, Northfield, Minn., CP chan equip., new antenna, change 1250 to 7 kc, increase D to 5 kw (Sh. WLB WTCN, Minneapolis, mod. license spec. unltd.

NOVEMBER 21

WABY, Albany — License for CP ne trans., antenna, move studio, trans.

WCNW, Brooklyn—Mod. license re hou amended to ask time now used by WCN plus hours now used by WMBQ, asks f cilities WMBQ.

WSPR, Springfield, Mass.—Mod. licen ltd. to unltd., 250 w 500 w D.

NEW, NBC, Bellmore, N. Y.—License operate W2XBS trans. as exp. facsimi station 2016 kc 500 w unltd., asks ca W2XK.

NEW, Beaumont Brdcstg. Assn., Bea mont, Tex.—CP 1420 kc 100 w D.

KWK, St. Louis—Mod. license 1 kw kw D to 5 kw N & D.

WMIN, St. Paul—Mod. license 1370 1360 kc, increase N 100 to 250 w.

KFJM, Grand Forks, N. D.—License f CP as mod. change freq., increase powe move trans.

WTAD, Quincy, Ill. — License for C new trans., antenna, move trans. locall

KDAL, Duluth—License for CP as mo move trans., studio, change antenna.

WEAU, Eau Claire, Wis.—Mod. CP mod. new station 1050 kc 1 kw D, re tran studio sites.

W9XAP, NBC, Addison, Ill.—License f exp. facsimile 2016 kc 2½ kw unltd.

KRKO, Everett, Wash.—License for C change equip.

NEW, J. Grant Iverson, Salt Lake Ci —CP 630 kc 1 kw 5 kw D unltd.

KOY, Phoenix, Ariz.—CP vert. antenn move trans. locally.

NOVEMBER 24

APPLICATIONS GRANTED:

KDB, Santa Barbara, Cal. — CP ne equip., increase 100 to 250 w D.

KGNC, Amarillo, Tex. — CP chang equip.

KRBC, Abilene, Tex.—CP increase 1 to 250 w D.

KFYO, Lubbock, Tex.—CP new equip vertical radiator.

WSMB, New Orleans—CP new equip directional antenna.

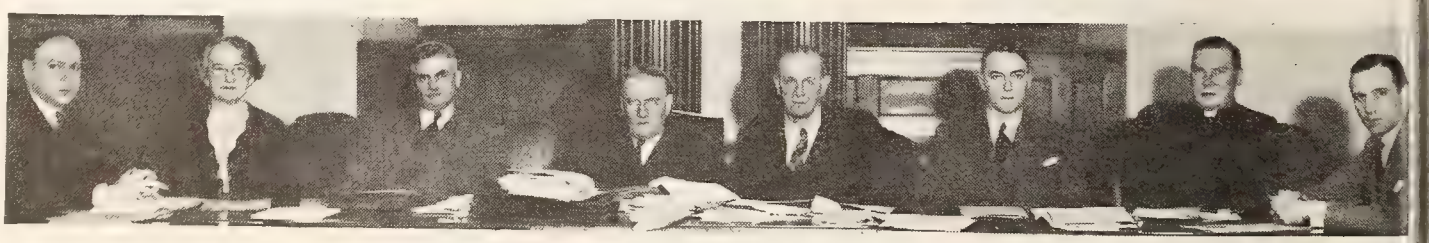
KUSD, Vermillion, S. D.—CP ne trans.

WKBZ, Muskegon, Mich. — License f CP move trans. locally, vert. radiator.

WAPO, Chattanooga — License for C 1420 kc 100 w D.

KPQ, Wenatchee, Wash. — License f CP change equip.

KFPW, Fort Smith, Ark.—License f CP new equip.



CANADIAN BROADCASTING CORPORATION—These are the newly appointed rulers of radio in Canada comprising the board of governors of the newly established corporation which on Nov. 2 took over th reins from the Canadian Radio Broadcasting Corp. To this group, who serve voluntarily, General Manage Gladstone Murray reports. Left to right: N. L. Nathanson, Toronto, president of Famous Players Corp of Canada and Canadian Paramount Corp.; Mrs. Nellie McClung, Victoria, B. C., author; Rene Morin, Mon treal, (vice chairman), managing director of the Trust Generale du Canada; L. W. Brockington, Winnipe (chairman), attorney; Col. Wilfred Bovey, Montreal,barrister, formerly of McGill U; J. Wilfred Godfrey Halifax; Rev. Father A. Vachon, professor of Laval U, Quebec; Alan B. Plaunt, Toronto, journalist wh is credited with instigating the idea of nationalized radio for Canada. Maj. Gen. Victor Odlum, Vancouve broker, is the ninth member of the board, but was absent when picture was taken.

FBB, Great Falls, Mont.—License for move trans., vert. radiator, new equip.
DBH, Rapid City, S. D.—Mod. CP as change equip.
FTC, Kinston, N. C.—Mod. CP trans., io sites, new equip., vert. radiator.
MBO, Auburn, N. Y.—Auth. transfer rol from George I. Stevens to Roy L. rtson, granted renewal; CP move s. locally, increase to 250 w D.
SD, St. Louis—Renewal three months.
IRE, Indianapolis—Renewal to 5-1-36.
GFG, Oklahoma City—License extended ne month.
GNC, Amarillo, Tex.—License extended e months; KFYO, Lubbock, Tex., ; WLAK, Lakeland, Fla., same.
TFI, Athens, Ga.; WFAB, New York enewal to 5-1-37.
SCJ, Sioux City, Ia.—Renewal for liary purposes only.
BBR, Brooklyn—Renewal to 5-1-37.
ROC, Rochester, Minn.—Extension li- e three months.
OL, Washington—Renewal to 6-1-37.
EW, A. W. Mills, Gallup, N. M.—ended CP 1500 kc 100 w unltd.
CAX, Burlington, Vt. — CP change p., increase D to 250 w, change spec. rs.
CTION ON EXAMINER'S REPORT
LO, Kaysville, Utah, denied CP change p., install directional antenna, in- se 500 w to 1 kw 5 kw D 1400 kc d., sustaining Examiner Walker.
ISCELLANEOUS—KLX, Oakland, , granted intervention applic. Chaun- W. Hammond CP new station at Oak- 1 1280 kc 1 kw unltd.; KGNC, Ama- , Tex., granted intervention applic. W. Gooch CP new station at Amarillo kc 100 w D; WROL, Knoxville, grant- intervention applic. Journal Brdcstg. CP new station Knoxville 1200 kc 100 50 w D; WCAD, Canton, N. Y., grant- extension effective date Rules 132, 139 ding action on applic. WCAD assign nse to Brickway Co. and Brockway Co. lic. for CP move station to Water- n, N. Y. Hammond Calumet Brdcstg. p., Hammond, Ind., suspended order 2-36 granting applic. CP new station Hammond 1480 kc 1 kw D and set for ring; NEW, Ernest Edward Ruehlen, at Bend, Kan., reconsid. and granted lic. CP 1370 kc 100 w unltd.; NEW, Co. Pub. Inc., Panama City, Fla., de- l reconsid, and grant without hearing lic. 1420 kc 100 w D; NEW, Pacific ept. Corp., San Diego, Cal., denied ition to "limit and define issues" at ther hearing applic. CP 1200 kc 100 w NEW, Lenawee Brdcstg. Co., Adrian, h., granted request postpone hearing 1440 kc 250 w D; WTAQ, Green Bay, s., denied reconsid. and grant without ring applic. CP new equip., increase o 5 kw D; WOV, New York, recon- ered action in setting for hearing ap- . for Commission's consent to the nsfer of control of Int'l Brdcstg. Corp. ensee of WOV) from John Iraci, Guis- a B. Iraci and Mariannina C. Iraci to de Bulova and granted same on condi- n that "the authority contained in this sent to the transfer of control of Int'l dcstg. Corp., licensee of WOV, shall in way be construed as a finding by the mmission upon the proposal to trans- an interest in WNEW at this time or any time in the future, such action y only be taken upon formal applic. d with Commission as contemplated by mmunications Act of 1934", Judge kes dissented, grant effective 12-15-36; CAP, Asbury Park, N. J., denied re- nsid. and grant applic. mod. license 500 to 1 kw D; WNEW, Newark, returned der Rule 107.1 applic. increase D 2½ 5 kw.
SET FOR HEARING—NEW, Continen- Radio Co., Washington, CP 1310 kc 0 w 250 w D unltd., contingent grant OL applic. shift to 1230 kc; NEW, H. . Wilson, Ben Farmer, Wilson, N. C., ended applic. CP 1310 kc 100 w D; EW, U. S. Brdcstg. Co., Washington, 1310 kc 100 w unltd., contingent ant WOL applic. shift to 1230 kc; NEW, urtis Radiocasting Corp., Indianapolis, 1500 kc 100 w 250 w D spec.; NEW, earst Radio Inc., Washington, CP 1310 100 w 250 w D unltd.; contingent ant of WOL applic. shift to 1230 kc; EW, Utica Observer Dispatch Inc., ica, N. Y., CP 950 kc 1 kw D; WBNO, ew Orleans, amended CP move trans., dio locally, change equip., antenna, shift 00 to 1500 kc, increase to unltd.; KGB, n Diego, CP move trans. site locally, w equip., vert. radiator, increase D 1 5 kw; WSMB, New Orleans, CP new uip., increase D 1 to 5 kw directional; DEV, Waterbury, Vt., amended CP ange equip., increase D 500 w to 1 kw;

GATES Manufacturers of
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QUINCY, ILLINOIS

Bonat & Bonat Test

BONAT & BONAT Inc., New York (Bonat Vitamin F. Permanent Waving Method) on Nov. 19 began a 13-week test series of Thursday quarter-hour programs on WGR, Buffalo, its first radio effort. The program is a former WGR sustaining program with a new title, *Bonat Emo Movie Club*, Vox Co. of Adv. Inc., New York, is the agency.

Tide Water Merger

AT A SPECIAL meeting of the stockholders of Tide Water Associated Oil Co., New York, held in New York Nov. 18 plans were approved for the merger with it of Tide Water Oil Co. and Associated Oil Co. Heretofore both the latter concerns were subsidiaries of Tide Water Associated Oil.

WJBW, New Orleans, renewal; KFXR, Oklahoma City, renewal; WOAI, San Antonio, transfer control of Southland Industries Inc., licensee, from G. A. C. Halff to CBS.

APPLICATIONS DISMISSED—WOWO, Fort Wayne, CP 1160 kc 25 kw N 10 kw D Simul.-D, Sh.-WWVA, N; KFRO, Longview, Tex., exp. auth. 1210 kc 100 w unltd. (facilities KWEA); WWVA, Wheeling, CP 1160 kc 25 kw N 10 kw D Simul.-D, Sh.-WOWO, N; WLXBS, Waterbury, Conn., CP 1530 kc 100 w unltd.; WCOL, Columbus, CP 1210 kc 100 w 250 w LS unltd.

APPLICATIONS TO CLOSED FILES —KGB, San Diego, CP change equip., increase D to 2½ kw, heretofore granted, retired for want of prosecution; WPTF, Raleigh, N. C., applic. auth. determine power by direct method, retired at applic. request.

APPLICATION DENIED — KFRO, Longview, Tex.—Temp. auth. civic program.

RATIFICATIONS:

KOOS, Marshfield, Ore.—Auth. automatic temp. control unit.

WMBQ, Brooklyn—Extension temp. auth. for Joseph Husid, receiver, to operate.

KGFX, Pierre, S. D.—Extension temp. auth. to Mrs. Dana McNeil to operate.

KID, Idaho Falls—Temp. auth. reduced power for tests.

WBNY, Buffalo — Temp. auth. special events.

Iowa Brdcstg. Co., respondent, denied request that Commission subpoena certain witnesses to compel them to depose in hearing on applic. Stanley Reid and Charles Witnell Bogel Jr. for CP.

Examiners' Reports . . .

NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J.—Examiner Bramhall recommended (I-307) that applic. CP 620 kc 250 w D be denied.

NEW, Struble, Strong & Fagan, The Dalles, Ore. — Examiner Bramhall recommended (I-308) that applic. CP 1200 kc 100 w unltd. be dismissed with prejudice.

KVOS, Bellingham, Wash. — Examiner Walker recommended (I-309) that applic. renewal of license and transfer of control be denied.

NEW, Telegraph Herald, Dubuque, Ia.; WKBB, E. Dubuque, Ill.—Examiner Bramhall recommended (I-310) that applic. Telegraph Herald CP 1340 kc 500 w D be denied; that applic. WKBB move studio, trans. to Dubuque, install new antenna, be granted.

KIT, Yakima, Wash. — Examiner Irwin recommended (I-311) that applic. CP change from 1310 kc 100 w 250 w LS unltd. to 1250 kc 250 w 500 w LS unltd. be denied if KUJ applic. is granted; granted if KUJ applic. is denied.

Applications . . .

NOVEMBER 16

NEW, WRBC Inc., Cleveland — CP 780 kc 1 kw unltd., amended to directional.

WAPO, Chattanooga — CP new equip., increase 100 w to 100 w 250 w D, change from D to unltd.

NEW, Frank N. Adcock, Childress, Tex. —CP 1500 kc 100 w unltd.

WKBH, LaCrosse, Wis.—Auth. transfer control to Harry Dahl.

WIBU, Poynette, Wis.—License for CP new trans.

WFAM, South Bend, Ind.—License for CP new equip.

WHFC, Cicero, Ill. — License for CP change equip., increase power.

KFAC, Los Angeles — License for CP new equip.

KSFO, San Francisco — CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans. locally.

NOVEMBER 18

WJTN, Jamestown, N. Y.—Vol. assign. CP from A. E. Newton to James Brdcstg. Co. Inc., license for CP change equip.; CP new trans., antenna, increase 50 to 100 w 250 w D, move trans., studio locally.

WBRB, Red Bank, N. J. — CP change equip.

KWTO, Springfield, Mo.—License for CP as mod. change equip., new antenna, increase power, move trans.

KWOS, Jefferson City, Mo. — Mod. CP change equip., approval antenna, trans. site.

KOB, Albuquerque, N. M. — CP new trans.

KYOS, Merced, Cal.—Mod. license 1040 to 1280 kc. D to unltd., 250 w.

NOVEMBER 23

WNEL, San Juan, P. R.—Mod. CP re equip., power.

WGBB, Freeport, N. Y.—License for CP change equip.

WIBG, Glenside, Pa.—CP move trans., new trans., vert. antenna, increase 100 w to 5 kw ltd., amended to specify N power as 5 kw.

WSMK, Dayton — CP new trans., increase 200 to 500 w.

NEW, Springfield Newspapers Inc., Springfield, O.—CP 1120 kc 250 w D.

NEW, Food Terminal Brdcstg. Co., Cleveland—CP 1500 kc 100 w D.

WBLK, Clarksburg, W. Va.—Mod. CP new trans., change D to unltd., 100 w to 100 w 250 w D, extend completion.

WMFJ, Daytona Beach, Fla.—CP new trans., vert. antenna.

KRLD, Dallas—CP change equip.

NEW, Record Pub. Co., Okmulgee, Okla. —CP 1210 kc 100 w D.

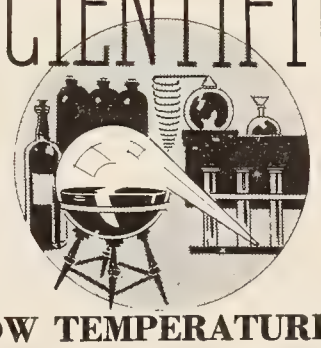
WAIR, Winston-Salem, N. C.—Mod. CP for new station reequip., trans. site, antenna.

WMC, Memphis—Mod. license 1 to 5 kw N directional N.

WEDC, Chicago—Mod. license re spec. hours.

NEW, Don M. Lidenton, A. L. McCarthy, Poplar Bluff, Mo.—CP 1310 kc 100 w D.

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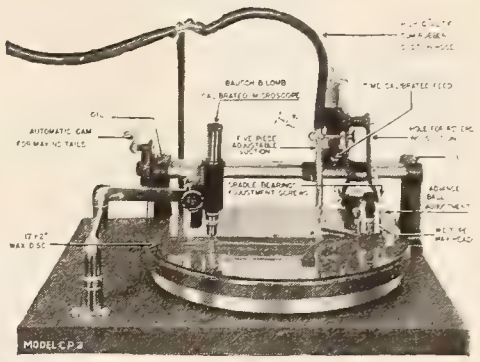
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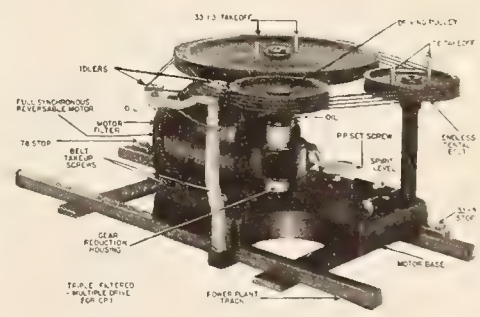
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Merchandising & Promotion

Horlick's Almanac — Grocers' Sales Meeting — Young Psychic — Folger Words — In Stores

LUM AND ABNER, who broadcast five nights a week on NBC under the sponsorship of Horlick's Malted Milk Corp., Racine, Wis., have written a Family Almanac for 1937, which like their 1936 almanac, may be obtained by sending the wrapper from a 50-cent package of Horlick's malted milk. The new almanac contains pictures of the places mentioned in the script and a summary of the past year's activities of Lum and Abner, as recorded in the diary of Evalina Schultz, Pine Ridge school teacher.

Ulmer Turner, radio editor of the *Chicago Herald & Examiner*, made a guest appearance on the program Nov. 24, broadcasting a review of the 1937 edition of the *Lum & Abner Almanac.*

* * *

WALKER'S Inc., Los Angeles department store, on Nov. 20 started *Adventures in Christmas Tree Grove* on KFWB, Hollywood, for 15 quarter-hour programs between that date and the holidays. The transcriptions were produced by Mertens & Price Inc., Los Angeles. The Mayers Co., local agency, handles the account. The series will use whistles as a giveaway on evidence of purchase. Santa Claus, as a program tiein, arrived at the Glendale Airport on Nov. 20 and will make a personal appearance at the store through December with frequent radio mention made during the broadcast series.

* * *

MORE than 200 retail grocer members of Independent Grocers' Alliance, Chicago, and surrounding towns within a 40-mile area were guests Nov. 22 of CBS, Chicago, at a "radio sales meeting" and enactment of several episodes from the new Alliance program, *One Girl in a Million.* Joan Kay, the "Sally Mae" of the program, and the entire cast will acquaint the grocers with the show at first hand. J. Frank Grimes, founder-president of IGA, will address the meeting, first of its kind.

* * *

IN THE newly-opened modernistic showrooms of the Chrysler Corp., located on the ground and second floors of the Chrysler Bldg., New York, is an exhibit of many of the gifts Major Bowes has accumulated through his radio series. Salesmen in the showroom explain to the visitors all about the Major Bowes amateur series on CBS, Thursdays, 9-10 p. m.

* * *

"THIS is not a club to make you use WWL," the New Orleans station said in a tag accompanying an 18-inch stick of sugar cane. Peel off the outer skin, the tag continues, and expose succulent and sugar center. "If you want more advise A. S. Foster, WWL," the message concludes.

* * *

NBC has issued *Automotive Industry and Network Broadcast Advertising,* a 42-page brochure analyzing the industry's use of radio through the years. It is revised to October, 1936, and contains detailed information about the industry's use of various media as well as numerous success stories.

SWEPT into Des Moines on a special placarded train owned by her sponsor, Ungles Baking Co., and preceded by two motorcycle policemen with sirens going full blast, Baby Yvonne arrived for her broadcasts on KSO Nov. 14 with all the fanfare of a visiting celebrity. She was met by newspapermen, photographers and Announcer Dale Morgan and his inquiring microphone. Promptly the six-year old psychic told him his name, how long he had been with the station and how long he was going to stay.

The child, for whom theaters have been home since she was 12 weeks old, was taught concentration and psychology at an early age. She is on the air three quarter-hour sessions daily, promoting Harvest Bread. Ungles Baking Co. issues special invitations to grocers for the broadcasts. Baby Yvonne never fails to tell her audience that she eats Harvest Bread.

* * *

WGR, Buffalo, broadcasting *Koolmotor Song Festival* for Cities Service regional distributors, collected 722,267 ballots representing purchase of gasoline, oil changes and grease jobs. Listeners voted for favorite glee clubs during the first 13-week series of song festivals, which wound up with a stage broadcast. The second 13-week series started Nov. 10 and balloting will be for bands in Buffalo and Western New York. Lord & Thomas, New York, has the account.

* * *

KING OUTFITTING Co., Los Angeles clothiers, through Federal Adv. Agency in the same city, has developed a merchandise tie-in for its *Squirrel Cage Club* on KFWB, Hollywood, for a 45-minute variety program weekday noons.

Listeners may join the "club" without evidence of purchase by writing for a membership card. Although no mention is made on the air, the card calls for a 5% discount if the holder purchases any goods from the sponsor.

Until the first of the year the program will carry a limerick contest. On each program two limerick winners each receive a $2.50 merchandise order. On each sixth program a grand prize of a $25 merchandising order will be given.

* * *

FOR THE best letters of 100 words or less on the subject "What NBC Programs Have Meant to Our Family" NBC is awarding daily, except Sunday, prizes of five NBC Tenth Anniversary model RCA-Victor receivers and 25 kits of RCA-Radiotrons. To make up for the lack of Sunday awards, prizes on Tuesdays are doubled in number.

The contest began Nov. 16 and will run indefinitely. Two to three announcements regarding the contest are made on NBC networks during the day with prize winners disclosed during the evening. The radio sets won are presented to the winners through the NBC affiliates located in the contestants area. Four thousand pieces of contest mail were received by NBC in the first delivery on Nov. 23.

J. A. FOLGER & Co., San Francisco, sponsoring the half-hour *Drums* weekly from KHJ, Los Angeles, to Don Lee-CBS network, through Raymond R. Morgan Co., Hollywood agency, has started a contest in conjunction with the broadcasts, a word-building plan handled by the sponsors in cooperation with grocer distributors.

Two different "magic words" are given on each program, such as "Folger Flavor" or "Folger Economy", with prizes given to the contestant compiling the greatest number of words with the same letters. There are no official entry blanks to secure, but listeners must enclose with their word list the "star" printed on the band that unwinds upon opening a can of Folger's coffee.

With the entry, the writer also submits the name of the grocer from whom the product was purchased. The grand prize each week is $100 worth of groceries to be delivered through the grocery store. Ten other prizes are in the form of Folger Coffee Makers.

Besides the present set-up of eight stations on the chain, the program is heard on KGW, Portland, Ore., and KIEM, Eureka, by transcription.

* * *

TEN DAYS after the close of the baby-naming contest conducted by the Pepsodent Co. in connection with their *Amos 'n' Andy* broadcasts on NBC, the corps of 128 girls engaged to handle the mail were still hard at it with the end still not in sight. As each letter is opened a file card is made bearing the name and address of the contestant and also the name suggested for Amos' baby daughter. Letters were received from every state, Mexico, Central and South America, Bermuda, Cuba and Hawaii (Canadian listeners wrote to the company's Canadian office). Neither Pepsodent nor Lord & Thomas, its agency, will wager even a guess as to the total number of letters (and carton tops) received, but it is reliably reported that this 23-day contest far outpulled any previous contest staged by this sponsor, some of which were totaled in the millions.

* * *

CALIFORNIA CONSERVING Co., San Francisco (C-H-B food products), which started a weekly quarter-hour series *C-H-B House Party* on 8 NBC-Pacific Red stations Nov. 17, features a game called "Who Am I?" during the broadcast each week. Prizes are awarded to all listeners who send in the correct solution, along with two C-H-B labels. Correct answer to the previous week's broadcast is announced during the following week's program. Advertisements in 150 western newspapers, which call attention to the broadcast, appear the day of each program. Emil Brisacher & Staff, San Francisco, is the agency.

* * *

DON LEE Broadcasting System, Los Angeles, and the Fox West Coast Theatres chain, late in November signed an exchange agreement to become effective early in January. The four Don Lee stations—KHJ, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara and KGB, San Diego—will carry a community sing for the theatres with Ed Lowry as master of ceremonies. The 150 theatres, in turn, will carry screen announcements of the Don Lee stations and its Mutual affiliation which starts Dec. 29.



FOR SERVICE MEN — Aimed at the 3,000 radio service men in the Philadelphia area, a series of weekly quarter-hours on WIP, sponsored by RCA, was promoted in local newspapers and by direct mail. Lord & Thomas, New York, is agency for the series.

WOAI, San Antonio, has issued a mimeographed booklet offering details of a survey conducted among Texas business men. Conducted anonymously by "The Texas Division of the Radio Research Bureau", 3,000 dealers were asked their choices of advertising media and stations. Questions were submitted on business reply cards addressed to a post office box.

In answer to the media question preferences were: Radio 29.5%; newspaper 9.6%; direct mail 8.4%; magazine 2%. The remaining 29.8% was divided among combination of media or other media as follows: Radio and newspaper 22.7%; radio and direct mail 7.3%; radio and magazines 4.8%; any combination 4.6%; newspaper and direct mail 2.7%; radio, newspaper, magazine, direct mail, 1.9%; newspaper, radio, direct mail 1.7%; newspaper and magazine 1.5%; magazine and direct mail .7%; store demonstration .2%; radio, magazine, direct mail .1%; radio and personal contact .1%; outdoor .1%; personal call .1%.

* * *

KFH, Wichita, Kan., sets up a portable receiver and large placard calling attention to a sponsor's program in a prominent place in the sponsor's store during the broadcast, calling attention of personnel and customers to the radio promotion. Dealers and sponsors like the service, according to Russell L. Lowe, sales manager, and Bob Kent, manager of the KFH merchandising department.

* * *

FACTS about the Detroit and Michigan markets are presented in a striking colored brochure published by King-Trendle Brdcstg Corp., operating WXYZ, Detroit, and Michigan Network. Dealer preferences in radio stations, audience mail, station and network coverage in the territory and sponsor data are included.

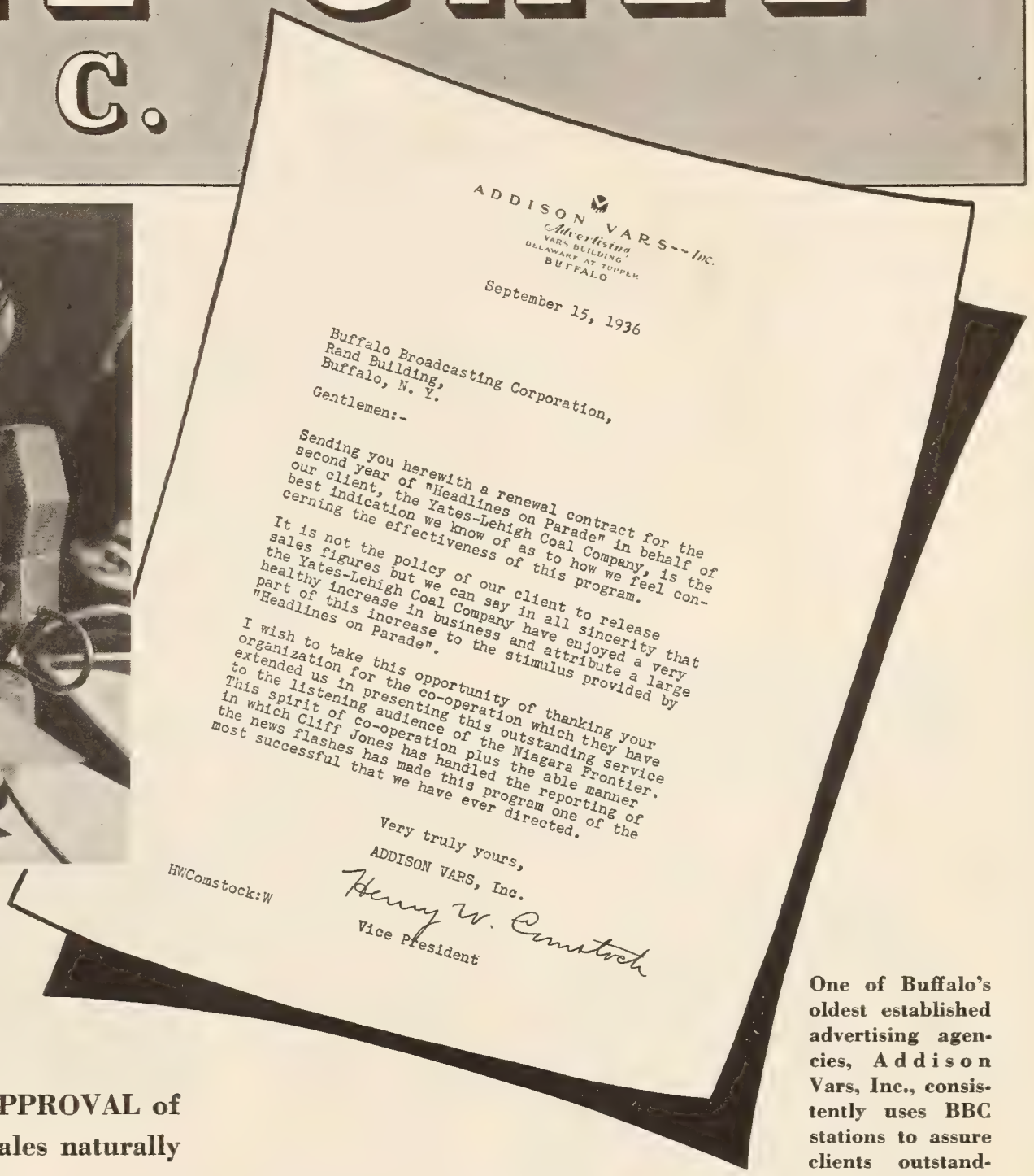
* * *

RUBEL BAKING Co., Cincinnati, has placed its derby-hatted youngster, called "The Freshest Thing in Town", on the air, augmenting its newspaper, motion picture and outdoors effort. Rights to the copyrighted photographs, slogan and scripts have been sold to firms in other markets by Frederic W. Ziv Inc., Cincinnati agency.

ROLL CALL *at* B. B. C.



"This is Cliff Jones, your aireporter . . ." greets early listeners six times every week. An able, lucid reporting of last-minute news flashes.



ADDISON VARS--Inc.
Advertising
VARS BUILDING
DELAWARE AT TUPPER
BUFFALO

September 15, 1936

Buffalo Broadcasting Corporation,
Rand Building,
Buffalo, N. Y.

Gentlemen:-

Sending you herewith a renewal contract for the second year of "Headlines on Parade" in behalf of our client, the Yates-Lehigh Coal Company, is the best indication we know of as to how we feel concerning the effectiveness of this program.

It is not the policy of our client to release sales figures but we can say in all sincerity that the Yates-Lehigh Coal Company have enjoyed a very healthy increase in business and attribute a large part of this increase to the stimulus provided by "Headlines on Parade".

I wish to take this opportunity of thanking your organization for the co-operation which they have extended us in presenting this outstanding service to the listening audience of the Niagara Frontier. This spirit of co-operation plus the able manner in which Cliff Jones has handled the reporting of the news flashes has made this program one of the most successful that we have ever directed.

Very truly yours,
ADDISON VARS, Inc.
Henry W. Comstock
Vice President

HWComstock:W

One of Buffalo's oldest established advertising agencies, Addison Vars, Inc., consistently uses BBC stations to assure clients outstanding results.

An IDEA . . . a NEED . . . swift APPROVAL of the listening audience. Increased sales naturally were quick to follow.

Believing that a large part of the early morning listeners are not in the mood for flippancy or quasi-humor, Addison Vars, Incorporated, placed "Headlines on Parade" on the air from 8 to 9 for the Yates-Lehigh Coal Company. This program, capably presided over by Cliff Jones, is a modest presentation of up to the minute news dispatches, interspersed with musical recordings of a conservative nature.

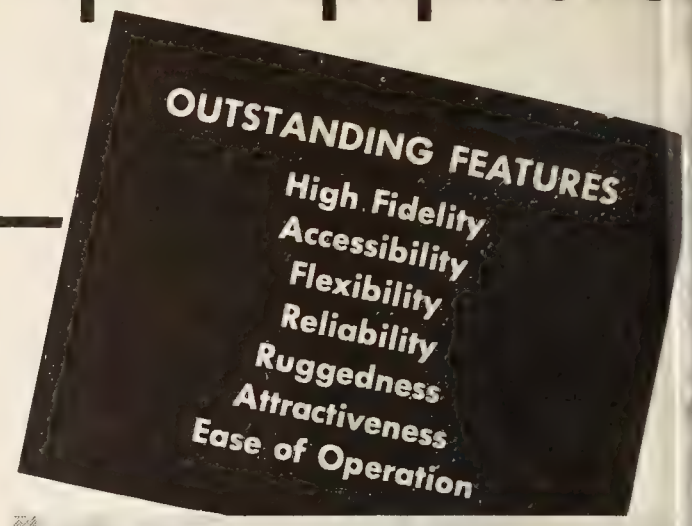
Last month, "Headlines on Parade" began its second year! This, plus the letter reproduced herewith, is ample proof of the sales value of a timely program idea executed by B.B.C. for the extensive B.B.C. audience.

Let us outline the facilities B.B.C. has to offer you for intensive coverage of the great Niagara Frontier market.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

RCA's new, modern Speech Input Equipment has many quality features!



Styled in the modern manner, this fine new equipment offers many extra value features that make it outstanding. The result of RCA sound engineering, it will make any station—a better *station*

BROADCAST engineers all over America will be interested in RCA's new speech input equipment—the latest developments from Radio Headquarters, stressing advanced design plus many other fine features.

This new equipment is the finest available. Proof of RCA's superiority is demonstrated by the fact that RCA speech input equipment is used in an overwhelming majority of the best broadcasting studios. Proof of this new equipment's quality is shown in the many extra value features RCA offers. Literature and technical data may be secured by writing to the address below.

Listen to "The Magic Key" every Sunday, 2 to 3 P.M., E.S.T., on NBC Blue Network



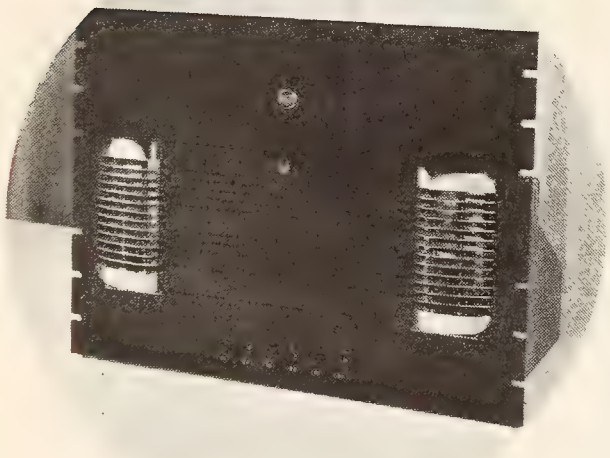
↑ "Tops" in meter and switching panels . . . This four-position mixer panel includes four wire-wound, balanced ladder attenuators. Key switch with each meter provides extra input circuits—either remote lines, transcription circuits, or additional microphone circuits.



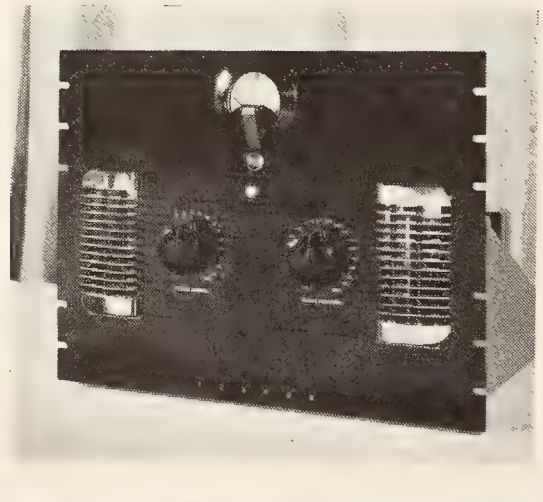
← Extremely Modern Meter Panel 15-C . . . Has new streamlined meter cases with illuminated dials. D. C. Volt Meter, 0-250 volts. Milliammeter, 0-10 M. A. A.C. Line Volt Meter, 0-150 volts.

High Fidelity Monitoring Amplifier, Type 94-C . . . An improvement over popular RCA Type 4194-B, with double the output, decreased distortion, double the gain (sufficient for direct operation from transcription equipment). Advanced mechanical design and improved appearance. Greater accessibility and better ventilation. New type volume control which may be remotely located in control console for convenience.

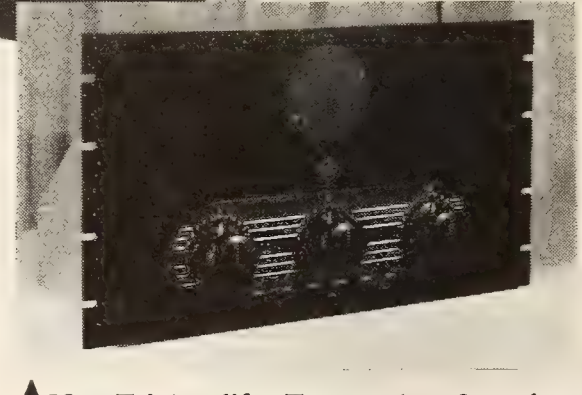




← Advance Designed Pre-Amplifier Type 41-C . . . Panel door in front opens to provide quick and easy access to all tubes. Has hinged chassis construction and easy accessibility to wiring and component parts.



Program Amplifier Type 40-D . . With new "peak reading" volume indicator and illuminated volume indicator meter. An improvement over popular RCA Type 40-C, having better accessibility, more ventilation, increased volume indicator range and push keys for instant individual tube metering. →



↑ New Tri-Amplifier Type 58-A . . . Something entirely new in speech input units, providing pre-amplification of 3 microphone outputs, high level, three-position mixing system, switching of three extra 250-ohm inputs. Unexcelled high-fidelity performance characteristics.

RCA *Broadcast Equipment*

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A service of the Radio Corporation of America

COPRINT IN U.S.

BROADCASTING

Broadcast Advertising

Vol. 11 • No. 12

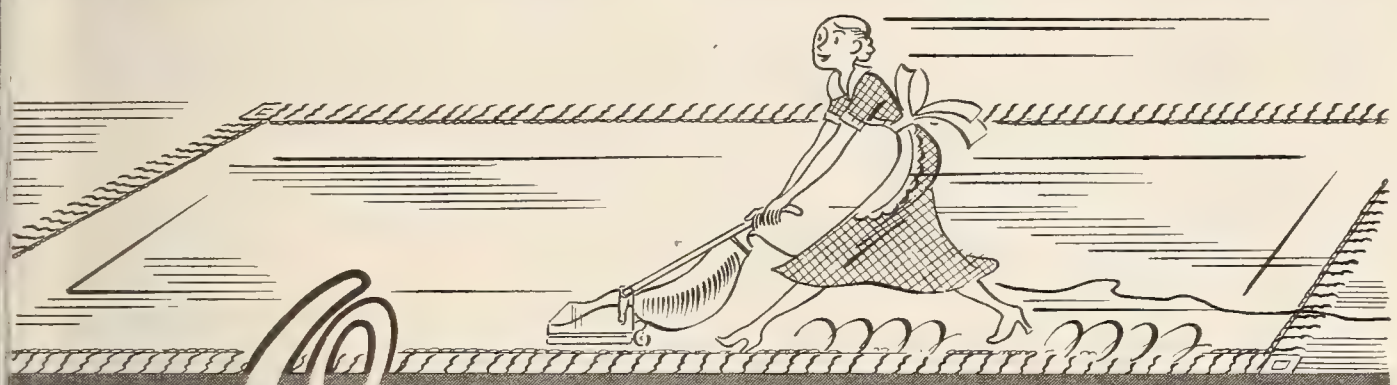
WASHINGTON, D. C.
DECEMBER 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



...One GOOD VACUUM CLEANER IS WORTH A *dozen* WHISK BROOMS



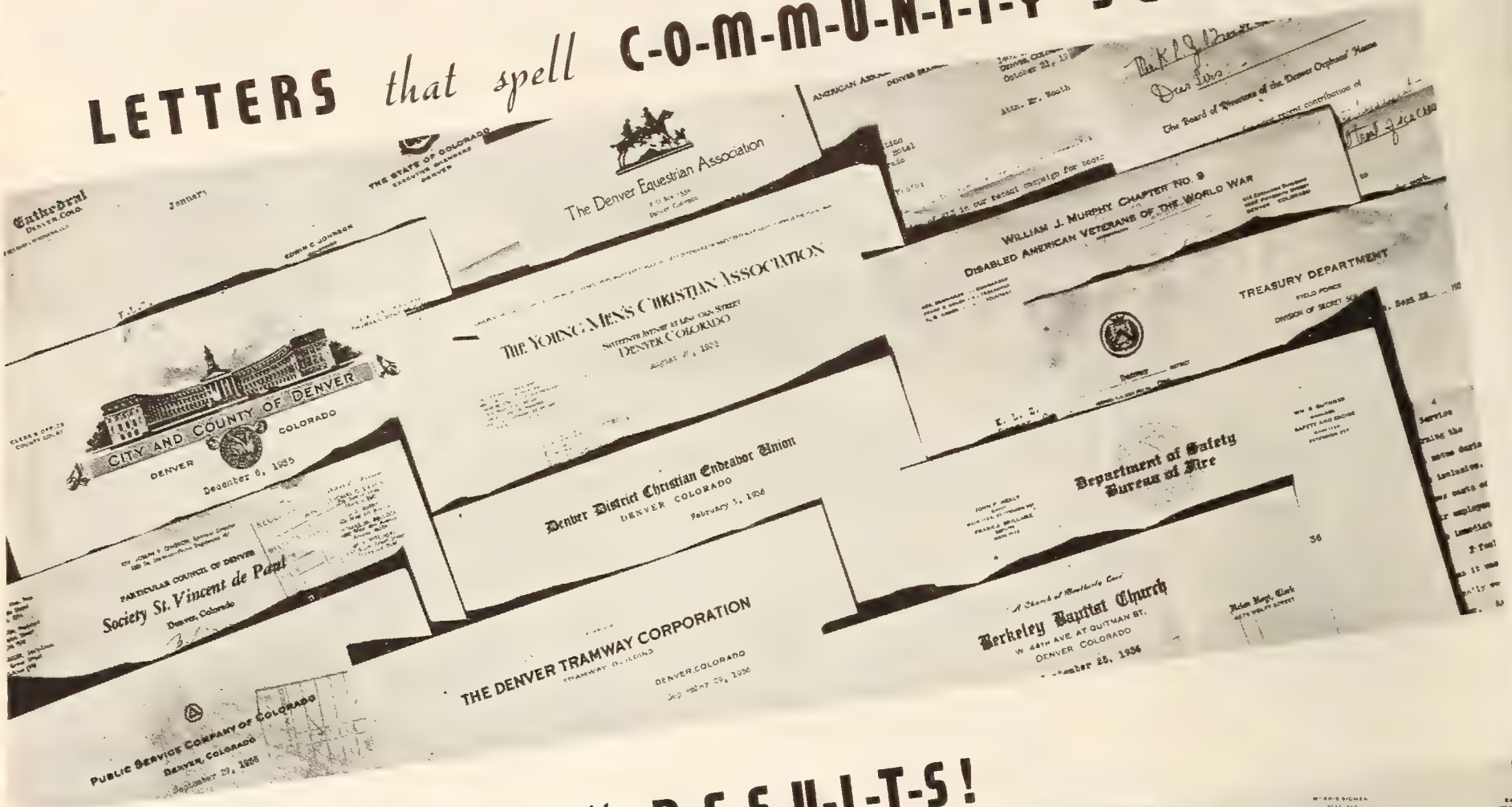
● For dusting off a few powder-dabs here and there, a whisk broom may be okay. But for cleaning any sizeable area, the housewife naturally chooses a vacuum cleaner.

Similarly to make a clean-up in Iowa, the radio advertiser naturally chooses the one station big enough to do the whole job at once — WHO, with 50,000 watts. In the east, many radio stations serve compact, vertical markets. By contrast, WHO's market is broad, horizontal. To sell it, you have ground to cover. And where you have ground to cover, one good vacuum cleaner is worth a dozen whisk brooms.

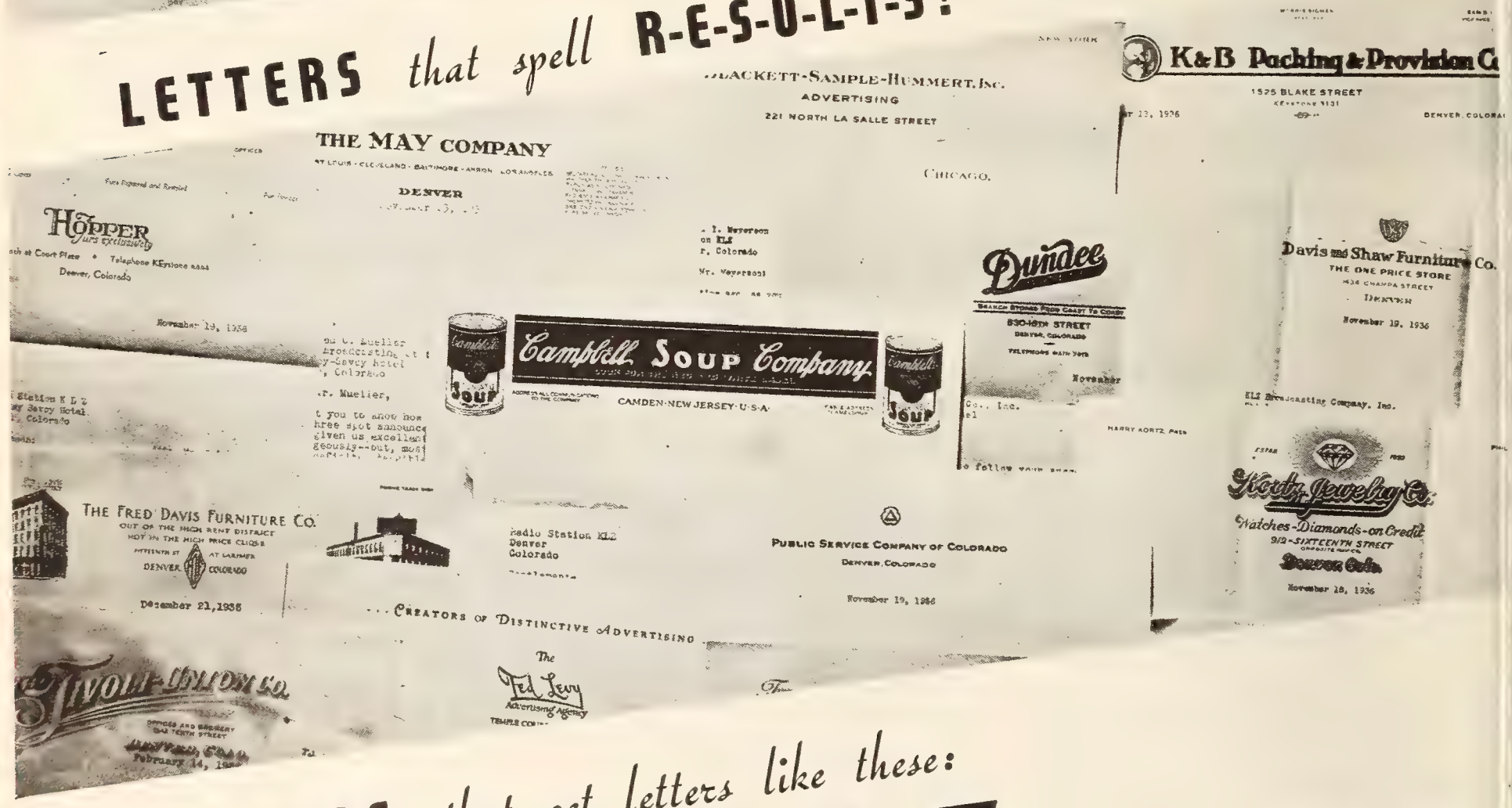
CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives: FREE & PETERS, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

LETTERS *that spell* C-O-M-M-U-N-I-T-Y S-E-R-V-I-C-E!



LETTERS *that spell* R-E-S-U-L-T-S!



LETTERS *that get letters like these:*

KLZ DENVER

Affiliated in Management
with WKY - Oklahoma City

560 KILOCYCLES
CBS AFFILIATE

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY

The RIGHT FOCUS



WAAB	Boston
WTHT	Hartford
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WIXBS	Waterbury
WEAN	Providence
WICC	Bridgeport

for Sales in ELEVEN of New England's Largest Retail Markets

TAKE your latest New England market data and spot the largest retail centers on the map.

The Colonial Network will match you closely in the important markets, with *eleven* locally popular stations that link up a New England-wide audience.

The Colonial Network gives you listeners where payrolls, per capita savings and retail sales are heaviest. With no other network can you buy so much audience at such low cost in so many spots where buying power counts.

Go the Colonial Route to reach the most productive retail centers and obtain effective, economical coverage of the bulk of your New England market.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


DEC.
NOV.
JAN.
CBS
OCT.
FEB.
1936
SEP.
MAR.
AUG.
APR.
JULY
MAY
JUNE

12 month report

PROGRAMS: In 1936, Columbia and its clients presented 21,789 radio programs to the nation: *entertainment, education, news, serious music and public events for 16 hours each day.*

FACILITIES: In 1936, Columbia made 98 *major* improvements in facilities. These range from taking over the operation of 50,000 watt KNX in Southern California to that of WEEI in Boston; *plus* increases in power or the use of new transmitters in other major markets throughout the country—for the most intensive coverage in CBS history. (Further details are available.)

AWARD: *Advertisers in 1936 gave Columbia the greatest dollar-volume of sponsored programs ever to be carried by any network in the history of Radio.*

TO PRODUCE THE BEST . . .

From PENNIES FROM HEAVEN
Pennies from Heaven
So Do I
Let's Call a Heart a Heart
One, Two, Button Your Shoe
The Skeleton in the Closet

From BIG BROADCAST OF 1937
You Came to My Rescue
Here's Love in Your Eyes
Talking Through My Heart
Night in Manhattan

From COTTON CLUB PARADE 27th Edition
That's What You Mean to Me
Doin' the Susi-Q

From TOP OF THE TOWN
Where Are You
That Foolish Feeling

From THE SHOW IS ON
Little Old Lady
Now

From GOLD DIGGERS OF 1937
With Plenty of Money and You
All's Fair in Love and War
Let's Put Our Heads Together

From TONIGHT AT 8:30
You Were There
also
For Sentimental Reasons
Love Marches On
Chapel in the Moonlight
When My Dreamboat Comes Home
Organ Grinder's Swing
I'll Sing You a Thousand Love Songs
The Night Is Young and You're So Beautiful
I'll Forsake All Others

From PIGSKIN PARADE
It's Love I'm After
You Do the Darn'dest Things
The Balboa
You're Slightly Terrific

From BORN TO DANCE
I've Got You Under My Skin
Easy to Love
Swingin' the Jinx Away

From RED, HOT AND BLUE
You've Got Something
It's D'Lovely
Ridin' High

From FORBIDDEN MELODY
You Are All I Wanted
No Use Pretending

From WHITE HORSE INN
Blue Eyes
I Cannot Live Without You

From GO WEST, YOUNG MAN
I Was Saying to the Moon

From TO MARY, WITH LOVE
To Mary, With Love

From BANJO ON MY KNEE
There's Something in the Air
also
I'm in a Dancing Mood
Through the Courtesy of Love
Did You Mean It
Tea on the Terrace
South Sea Island Magic
Footprints in the Snow
William Tell
'Taint Good
Please Keep Me in Your Dreams
Close to Me

Your audience wants to hear the current tunes while they are still popular.

At the left is a partial list of recent recordings released by Associated, all played by "name" bands of national renown and produced under license with Electrical Research Products, Inc.

—Wide Range — Vertical — High Fidelity—

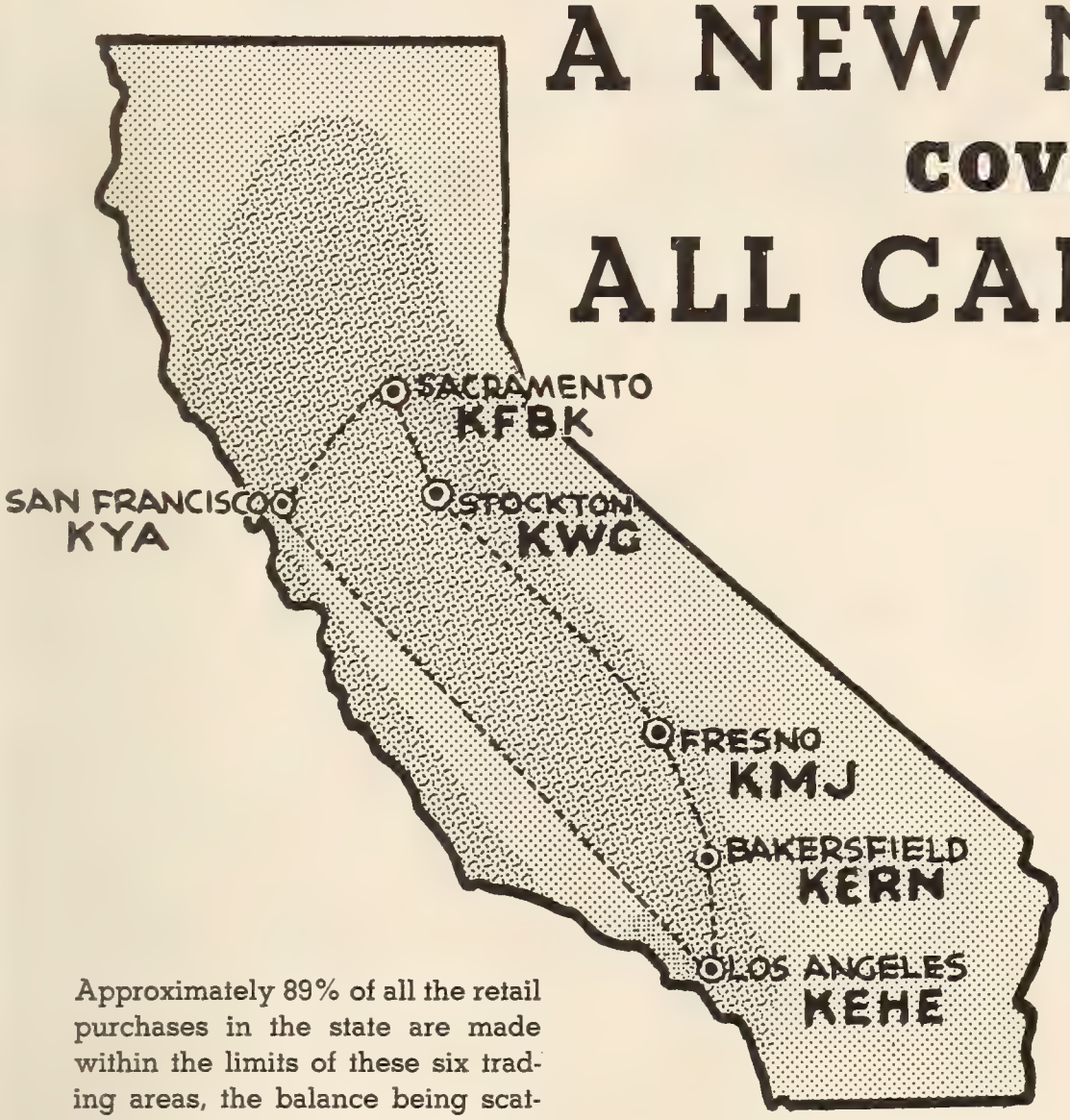
Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.
Twenty-five West Forty-fifth Street . . . . . New York

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
SERVICE

IT'S A GOLD MINE!!

A NEW NETWORK COVERING ALL CALIFORNIA



Approximately 89% of all the retail purchases in the state are made within the limits of these six trading areas, the balance being scattered over more than 125,000 square miles of territory. The California Radio System *completely* covers these six trading areas.

The principal sales outlets in the State of California are confined very largely to its six richest trading areas. The Los Angeles metropolitan trading area and San Diego in the South—the nine Bay Counties comprising the San Francisco-Oakland trading areas in the North—and the great interior markets of the San Joaquin and Sacramento Valleys.

THE CALIFORNIA RADIO SYSTEM

Effective December 29, 1936

KEHE LOS ANGELES 5000 WATTS L.S.

KFBK SACRAMENTO 5000 WATTS

KYA SAN FRANCISCO 5000 WATTS L. S.

KMJ FRESNO 1000 WATTS L. S.

KERN BAKERSFIELD 100 WATTS

KWG STOCKTON 100 WATTS

HEARST RADIO: Network National Representatives

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO



"Now flush 'em, Hawkins!"

WHATEVER may be said for the effectiveness of hunting quail with cannon, it certainly isn't thrifty.

Of course you *can* use a network to find, blast and overwhelm your gentle customer —but spot-broadcasting is often more effective, and costs a lot less in shot and shell.

We realize that it's an edifying sensation to feel that half the world is, willy-nilly, listening to one's own barrage. But *most* of our stations are now putting on local talent and transcription programs that are getting *better results* than the Big Berthas. And that's the main idea — or isn't it?

Let's talk it over — and see the whites of their eyes before we shoot.

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 12 WASHINGTON, D. C., DECEMBER 15, 1936 $3.00 A YEAR — 15c A COPY

The Voice of Advertising--'Radio in 1937'!

By SOL TAISHOFF

Agencies and Sponsors See Banner Year for the Industry; Estimated $103,000,000 Gross in 1936 May Be Passed

RIDING a wave of public acclaim and advertiser demand, radio broadcasting will take 1937 by a landslide.

That inescapable conclusion is based upon early trade summaries for this year evaluated in the light of the general tenor of BROADCASTING'S annual symposium on prospects for the New Year, published in this issue. National and regional advertisers and their agencies unite with network and station executives and with radio officialdom in the practically unanimous view that the year ahead will bring new attainments in every phase of the medium.

It's no longer a buyers' market, says one agency executive, it's a sellers'. And another reports that it is a question now of adding hours rather than advertisers. A suggestion that network sponsors be limited to maximum half-hour programs also is made, along with the general sentiment that national spot business will surge still farther upward because it is better understood and because of the lack of available network time.

Upward Goes the Gross

THOUGH statistics are not yet available for 1936 business, indications are that the $100,000,000 mark, for the first time in the industry's meteoric history, will be eclipsed. Figures for the first nine months show an aggregate business of more than $73,000,000 with the usually heavy fourth quarter (including the prolific October political revenues) yet to be tabulated. The nine-month figures are nearly 20% ahead of those for last year. Aggregate business last year exceeded $87,000,000 [BROADCASTING, 1936 Yearbook Number].

The NAB estimates the 1936 gross figure will be $103,500,000.

Radio "circulation" showed a phenomenal increase during the year, with the Radio Manufacturer's Association estimating set sales at 7,600,000 new units, representing an investment of $315,800,000. As of Jan. 1, 1936, the Joint Committee on Radio Research, representing the Association of National Advertisers, National Association of Broadcasters and American Association of Advertising Agencies, estimated a total of nearly 23,000,000 radio families in the country. RMA estimates that 1,400,000 new homes were supplied with sets during the year, bringing the total of homes up to nearly 25,000,000.

Employing the multiplier of 4.1 listeners to the average set, designated as standard by the U. S. Census Bureau, a maximum potential radio audience of more than 100,000,000 of America's total population of 130,000,000 is indicated. And in addition, nearly 5,000,000 automobiles now are equipped with radios, opening a vast new listening frontier that has proved productive to program sponsors, tending to toss into the discard the theory of minimum summer listening.

With national and regional network billings reaching new peaks and with practically all desirable network time sold, the competition among national accounts for select hours has increased. Simultaneously, however, spot broadcasting has come more and more into favor, and transcriptions are being used on a greater scale than ever before. Transcription placements, it is estimated, were some 25% ahead of 1935, with such accounts as Chevrolet and Ford topping the lists by using more than one station in a city.

Indications from practically all industry groups now on the air are for continued or increased appropriations for 1937. In addition, many new prospects are blossoming, particularly in the institutional line such as banks and railroads.

Talking Turkey

WHILE on nearly all hands optimism reigns, there nevertheless were notes of caution on several scores. The inordinately high cost of talent is causing no little consternation among advertisers, particularly since the brakes have not yet been applied. Station rates or lack of rates, agency commissions, discounts and recognition and lack of standardized coverage and audience data also brought forth questions in some quarters.

In sum, the consensus is that spot broadcasting will increase, not only because of greater knowledge on how to use it but because of public acceptance of transcriptions. Lack of available evening hours on the major networks bodes for an increase in daytime programs. Difficulty over talent costs on the outside already is being reflected in the building up of radio's own talent reservoirs. Demand for time is such that broadcasters are doing a better job of selection of program sponsors and of continuity, with perceptible improvement in program quality.

The obvious reason for general optimism, of course, is traceable to the fact that business generally is swinging sharply upward as reflected in bonuses, wage increases and higher prices for agricultural products. These are coupled with the recognized status of radio as a mass medium, together with the increased volume of set sales both urban and rural which have stepped up the average listening hours per set.

Apprehension over use of radio, persistent in former years because of the tactics of radio-baiters and proponents of government operation, has largely disappeared. Investments by broadcasters in new equipment, resulting in improved reception, have tended to stabilize the industry. The current movement by the Federal Communications Commission further to improve the technical structure

Secretary of Commerce Sees Progress



DANIEL C. ROPER

ALMOST coincident with a changed social and economic order in the United States has been the advent of the radio with its vast potentialities for influence on the national life. When we consider the amazing development in the broadcasting field, attended by constantly increasing popularity, we are almost overwhelmed by the responsibilities inherent in such an institution.

Our units of society today are so interdependent and interwoven because of the complications and magnitudes involved, that accurate information on all sides of a question in the interest of the the presentation of the true facts, is absolutely necessary. Segmentary development was a natural corollary of the old order. It resulted in maladjustments that proved to be inimical to national progress through the processes of the American way of life. Since we have evolved from the dependent into the interdependent life of these times, it has become necessary for their own protection as well as because of their responsibilities to the public, that educational facilities shall orient themselves into the broader conception.

Radio will have less difficulty in accomplishing this objective because it was not identified with the independent and controlled, or self-serving conditions of the past. Therefore it is free from selfish and ulterior influences with an obligation to keep its voice clear of any segmentary or selfish warping. It is the only educational facility that reaches through different agencies of approach, the same or continuing audience.

It is gratifying indeed that radio management has definitely sensed this great opportunity for service to all the people of this great nation. I feel sure there will be no compromising with high principle and that radio will continue to take advantage of its inviting challenge by meeting the demands of educational needs for interdependent studies and impartial approaches to a people eager for factual information.

Nothing is more important than this kind of education in a democracy where leaders must come from the people and policies must be supported by the people. We strengthen our democratic institutions in proportion to the full and accurate knowledge we impart to the constituents of democracy.

through power increases and more scientific allocations, also is indicative of a more solid industry.

And as to the old bogeyman "objectionable radio advertising", the statement by Commissioner Ewin L. Davis, of the Federal Trade Commission, one of radio's sternest critics of former years, warrants quoting:

"It is gratifying," he says, "that since the Commission's scrutiny of radio advertising was inaugurated two-and-one-half-years ago, there has been a substantial reduction in the number of radio advertising broadcasts which contain misrepresentations. In the main, radio station managers have shown a commendable spirit of willingness to reject objectionable advertising matter for broadcasting and have cooperated with the Commission in its effort to prevent the broadcasting of false and misleading advertisements."

F. WALLIS ARMSTRONG
President and Treasurer
F. Wallis Armstrong Co.

I ALWAYS have my fingers crossed when it comes to predictions about horse races and elections. To that list I now add "guesses about the future in radio." I believe that 1937 will be one of the best years yet for the broadcasting industry. The demand is particularly alive and growing for artists of high order of talent.

Programs are better than they ever were, and radio equipment has been improved to give the public remarkably clear tone reception. As an agency handling two of radio's foremost commercial broadcasts, we look forward to 1937 for new developments and successes based on known sales results particularly to advertisers who plan intelligently for a proper return from their radio investment.

J. T. AUBREY
President
Aubrey, Moore & Wallace Inc.

BONUSES, wage increases and higher prices for agricultural products are all reflected in increased sales volume of receiving sets, both urban and farm. These new sets should step up the average of listening hours per set and definitely improve average reception. Increased sales by radio advertisers should tend to free programs of excessive commercialism felt necessary in recent depression and thus improve entertainment quality. The presidential campaign proved conclusively the important influence of radio. Therefore broadcasters must not relax their efforts to keep scripts scrupulously clean. Good chain time and time on good local stations will probably prove increasingly hard to get.

EWIN L. DAVIS, Member, Federal Trade Commission



EWIN L. DAVIS

THE ONLY relationship the Federal Trade Commission has to radio broadcasting is its jurisdiction over advertising. The courts have uniformly held that, under the Federal Trade Commission Act, prohibiting unfair competition in interstate commerce, false and misleading advertising is unlawful. The Commission carefully scrutinizes advertising.

It is gratifying that since the Commission's scrutiny of radio advertising was inaugurated two-and-one-half years ago, there has been a substantial reduction in the number of radio advertising broadcasts which contain misrepresentations. In the main, radio station managers have shown a commendable spirit of willingness to reject objectionable advertising matter for broadcasting and have cooperated with the Commission in its effort to prevent the broadcasting of false and misleading advertisements.

MELVIN BRORBY
Vice-President
Needham, Louis & Brorby Inc.

RADIO prospects for 1937 are bright. Radio renders a double service—*first*, to listeners, a service of entertainment and vital information. *Second*, to business, as a means of expanding sales volume and lowering sales costs, through reaching the masses—because radio is a mass market medium.

Most seasoned advertisers have learned that radio advertising must be carefully merchandised. It isn't enough to put a program on the air. With this hard-earned experience back of us, there will be fewer and fewer programs that fail to get results.

The sky and the number of hours in a day, are still the only limits. Advertising ingenuity and showmanship will produce better and better programs (except for the unfortunate tendency to follow the leader instead of creating new devices and new material).

There will always be a need for better writers in radio, as in the movies.

MILTON H. BIOW
President, Treasurer and Radio Director, Biow Co. Inc.

ANYBODY with a sense of showmanship knows where radio is going next year. You don't need a hundred word opinion from me. Eight million new sets sold in 1936, increasing efficiency in many homes and adding radios to many more that didn't have them before and you have an increased circulation as big as any single magazine in America. Add to that the increase in the quality of shows which naturally increases listening audience and the whole question answers itself. The question is adding hours, not adding advertisers.

LEONARD T. BUSH
Secretary and Treasurer
Blackman Advertising Inc.

THE USE of network transcription and spot radio programs by our clients in 1936 increased tremendously over 1935. It is in the cards for a similar increase in 1937. The principal drawback to growth of spot and transcription business is the mystic maze which most stations' rate cards represent. We have had cases where it took a station's own representative a week to figure a rate applying under a given set of circumstances. Simplification and standardization is imperative. The present rate structures leave agencies and advertisers in doubt as to whether some one else is not getting a lower rate for the same thing. Radio is too good a medium to be subjected to this brake. Remove this obstacle and I believe new business will surprise the most optimistic station manager.

EMIL BRISACHER
President and Radio Director
Emil Brisacher and Staff

SINCE all advertising budgets bear a direct relationship to business volume, I believe that radio can anticipate further gains in 1937.

Although radio has had many successes—and naturally its quota of failures — its full productivity has not as yet been discovered by many industrials which will ultimately be sizable users. The writing of radio programs, plus the constant change in program preference, has prevented many advertisers from taking their initial plunge, but the permanency and adaptability of this medium make it ever more tempting.

PAUL BLAKEMORE
President, Coolidge Advertising Co.

IN ANY comment on our radi business for 1936 or 1937, fair ness demands recognition of ou indebtedness to station manager and representatives. The bulk o our radio volume is in spot busi ness. As a result, our contact wit many stations is far closer than i would be if placements were mair ly network. In 1936, we did busi ness with 78 stations. Much o this business has to be done b wire or phone. With a few notabl exceptions, we have had very in telligent help from executives a the other end of the line. Hence credit for such radio volume a we have been able to develop, be longs in large measure to the me whose alert cooperation has en abled us to select facilities an to clear time that would produc results. We anticipate increase radio volume during 1937.

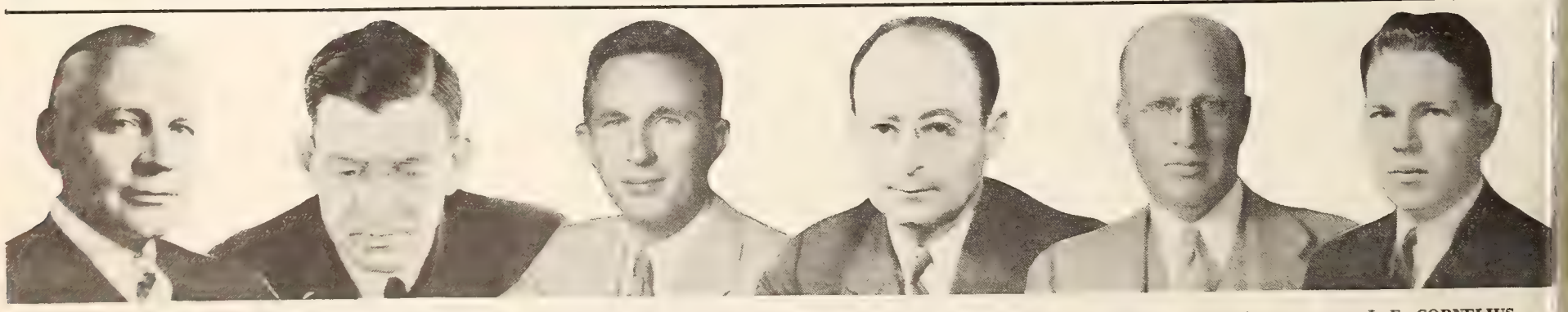
R. V. BEUCUS
Advertising Manager
Andrew Jergens Co.

THE FUTURE of the broadcast ing industry doubtless is mos optimistic. The spectre of constant ly and often unjustified increasin cost of talent is a serious dimme of an otherwise bright picture Some solution to this vexing situ ation, which if it persists mus eventually cause radio advertisin to become unprofitable, must b sought more aggressively both b the industry and the advertiser.

EDDIE CANTOR
Radio Comedian and Counsellor

THE TWO main features o broadcasting next year will b the shortening of commercial an nouncements and breaking of th ice for television. The announce ments will be shorter, more re strained and more to the point Radio producers are at last wakin up to the fact that long-winded an exaggerated advertisements of product antagonize the listener The trend in the other directio has been noticeable for severa months.

As for television, that new enter tainment marvel will be unveile so soon that we will all be sur prised. Television will revolution ize radio, the movies and the stage For awhile motion picture theatre will put away the SRO sign whil people stay at home to play wit their newest toy, the televised ra dio sets. But after a time the audi ences will saunter back to the mov ies for we are a gregarious race Television will bring unpredecente prosperity to the theatre and th actors for it will convey theatrica performances to millions at home When television comes the entir entertainment business may fall in to the hands of the telephone com pany and I don't mean in the hand of the receivers.



FRANK FINNEY, *Street & Finney* · A. E. MEYERHOFF, *Neisser-Meyerhoff* · LEONARD T. BUSH, *Blackman Advertising Inc.* · EMIL BRISACHER, *Emil Brisacher & Staff* · PAUL E. FAUST, *Mitchell-Faust Adv. Co.* · J. F. CORNELIUS, *Financial Advertisers Assn.*



HENRY ECKHARDT, *Kenyon & Eckhardt* | J. L. KILLEEN, *Fitzgerald Adv. Agency* | L. D. H. WELD, *McCann-Erickson* | G. J. DONAHUE, *Richfield Oil Co.* | JOHN PIERRE ROCHE, *Roche, Williams & Cunnyngham* | MELVIN BRORBY, *Needham, Louis & Brorby*

MERLIN H. AYLESWORTH

Chairman of the Board
Radio Keith Orpheum Corp.

RADIO broadcasting should have its most successful year in 1937. Frankly, I feel that the future of radio broadcasting must rest on a sound foundation of excellent showmanship. After all, radio broadcasting is the show business, whether the programs be sponsored or sustaining. Broadcasting companies and broadcasting stations should concentrate on greater showmanship and be on the alert to advise with sponsors and advertising agencies, in promoting well-balanced programs of diversified entertainment on the chains and stations.

Although the recent political campaigns were highly dramatic the radio audience is quite tired of speechmaking, and while it is true that one of the important functions of radio broadcasting is public information in news, governmental affairs, industrial, agricultural, educational and religious programs, this particular service should be so set in the program schedules as to keep the great audience listening at the radio sets.

Listening at the radio is a habit just as attending the theatre is a habit, and the habit is sustained just so long as the public remains interested.

Radio time will be at a premium in 1937 and so will showmanship. Sponsor competition, broadcasting company and radio station competition will help the cause of showmanship, but after all the responsibility rests with the broadcasters.

JOSEPH F. CORNELIUS

First National Bank in Spokane
Editor, Radio Department
Financial Advertisers Association Bulletin

IT IS ONLY natural that I should be primarily interested in radio as it affects banks and financial institutions. The broadcasting industry in my opinion will add the names of many bank and financial sponsors to its books this coming year if it aggressively takes the initiative in developing suitable programs for this type of sponsor. Many banks are eager to use radio but do not quite know how to go about it. They are waiting only for a program that will present them not only effectively but in a proper manner to the public.

HENRY ECKHARDT

President
Kenyon & Eckhardt Inc.

ANYONE who had any doubts about the great power of radio in molding public opinion must certainly have had those doubts dispelled by the election results. And with election results giving convincing proof of the tremendous power of radio and latest radio statistics showing nearly 23,000,000 home sets in the nation, there can be no question but that 1937 will mark the beginning of a new era in broadcasting.

Sponsored broadcasts will set an all-high mark in volume, since advertisers generally are well aware of the vitality of this medium. Popular favor seems to be with the variety and human interest programs.

G. J. DONAHUE

Manager Advertising and Publicity
Richfield Oil Co.

IN THE past 10 years I have watched radio develop from what was generally regarded as a publicity and good will medium into what I know to be a full-fledged advertising force. Our experience in broadcast merchandising during the past six years has proved to us that, when discussing the advertising budget, radio is entitled to the same consideration that we give newspaper, magazine, outdoor and other advertising media.

During 1937, I look forward to many new developments in broadcast and merchandising technique that are bound to be reflected in greater returns for the advertiser and added profits and prestige for the radio industry.

HENRY T. EWALD

President, Campbell-Ewald Co.

OUR RADIO programs during this present year have been gratifyingly successful and we see no reason to doubt that 1937 will witness an even more generous use of the air medium by our clients.

An encouraging note in the increasing use of radio is the marked improvement that is being made by advertisers in what might be called radio technique. Program construction is better and there is less that is objectionable in the presentation of commercial features. National advertisers are recognizing the importance of radio as a disseminating medium and are giving more and more thought to its proper use, with the result that better and still better returns are being noted.

The public wants to be entertained—and it is perfectly willing to be informed—providing the information comes to it done up in a pleasing package and as a natural part of an intelligently worked out program.

I feel quite sure that there may be expected in the coming year not only a larger volume of radio advertising, but a continued improvement in understanding of the medium and greater effectiveness in its use.

PAUL E. FAUST

President
Mitchell-Faust Adv. Co.

WE EXPECT to see great progress in radio advertising in 1937. We feel radio advertisers and agencies face a great responsibility to improve commercials through testing appeals and tracing results and that selling plans which include radio must be constantly improved if radio is to continue to match other media as a merchandising force. We also feel that chains and stations must take active personal interest in plans of advertisers in their territories and in results secured by their stations, their talent and their announcers. Public confidence and advertiser confidence must be fostered and costs kept in ratio to sales results.

C. P. FISKEN

Advertising Manager
Chevrolet Motor Co.

CHEVROLET'S recognition of radio as an important advertising medium is best evidenced by the fact that, in 1936, Chevrolet enjoyed the distinction of sponsoring the world's largest individual radio program, the *Musical Moments* series, starring Rubinoff and his violin, which was broadcast three times per week over 387 stations—the greatest number ever used by any manufacturer on a series of programs. This series is now well into its second year.

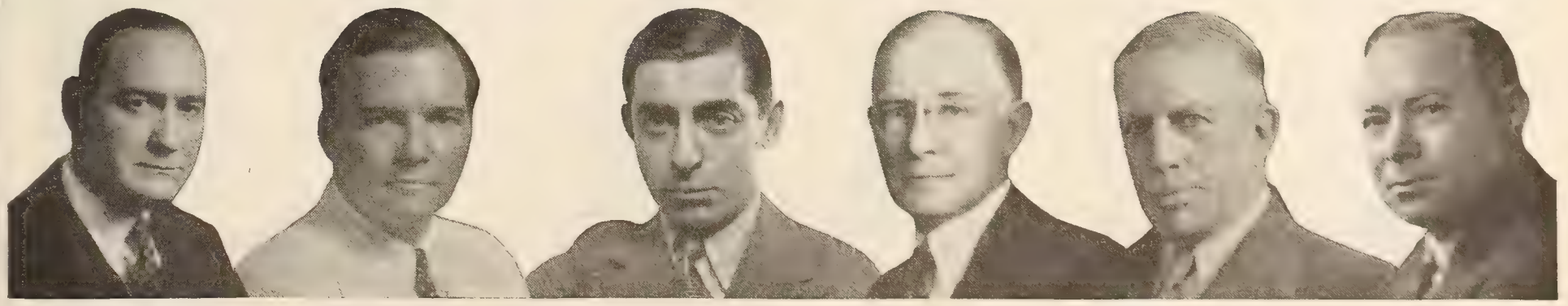
In addition, a half-hour chain program was broadcast weekly through 96 stations, again featuring Rubinoff's music. Chevrolet acknowledges the effectiveness of this advertising in helping its dealers to merchandise more than 1,150,000 new cars and nearly 2,000,000 used cars during the present year.

W. C. D'ARCY

President
D'Arcy Advertising Co.

THE NATION'S steady progress upward as economic conditions continue to improve should undoubtedly reflect in further advancement of radio broadcasting. How great this immediate advancement proves to be depends, of course, upon the intelligence and the astuteness with which broadcasting is applied. From an advertiser's standpoint, radio broadcasting as an advertising medium must be measured by the degree of public confidence and popularity which it enjoys.

There is still much to be done in connection with the development of better and more fundamental types of programs. Judging by the past, all parties who are mindful of the real opportunities in radio broadcasting are awake to this fact, and with a continuation of the effort and interest shown by these various groups I can see no reason why broadcasting should not keep up its amazing record.



HENRY T. EWALD, *Campbell-Ewald Co.* | ARTHUR PRYOR Jr., *BBD&O* | EDDIE CANTOR, *Radio Counsellor* | W. C. D'ARCY, *D'Arcy Advertising Co.* | ANNING S. PRALL, *Chairman, FCC* | DAVID SARNOFF, *RCA*

FRANK FINNEY
Assistant Manager
Street & Finney Inc.

RADIO advertising will grow larger and larger with the years if more attention is given to the preparation of scripts that will make it sell at a profit. The serious menace to radio advertising is too much attention to the building of entertainment and too little to credits that sell merchandise.

If radio advertisers would pretest their selling scripts, radio advertising has a boundless future. But if we continue to give all our thought to building a big radio show and forget the sales phase, I don't believe radio advertising will grow as it should.

R. C. GANO
President
Rogers, Gano & Gibbons

WE HAVE every reason to believe that in the Southwest the radio broadcasting industry will have its biggest year to date, in 1937.

We understand from several leading stations in the Southwest that the demand for time is such that it will be possible to definitely advance standards as regards local programs. The stations will not be compelled to fill in with what they can get but will be able to insist on those who wish time meeting definite program standards.

Tulsa stations have enjoyed very substantial increases in business volume this year, over last, and have every evidence that 1937 will be their best year to date.

FREDERICK R. GAMBLE
Executive Secretary
American Association of Advertising Agencies

TWO YEARS ago and again last year I said that the outlook for radio was bright and I see no reason to change that opinion so far as the outlook for 1937 is concerned.

Two years ago and again last year I suggested four things which seemed to me much needed in the broadcasting field:

1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.
2. Formation of an agency recognition bureau by the National Association of Broadcasters.
3. Extension among broadcasters of the use of 2% cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.
4. Wider acceptance and use of the Standard Order Blank for Spot Broadcasting.

PRALL SEES TECHNICAL IMPROVEMENTS

ANNING S. PRALL
Chairman, Federal Communications Commission

A YEAR of progress has been recorded in radio broadcasting. Today it is more important as an instrumentality of public entertainment, education and enlightenment than any other single medium. Commercially, its progress has continued apace, for without a monetary return there can be no healthy development.

We at the Federal Communications Commission look forward to a 1937 that will make radio broadcasting an even more important public service. Our object is to encourage development of the art and industry through introduction of modern methods and through the regulatory requirement that all station licensees technically measure up to the highest efficiency possible in operation.

During 1937 there probably will be gradual changes in station allocations, looking toward improved public service. What these will be we cannot foretell at this time, but whatever is done will be based upon sound engineering and legal fact. Similarly, there are pending important new developments in fields other than sound broadcasting. These include visual broadcasting or television. The Commission has adopted the policy of proceeding cautiously in this new field with the aim of giving it the proper regulatory start. Today television is labelled on our regulatory records as an experimental service. Not until we are entirely satisfied that it is ready for practical commercial operation will we lift this experimental barrier.

The Joint Committee of Fifteen, representing broadcasters, advertisers and agencies, has made real progress during the last year. Although the estimated number of radio sets is the only material so far issued by the Committee, considerable headway has also been made in the study of radio coverage.

The year has brought us nothing new on the much-needed agency recognition bureau and no progress at all toward wider use of the cash discount. Acceptance of the Standard Order Blank for Spot Broadcasting has improved. I hope further headway can be made in 1937 on all four of these projects.

ROBERT W. GRIGGS
Advertising Manager
Standard Brands Inc.

RADIO seems to be due not only for one of its best years as a business, but also one of its most interesting years for the listener. Originality and innovation are the rule rather than the exception in current programs. With the accent so definitely on human interest, there will probably be considerable experiment — all of which should make happy listening.

A. E. GREENLEAF
President, Greenleaf Co.

IT WOULD seem to me that just so long as keen and versatile minds conjure up new and interesting ways to appeal to the emotions of the public through a skillful blending of entertainment, showmanship and merchandising, just so long will radio continue its onward progress.

CHESTER H. LANG
Manager, Publicity Department,
General Electric Co.
Chairman of the Board
Advertising Federation of America

THERE is little doubt but that 1937 will be a prosperous year for the broadcasting industry. Measured in fiscal terms, I see gains, probably a new high, for all concerned — for broadcasters, advertisers, and advertising agencies.

But isn't that to be expected with widespread business recovery? Newspapers, magazines, and other advertising media will likewise go ahead.

Still I'm wondering if we shall make the progress we should—the progress listeners have a right to expect—technically and artistically. Are we devoting a large enough portion of our resources to engineering devolpments, to program improvement? I for one am not satisfied that we are. After all, we're of age now—if anniversaries mean anything. Ten years and more are a long time in this fast-moving era, and it's about time to stop glowing over all the wonderful achievements that have been made. There are still too many technical deficiencies, too many poor programs, too many blatant and offensive commercial announcements.

As a broadcaster and an advertiser, may I express as a wish for 1937 that we lean more heavily upon the creative ability in our industry to the end that 1937 may be appraised as a year of large gains in technical effectiveness and program quality.

J. L. KILLEEN
Vice President and Radio Director
Fitzgerald Advertising Agency Inc.

DESPITE Mutual Broadcasting System's coast-to-coast venture and the proposed expansion of the NBC-Blue, there will still be a strong demand for nighttime hours. The networks have an educational job in selling daytime hours to consumers and advertisers alike.

"Spot" broadcasting will match strides with the networks in 1937 and improved "spot" shows will mean interesting competition for the networks. 1937 looks like a bright year for the independent broadcaster.

Programs will probably become more "humanized". 1936 brought forth *Husbands & Wives, Goodwill Court, Community Sing* and *Jerry Belcher's Family Interview. Amos 'n' Andy, One Man's Family, Major Bowes* and our own *Hawthorne House* have held their own and should continue to do so.

C. T. LUCY
Advertising Manager
Larus & Bro. Co.

PROSPECTS for the broadcasting industry were never brighter. With business definitely on the up-grade the purchase of receiving sets for the home and auto should be the largest in years. Radio advertising will reach new peaks in volume and high quality, bringing the very best of everything that is good for America into the homes of listeners.

Obsolete equipment will be replaced on a bigger scale; new methods and equipment will take their position in the scheme of things; ways will be provided for additional facilities through engineering achievements, and with television actually around the corner there is no question about a tremendous radio activity in 1937. As an educational, entertaining and political force the radio industry is on the verge of its greatest service yet to mankind.

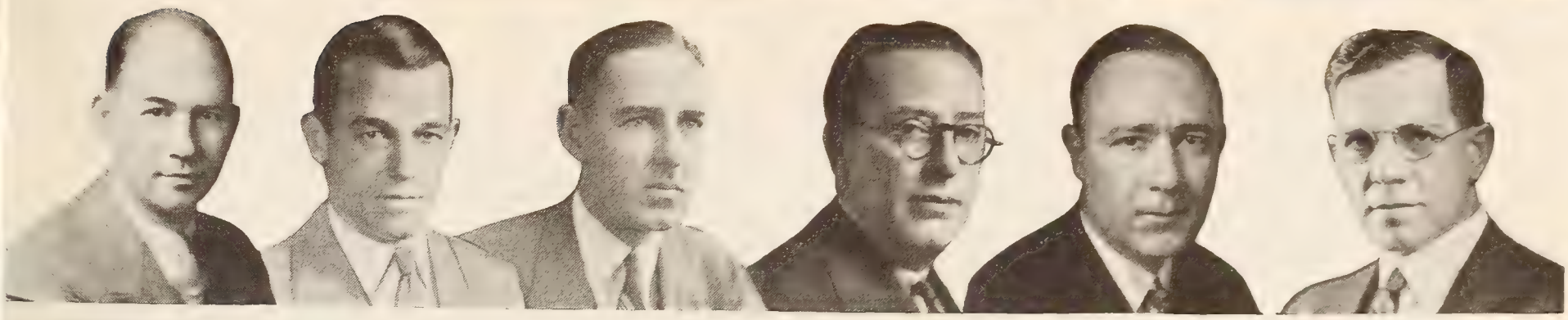
W. VINCENT LEAHY
Botsford, Constantine & Gardner

RADIO broadcasting as an advertising medium has very definitely arrived. Even the die-hards admit this.

1937 will see a greater demand than ever for time on the air. It will be a sellers' market rather than a buyers', as heretofore. There will be greater variety and more refinement in program material. Smart sponsors will cut their commercials to the bone, and the listening public will show their appreciation by purchasing the advertiser's products.



LENOX R. LOHR, *NBC* | CHARLES PRESBREY, *Frank Presbrey Co.* | C. P. FISKEN, *Chevrolet Motor Co.* | F. R. GAMBLE, *AAAA* | J. R. ROLLINS, *Atlantic Refining Co.* | WILLIAM S. PALEY, *CBS*



WALTER J. NEFF
Neff-Rogow Inc.

ROBERT W. GRIGGS
Standard Brands Inc.

THEODORE T. WELDON
Wessel Co.

ELLIOTT McELDOWNEY
Cities Service Co.

M. H. AYLESWORTH
Radio Keith Orpheum Corp.

CHESTER H. LANG
Adv. Fed. of America

EARL GILMORE

President and General Manager
Gilmore Oil Co.

BROADCASTING is an inseparable part of our sales promotion. For nearly six years we broadcast the *Gilmore Circus*, one of the earliest commercial programs on record. For nearly two years we have broadcast *Strange As It Seems* and with this program built a circulation of 550,000 copies for the *Gilmore Cub*, an eight-page color magazine which we distribute from 3500 service stations.

We cover the three Pacific Coast states, reach 65% of the listeners twice each week, distribute by means of radio one of our magazines to every third home on the Coast. What more could we say!

ELLIOTT McELDOWNEY

Advertising Manager
Cities Service Co.

DURING the past several years radio has leaned heavily on talent from other entertainment fields which have rapidly become exhausted. But 1936 has been noteworthy for the discovery of new program ideas and talent within radio itself.

This leads me to believe that the pendulum is swinging, and that in 1937 radio again will develop more of its own talent as it did in the pioneer days of broadcasting. Cities Service, for example, plans to bring Lucille Manners, young star of radio, into the major stardom she so richly deserves. I feel 1937 will see others featuring talent developed from within radio itself.

A. E. MEYERHOFF

President, Neisser-Meyerhoff Inc.

RADIO broadcasting will continue to make great progress as long as the people connected with it continue to feel as they do now — that they have not yet arrived. I know of no successful industry where the people are striving as hard as they are in the radio industry and are keeping their minds open and alert to opportunities for progress.

It seems to me that radio people are extremely open minded to every new mechanical and entertainment possibility. Every amateur writer or entertainer is given a hearing with the hope that something new may be found with which to entertain their listeners. Surely radio is an up-to-the-minute business, and it deserves the further progress that it is bound to enjoy during 1937.

LENOX R. LOHR

President, National Broadcasting Co.

AS THE new year approaches, the National Broadcasting Co. is taking stock, analyzing the possibilities for its second decade in the light of its experiences during its first decade. We are fortunate indeed to have had the first ten years signalized by phenomenal growth, for it has endowed us with a wealth of foundation material on which to base our future development. It is now possible to see farther down the road and plan ahead on sound lines, whereas, to begin with, broadcasting courses were dictated by circumstances which followed no precedents or traditions, making us feel our way at every step.

This business, which has become in so short a time such a tremendous influence in American life and on American thought, must now consolidate for future years the achievements it has accomplished. At the same time that we attain a more mature age in sound broadcasting, the Radio Corporation of America and the National Broadcasting Co. are blazing new trails with the latest child of the laboratory — television. I can no more predict television's development for the next ten years than I could have that of network broadcasting ten years ago. But this I can say —that broadcasting and television will go hand in hand, the former a sturdy industry and a challenge to the newcomer to match its achievements.

DAVID SARNOFF

President, Radio Corp. of America
Chairman of Board, NBC

THE year 1936 has been marked by many milestones of progress in radio. More and better radio instruments of all kinds have been built and sold. Manufacturers of nationally advertised products have affirmed the increased size and responsiveness of the national radio audience by purchasing more time and providing finer programs on the broadcasting networks this year than ever before. During 1936 the new art of television moved out of the research laboratory into the fields of engineering experiments under actual service conditions. Experimental television field tests will be continued during 1937 with many improvements and higher standards. There is every reason to believe that during the year 1937 the progress of radio so significantly demonstrated during the 12 months just passed will continue with accelerated vigor.

WILLIAM S. PALEY

President
Columbia Broadcasting System

THE SOUND economic basis on which American broadcasting is established today gives every evidence of continued growth and strength in the forthcoming year. This economic solidity of the industry will continue to make possible increasingly higher standards of broadcast operation, greater selectivity of program material and constant technical improvement and progressive development which will directly benefit every American listener.

The vital issues of the past year made broadcast direction even more keenly conscious of its public stewardship . . . and the radio audience more actively aware of the great responsibility which rests upon broadcasters in their handling of national and world affairs. As we face 1937, I believe the American listeners are more familiar with and better understand important broadcasting policies. I think there is strong indication of a widespread confidence in broadcasting's integrity and the manner in which we are discharging our responsibilities.

We are living in an era of strong partisan viewpoints, vast social adjustments and rapid economic changes. In 1937 broadcasting will play an increasingly important part in the sound evolution of our democracy. It will be called upon to render a service of great significance in both national and international affairs. It will have an enormous opportunity to interpret to democracy those world events which are challenging the understanding of millions of people upon whose wisdom sound democratic government must rest. As world problems become more involved listeners will turn constantly to their radios as a reliable medium of public information and impartial interpretation of events.

American listeners will have a greater selection of the world's finest talent and artistry. New concepts of entertainment will be brought before them and new personalities will compete for popular acclaim with the old favorites. But I think the coming year will be notable by the use of our medium as a constructive force in political, economic and social affairs . . . by an increase of broadcasting exchange programs with foreign nations. The confidence today accorded our industry by millions of listeners, and their reliance upon us to serve them faithfully, will be a continued challenge to every broadcast operator.

We are facing our greatest opportunities for a broadly useful service.

HARRY PECK

Chairman of Board
Peck Advertising Agency

UNDOUBTEDLY the year 1937 will be the greatest broadcasting period of the industry to date because of the greater acceptance that radio is gaining in the schedules of most all advertising plans, for radio has so definitely become a part of practically every worthwhile household in the land that its influence and guidance on practically all subjects, especially merchandise use and purchase, is more and more being accepted by all classes of manufacturers as indispensable in the moving of their goods off the dealer's shelves into the hands of the consumer.

ARTHUR PRYOR JR.

Vice-President and Radio Director
Batten, Barton, Durstine & Osborn

INDICATIONS are that 1937 should exceed the record breaking year 1936 in the radio industry. Facilities are better. Recent experiments and trends in new types of entertainment will undoubtedly continue and improve, adding to the unprecedented amount and variety of entertainment available at the loudspeaker.

Spot business will probably automatically increase in importance and volume due to lack of available time on networks and better understanding of the medium. The business of broadcasting, already adult, is still growing.

CHARLES PRESBREY

President
Frank Presbrey Co. Inc.

AT THE very outset of the present broadcasting season, commercial network programs of a novelty nature bid for public favor. Although the musical saw and harmonica amateurs seem definitely on the wane, vox populi will undoubtedly continue to be heard in community singing, amateur theatricals, hero medal presentations, fireside and street interviews.

This tendency toward making the audience part of the 'show' will probably become more and more prevalent during the forthcoming year. Public participation in radio broadcasting should increase its consumer acceptance and enhance its value as a profitable selling medium for advertisers.

FRANK E. MULLEN

Director of Public Relations
Radio Corp. of America

ANY evaluation of radio broadcasting today cannot be other than optimistic in character. On every front radio has made remarkable progress. In research, in

manufacture and in the development of services, radio leads. Superior radio facilities are giving the American public a superior radio service and new services are in the offing. If anything, those in the radio industry have been too modest in promoting radio's great values to the industrial world, the scientific world and radio's cultural contributions to our civilization. With radio's forward trend established, the future outlook is very bright.

THEODORE TEFT WELDON
Vice President, Wessel Company

THE GREAT and constant improvement noticeable in the talent and showmanship of radio programs is the key to the growing success of this medium. More than eight million radio sets for homes and automobiles have been sold during the past year, which means that these added millions of people are finding radio indispensable as a means of entertainment and information.

This lure of entertainment holds them receptive to information upon which the sponsors of these programs will depend more and more for the stimulation of business, for the confidence and for the goodwill which keeps the bell ringing in the cash register. Radio in the coming year will reach the consciousness of greater masses of people than ever before with advertising messages which they could not be persuaded to read but which they will hear and heed for their own profit, as well as that of the advertiser.

WALTER J. NEFF
President, Neff-Rogow Inc.

WITHOUT considering any factors other than the increasing acceptance of radio advertising and the general upward trend of business, it seems that 1937 will be another peak year for radio stations and advertisers. With limited network and spot facilities available in the so-called "choice" hours — advertisers will have to exercise keener judgment in the selection of programs and ideas to attract their share of radio listeners.

Because of this, many new and some startling trends in entertainment will make their debut this year. This, in turn, should have its effect in an increased number of listeners, and greater effectiveness of commercial radio programs generally.

LOUIS D. H. WELD
Director of Research
McCann-Erickson Inc.
Chairman Technical Committee
Joint Committee on Radio Research

EXCEPT for 15 months in 1932 and 1933, radio broadcasting has been on the up-swing ever since it came into use, and further increase is anticipated during 1937. The increase for 1937 will probably fall short of the gain for 1936, because the flood of political speeches inordinately increased billings for 1936.

The difficulty of getting popular hours on national networks will probably mean more of a switch to daytime hours and to spot broadcasts. The rising tide of talent costs suggests that radio must develop new professional talent. Increasing number of families owning sets indicates larger audiences than ever.

JOHN PIERRE ROCHE
President
Roche, Williams & Cunnyngham Inc.

WERE THERE desirable time periods to go around, radio broadcasting's appeal to advertisers would undoubtedly hit an all-time high in 1937.

I believe the national chains would do well to consider some means of limiting any one advertiser to a maximum period of 30 minutes which would equalize time competition and further diversify entertainment for the listener.

Unless something of that sort is done, the list of sponsors will be increasingly restricted and the widest benefits of radio broadcasting as an advertising medium will not be enjoyed by both sponsors and listeners.

Certainly there is no question any more as to the advertising productivity of first class radio entertainment combined with plausible commercials.

STUART SHERMAN
Vice President, Pepsodent Co.

PROSPECTS for the broadcasting industry next year appear to be obvious. Sponsors are standing in line raising cain about time availability which will probably mean better daytime radio and a further increase in the use of spot plus third network increases.

Hollywood has arrived as an important adjunct to the radio whirl. We will have better shows, more competition but when the year is over those who remembered "the show's the thing" will have found radio as profitable as ever.

J. R. ROLLINS
Advertising Manager
Atlantic Refining Co.

THE FUTURE of radio has never been so bright as it is at the present time. Advertisers are realizing more and more every day that the ether waves provide one of the best goodwill mediums available.

Backed by an intensive newspaper campaign, our sponsored broadcasts of the East's principal collegiate football games during the 1936 season did more to create new friends and strengthen the bonds of old ones than any campaign since the foundation of the Atlantic Refining Co.

Now that business is definitely on the upturn throughout the country, we believe radio will reap the benefits of larger advertising budgets.

CEDRIC SEAMAN
Advertising Manager
Continental Baking Co.

I AM SORRY that I do not have any views on the prospects of the broadcasting industry for next year. I know that we have what we consider a good radio show, which seems to be doing a good job for us and present indications are that we will continue it.

I also know that most of the good time on the broadcasting chains has been sold and therefore they should have a good year, but I have never felt competent to prognosticate any particular subject and therefore am not in a position to prognosticate concerning radio for next year * * *.

'Broadcasting' Sued For Libel by Payne

Asks $100,000 in Alleging Damages From Editorial

A LIBEL suit for $100,000 was filed in the District Court of the United States for the District of Columbia Dec. 7 by George H. Payne, Republican member of the FCC telegraph division, charging damage to his "good name, fame and credit, both as a private citizen and as an employe and official of the United States" as a result of an editorial carried in BROADCASTING.

Defendants are Martin Codel, publisher, and Sol Taishoff, editor, together with Broadcasting Publications Inc. The plaintiff asks $50,000 as compensatory damages and $50,000 punitive damages through his attorney, Ellsworth C. Alvord, of the firm of Alvord & Alvord, Washington.

The suit is based on an editorial titled "Strange Interlude", appearing in the Oct. 15, 1936 issue of the magazine relating to the commissioner's interrogations of Powel Crosley Jr., operator of WLW, during the October technical broadcast allocations hearings before the FCC.

The magazine and its publisher and editor have engaged counsel and will press for early disposition in the courts.

EDWARD H. WEISS
Manager, Radio Department
Henri, Hurst & McDonald Inc.

UNQUESTIONABLY, radio stations and networks, as well as advertisers, will be faced with a shortage of time during 1937. This points to new stations as fast as they can gain licenses. It forecasts increased wattages for present stations. It will probably result in a better use of shorter periods of time. It certainly will bring about a development of better shows, particularly during the morning periods. It is hardly necessary to say, 1937 will be radio's best year.

Increase in the Number of Radio Homes Brings Estimated Total of 24,269,000


Bond Geddes

TO THE 22,869,000 radio homes in the United States at the beginning of this year [BROADCASTING, July 1], the Radio Manufacturers Association estimates that 1,400,000 will have been added by the end of 1936, according to a statement Dec. 12 by Bond Geddes, RMA executive vice president. He estimates that American radio manufacturers in 1936 will have produced and sold 7,600,000 radios, of which the 1,400,000 went into homes which heretofore have not been radio-equipped.

"All previous records in radio production will be eclipsed in 1936 when the records are complete," said Mr. Geddes, estimating this year's production at 7,600,000 sets and 96,300,000 tubes. The previous peak was in 1935 when 6,300,000 sets were produced and 65,500,000 tubes.

"On Jan. 1, 1937, it is estimated that there will be 24,269,000 radio families equipped, a new high record, but 17,500,000 radio families, or 70%, have obsolete sets, without the modern receivers for short-wave foreign broadcasting. In addition there are about 4,000,000 automobile radio sets in use and many thousands of families have two or more radio sets in their homes.

"Improved business conditions, increased buying power, the 'radio election' campaign, wide increase in interest in shortwave international programs, larger purchases of battery and other sets in rural districts and increased foreign buying of American radio all have contributed to the industry peak being established this year. Improvements in radio broadcasting programs both in the United States and also foreign shortwave broadcasting have been a tremendous stimulus to the trade and the usual holiday sales of large volume are again occurring. Other outstanding factors in the 1936 records are the increasing use of two, three or more radios in the home and the tremendous popularity of automobile radio. About 1,500,000 automobile radio sets were sold this year through an investment by the American motoring public of $65,000,000.

"In foreign countries American radio also is proving more popular. Exports of U. S. radio sets this year will be more than $28,000,000, including about 650,000 sets shipped abroad, an increase of 10% over last year's previous high record.

"In excise taxes the government will be paid over $6,000,000 this year by radio manufacturers, compared with $4,436,000 in 1935.

"Radio prospects for 1937 also are encouraging, including such outstanding features as the inauguration of President Roosevelt next month and the coronation of a British King.

"The 1936 industry records demonstrate that the socalled 'saturation' point of radio is a myth. New sales largely are for replacement but it is estimated that 1,400,000 new homes were equipped this year with radio, an increase of about 6%. Of the 24,269,000 estimated radio families, only about 6,700,000 have modern shortwave receivers to hear international broadcasting, leaving an enormous replacement market.

"Statistics show that 1936 sales increased about 30% over those of last year to an estimated retail value, including exports, of about $430,800,000, compared with $332,300,000 last year. It is estimated these sales will be divided as follows: Receiving sets, $315,800,000; tubes, $70,000,000, and radio parts and accessories, $45,000,000. While the 1936 set production of 7,600,000 is a new record in number, the dollar volume is comparatively smaller because of the greatly reduced prices, despite vast improvements in radio products in recent years, but the 1936 dollar volume is the largest since 1930."

JOHN LINER, artists' representative of Boston, is furnishing the comedy script material for the new Amos 'n' Andy *Minstrel Show* heard over NBC on Fridays for Pepsodent.



A Lesson in PERSPECTIVE!



IN THE ABOVE PICTURE it looks as if the T.W.A. plane covers Kansas City—the buildings are dwarfed, the airplane spreads its wings over an immense area . . .

BUT — it's only a trick of perspective as anyone can easily tell!

Likewise, with all the surveys, figures and claims of first place made by Kansas City radio stations, it would appear that every radio station is giving complete Kansas City coverage every hour of the day and evening.

Surveys deceive — there's the trick of perspective — but *results don't deceive.*

WREN states its case very simply. We do not claim complete coverage — but we do believe we are doing a darned good job of selling in the 90,000 square miles which "includes Kansas City — a dozen minor cities— and a huge farm populace." We know this from (1) Results obtained and (2) the high percentage of repeat business given exclusively to WREN.

Moral: Don't be fooled by surveys—broadcast for results!

Only NBC Blue Network Outlet Between Denver and St. Louis.

WREN

Transmitter located 18 miles west of Kansas City — centrally located to serve Eastern Kansas and Western Missouri.

Industry Group Leaders Join in Forecasting Banner 1937...

C. W. MYERS
President
National Association Broadcasters



C. W. Myers

1937 dawns as "Victory Year" for the broadcasting industry.

Steadfast neutrality in the political campaign of 1936 justified an increased public confidence in radio. The industry will be true to this trust in 1937.

Now recognizing broadcasting as a "major medium", advertisers and agencies will spare no expense in competition for the radio audience with the greatest orchestras, and stars of stage and screen. 1937 will be a year of mighty productions on the air.

However, the great network shows will not diminish the importance of local productions and especially local personalities. On the contrary the interest in stations which perform civic services and present the best local talent will increase as the radio audience grows.

1937 will see further steps taken in the removal of everything objectionable from radio programs, the organization and improvement of educational programs, and the elimination of so-called controversies or misunderstandings between educational and religious groups and the American plan of broadcasting.

EDWIN W. CRAIG
Vice President, WSM, Nashville
Chairman Clear Channel Group



E. W. Craig

WE ENTER the new year with the greatest improvement in radio technique, talent, and technical equipment in the history of the industry.

Under the American system of broadcasting we have truly made "a neighborhood of a nation". At no cost to the listener, we are bringing to even the most remote and humblest farm home, the world's finest and most expensive entertainment; the daily reports of the market place; the utterances of public men; the findings of educational research; we are bringing news when it happens and in many cases, from where it happened. The nation is better informed because of radio; it is truly the voice of democracy of the people and for the people, giving to all the right to be heard as well as the privilege to listen.

We shall ever remain mindful of the ultimate objective of all broadcasting; of all grants assigned to our stewardship; that of public service. We believe the industry goes into the New Year resolved to continue along these lines; to improve, to develop additions to the service we are now giving co-extensive with technical advances.

It will be a great year for broadcasting; a great opportunity for all broadcasters to earn even more of the measure of goodwill they have already won from the American public.

ALFRED J. McCOSKER
Chairman of the Board,
Mutual Broadcasting System



A. J. McCosker

NOTWITHSTANDING my predictions of a year ago for 1936 — that we could hardly expect during 1936 to duplicate the strides of 1935 in commercial broadcasting — we transcended that record. And I am firm in my belief that 1937 augurs equally well for radio.

The general outlook in radio indicates consistent advancement, not only commercially, but in educational, cultural and musical fields.

As an advertising medium, radio is now firmly established. No longer need the broadcasters stress the success stories and "results" in sales. Now they can concentrate on excellence of presentation, novelty of entertainment and originality of idea. This, without question, means that radio will improve.

In our own particular corner, 1937 will be a most important year to the Mutual Broadcasting System, for the last three days of this year mark the inauguration of our coast-to-coast coverage, and 1937 will see our network even more firmly established in the national scope of radio.

I believe one of the most significant aspects of the last year's advance in radio has been the acceptance of Mutual's concept of operations, with its individually owned stations and cooperative business basis. Advertising agencies and clients have showered approval on Mutual's policies, and our expansion in 1937 will mean greater possibilities for service to clients and the listening public alike.

MUTUAL Broadcasting System, New York, effective Dec. 15, has appointed Fletcher & Ellis Inc., New York, to handle its account.

ROY C. WITMER
NBC Vice President in Charge of Sales



R. C. Witmer

YEAR after year the broadcast advertising industry forecasts, and later rings up on the cash register — the "biggest year in history". So far as I am able to foresee, 1937 will be no exception to the rule. Public interest in radio is greater and more sustained than ever before. The number of radio families is constantly increasing and with business generally showing a decided upward trend, these families have more money than ever with which to buy advertised products. Not only are we looking forward to a continuation of the steady and sure progress which we made during our first ten years, just ended, but there is every indication of further increases in daytime advertising and a summer even better than the record-breaker of 1936.

P. L. DEUTSCH
President
World Broadcasting System Inc.



P. L. Deutsch

THE 1936 statistics speak volumes for 1937 broadcasting prospects. Having enjoyed a healthy, consistent growth during the past year, radio can look forward with unqualified optimism.

World Broadcasting System is proud in the belief that its contributions to that growth offer still greater possibilities for advertisers, radio stations and listeners alike. The development of selective broadcasting, making radio available to every size and type of advertiser, means increased income for every station—a broader base on which the entire industry may build.

Transcription libraries, now serving 450 stations, lend to local radio a solidity, a security founded on better programs, larger audiences, more economical operation, more advertisers, and greater sales results.

All these factors, proven facts in 1936, presage a happy and prosperous 1937.

HUGH K. BOICE
CBS Vice President in Charge of Sales



H. K. Boice

EACH year in radio's history audiences have grown and have increased their periods of habitual listening. Each year programs have improved, and the facilities for broadcasting them have kept pace with the improvement. Today, advertisers know that good programs with worthwhile sales messages will reach vast responsive audiences regardless of competition on the air. They know that radio's nationwide audience, already close to complete saturation of the country's population, is big enough to "go 'round".

Their confidence — based on a solid foundation of experience—is the one sound explanation of why the broadcasting industry stands today at the peak of its achievement; of why radio can expect even greater accomplishments in 1937.

ARTHUR B. CHURCH
Chairman NAB Committee of Five
Joint Committee on Radio Research



A. B. Church

THE YEAR 1937 will be radio broadcasting's greatest year both in dollar volume and, far more important, in stabilizing the industry. NAB standardization efforts of several years ago will begin to show fruition. That lusty infant, the new Sales Managers Division of the NAB Commercial Section is rarin' to go and will see to it that station owners get things done. Advertisers and agencies are just as anxious to help get radio advertising on "an easy to buy—easy and successful to use" basis as are radio executives. The joint efforts of the NAB, ANA and AAAA have already begun to show results and 1937 should see real progress on standardized methods of determining station coverage and circulation. Both buyers and sellers of the radio advertising medium now fully realize cooperative effort is desirable and necessary if advertisers obtain full advantage of this great productive low cost medium.

Broadcast Time Sales for Nine Months Increases 18.2% Over Figure in 1935

BROADCAST advertising income for the first nine months of 1936 increased 18.2% over 1935, with all portions of the medium enjoying gains as compared with the 1935 period, according to the NAB. Income for the third quarter of 1936 totaled $22,768,118, as compared with $17,155,350 last year, a gain of 32.7%.

Expansion of 33.2% during the quarter was experienced by non-network advertising with network volume rising 32.3%, regional network 35.1%, national non-network 35.2% and local 31.3%.

Radio showed the largest increase of any medium during the third quarter, the 32.7% comparing with 15.4% for national magazines, 25.3% for national farm papers and 12.9% for newspapers.

Gains by Rendition

ALL TYPES of rendition shared in the third quarter gain, transcription volume rising 36.8% over the same period a year ago, live talent 31.3% and announcements 34.6%, with record volume up 19.7%.

Transcription and live talent business showed the largest climb in the local field, 43.4% and 40.9% as compared with the third quarter of 1935, while record and announcement business jumped 13.7% and 19.2%. Pronounced gains were registered in national non-network announcement and record volume, amounting to 78.5% and 71.9%, followed by transcription and live talent increases of 35% and 21.8%.

Increases were shown for the third quarter in all types of sponsorship, principally automotive, beverage, confectionery, financial, soap and kitchen supply, radio set and tobacco advertising. Retail volume rose 25.3%.

Total broadcast advertising volume for the third quarter follows:

	1936	*1935*
National Networks	$12,503,699	$9,451,157
Regional Networks	346,219	256,203
National Nonnetwork	4,877,300	3,607,935
Local	5,040,900	3,840,055
Total	$22,768,118	$17,155,350

CBS Cuts Melon

AT A MEETING of the board of directors of CBS Dec. 10, a quarterly dividend of 50 cents and an extra cash dividend of $1.30 a share was declared, payable Dec. 21 to all stockholders of record.

JAMES W. BALDWIN
Managing Director
National Association of Broadcasters


J. W. Baldwin

VOLUME: Present indications are that the radio broadcasting industry will gross more than one hundred million dollars during the year 1936. Barring generally severe weather which might adversely affect the retail trade the NAB Business Index points to a gross for the year of about $103,500,000.

Stability: Just as 1936 will witness the greatest gross business in the history of radio broadcasting so this year will be recorded as a period of important capital expenditures by the broadcasters. The vast sums expended by the broadcasters this year for the erection of the more efficient vertical radiators; purchase of new transmitters and studio equipment; and the purchase of land and the construction of permanent type buildings to house transmitting equipment, bear testimony to the confidence and courage of owners and insures greater stability.

Research: As the medium has grown, it has emerged from the trial and error stage to a point where principles regarding its use as an advertising medium have been formulated and applied. These principles have been based upon experience, supplemented by a great and varied volume of research which broadcasting has conducted and which place it in a position to furnish the advertiser with at least as much information as is supplied by any medium. Continued efforts in this direction, undertaken cooperatively with the advertisers and the agencies should be of great value both to the buyer and the seller.

Programs: The year has been marked by important improvements in the use of commercial credits. Advertisers unwilling to conform to standards appealing to the sensibilities of listeners and truthful advertising have been denied the use of the air. Syndicated program service via electrical transcriptions have made for more effective use of radio by retailers.

Rates: Rates have lagged considerably behind the increase in the number of radio families.

1937: We should witness next year a substantial increase in the volume of all radio advertising, particularly in retail, regional and national spot advertising. Greater selectivity may be expected in the acceptance of accounts. The competitive basis of broadcasting will continue to supply American radio families with the best talent available. With its improved and enlarged facilities and increased circulation radio broadcasting again will be a major factor in reaching new and richer markets.

ABOUT 150 employes of WOR, Newark, who have been with the station continuously since last July 31 or before, received a Christmas bonus of one week's basic salary on Dec. 10. Those employed after July 31 received one-half day's pay for each month worked between August and December.

GERALD KING
President
Standard Radio Inc.


Gerald King

ACCEPTING the universal belief among radio leaders that 1937 and the future is going to be better and brighter than ever before I confine myself to a few remarks about electrical transcriptions.

Transcriptions, leaders for 1936 in percentage gains in radio, will lead in 1937 by even a wider margin. I base this on these things:

(1) Our company signed more stations in the past four months to our library service than we did in our first four months when we had but a single competitor in the field.

(2) Advertisers are definitely breaking away from the long fostered belief that a network program covered the country. It can only be covered completely by the transcription method.

(3) The stigmatizing transcription announcements in the public's mind, now has become a seal identifying the program as a better rather an inferior one.

FRED WEBER
General Manager
Mutual Broadcasting System


Fred Weber

FROM $750,000 to $60,000,000 is the sum representing the growth in annual billing of national networks from the first records available up to the year 1936.

Broadcasting is proud of this record because it is evidence of successful effort to serve the listener and the advertiser.

Network broadcasting began its existence almost simultaneously with the peak of regularly recurring American prosperity, and gathering momentum it found itself thriving amid the full cycle of a business depression. Now, 1937 represents the first year in the established existence of network broadcasting that general business is paced to a comparable forward trend.

Sincere, forceful and entertaining advertising must guide expenditure of the increased earnings resulting from business progress. Radio, as it developed, in the past ten years, has anticipated its position as a productive medium to meet this requirement of increased advertising expenditures. Thus, it must serve the manufacturer and the distributor during his development stage with economic facilities keyed to reaching spendable income.

With the approach of 1937, of the three networks — two senior companies announce changed station affiliations, new transmitter installations, augmented studio facilities—the third launches coast-to-coast expansion with station affiliation additions and new programs.

The FCC reviews the testimony of the broadcasting industry revealed in a sweeping hearing that propounds the question of power development and progress by radio stations. The radio manufacturer works to reduce the costs of improved receivers.

The listener prepares to enjoy an even more consistent, diversified standard of entertainment. Business will afford the listener with income for generally increased expenditure. Therefore, for the first time, a fuller opportunity will be available for "purchase" expression of "listener" appreciation of entertainment provided without cost and intended to keep pace in enjoyment with the progress of this nation.

JOHN SHEPARD 3d
President, Yankee Network
Chairman, Regional Station Group


J. Shepard

JUDGING by present indications the broadcasting industry in 1937 will be confronted with the problem of meeting a demand which is greater than the supply. The indicated plans of advertisers and their agencies contemplate the use of radio to a greater extent than ever before. Network, spot and local radio advertising will undoubtedly reach a new peak and during the coming year we expect to see a more effective utilization of radio broadcasting.

The surge of business will take in early morning and late evening time brackets which formerly occupied a very marginal position in the minds of the advertiser and very probably the length of schedules will be extended so that the summer slump will be of shorter duration than in past years.

Radio stations will still have to solicit business on a competitive basis but we believe that with the volume of advertising which may be expected the factors of effective servicing of accounts and business-like operation of individual stations and networks will become more and more important than ever before.

EDWARD A. ALLEN
Chairman
National Independent Broadcasters


E. A. Allen

1937 in my opinion promises a volume increase undreamed of 12 months ago for the radio industry as a whole. With the wheels of industries gaining momentum daily, with the large industries expanding, paying larger dividends and increasing salaries, nothing can stop a tremendous increase in retail sales throughout the nation.

The natural inclination of the retail merchant is to increase his advertising when business is good. The smart local station operators are making their plans now to take advantage of this changed condition and I predict that for the first time, local stations who are on their toes will have all the business they can take care of, and a better class of business during 1937.

F. RICHARD ANDERSON Jr. for the last four years a member of the NBC press department in New York has been transferred to the station relations department.

DONALD FLAMM
President
Inter-City Broadcasting System

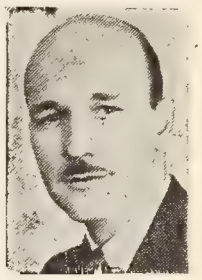

Donald Flamm

NO MATTER how long one has been connected with broadcasting, each month sees some new point learned, some new technique discovered and adapted. For that reason 1937 will be the greatest year in radio.

Greater use of spot pickups, more programs of the human interest type, and more diversification of programs will mark the broadcaster's contribution to a new radio year.

From the reporter of prize fights to the magic carpet that takes the world to the inauguration of a President, radio has progressed far in the past few years. It will continue to grow and develop this year with the greatest developments on the side of human interest programs, rather than in the development of musical presentations or comedy hours.

PAUL F. PETER
Secretary
Joint Committee on Radio Research


P. F. Peter

THE YEAR 1937 seems to hold bright prospects for the broadcasting industry. Improved general conditions should increase buying and therefore stimulate advertising. The tendency will be for broadcast advertisers to intensify their campaigns through increased appropriation. Also, new broadcast advertisers will be attracted.

The reaction on the broadcasting industry undoubtedly will be a tendency for the now crowded networks to confine their facility use to national campaigns, moving sectional advertisers to regional networks or "spot" use. A stimulated retail market will materially benefit local broadcast advertising. The work of the Joint Committee on Radio Research, in developing fundamental information on broadcasting as an advertising medium should materially contribute to the industry through improved understanding of radio's potentialities by advertisers, agencies and broadcasters during 1937.

C. LLOYD EGNER
Manager, NBC Transcription Service


C. L. Egner

JUDGING by the interest in recorded programs for both national spot and local use, I have every reason to believe that 1937 will see a continuation of the tremendous gains in business that we have experienced in 1936.

An ever-increasing number of advertisers is using spot broadcasting, and it is encouraging to see the number of small advertisers, heretofore not using radio, now using it for the first time. These small users of today will become the important accounts of the future.



THIS

SHOWN IS A MISSOURI "ONE MILL" RETAIL SALES TAX RECEIPT

Printed on heavy card board and slightly smaller than the common milk bottle cap, these tokens are used by consumers to pay the 1% Missouri State Retail Sales Tax.

PLUS THIS

PEOPLE LIVING IN THE *32 COUNTIES IN THE RICH, CENTRAL SECTION OF MISSOURI

Paid $83,224.00 into the Missouri State Treasury in August of 1936 in Retail Sales Taxes by means of these Tax Tokens.

*These are the 32 counties lying between the St. Louis and Kansas City Retail Markets and not adequately covered in total by media of either city or of cities within the 32 counties.

$83,224.00 RETAIL SALES TAX IN AUGUST 1936

EQUALS THIS

RETAIL SALES APPROXIMATING — 100 MILLION DOLLARS ANNUALLY

SIMPLE ARITHMETIC QUICKLY REVEALS THAT THE PEOPLE LIVING IN THE RICH, CENTRAL PART OF MISSOURI SPEND OVER 100 MILLION DOLLARS ANNUALLY IN RETAIL STORES

(August Total Over 8 Million Dollars—$83,224x100)

Radio Station **KFRU** at Columbia, Mo.

630 Kilocycles, 1,000 Watts (500 Watts Night Time)

CENTRAL MISSOURI'S ONLY RADIO STATI ON COVERS THIS RICH, CENTRAL MISSOURI MARKET, EFFECTIVELY, EFFICIENTLY AND ECONOMICALLY

We will gladly send a market data manual, giving facts and figures concerning these 32 counties, to interested executives . . .

Address Radio Station K F R U at Columbia, Mo., or National Representatives:

Wilson	Dalton	Robertson
Kansas City	Chicago	New York

KFRU is owned and operated by the St. Louis Star-Times Publishing Co.

WREN Is Acquired By Kansas City Star

Price of $295,000 Involved; Dean Fitzer to Be Manager

SALE of WREN, Lawrence, Kan., to the Kansas City Star Co., operating WDAF, Kansas City, for $295,000 has been consummated subject to FCC Broadcast Division approval, it was learned Dec. 4. An application for transfer of 100% of the stock of the WREN Broadcasting Co. to the newspaper company or its individual stockholders was filed with the FCC.

WREN operates on 1220 kc. with 500 watts day and 1,000 watts night. It is the Kansas City NBC-Blue outlet, and is owned by the Jenny Wren Milling Co. Vernon H. (Bing) Smith, an executive of the milling company, is director.

WDAF is the NBC-Red network outlet in Kansas City and is managed by H. Dean Fitzer. The newspaper long has been desirous of procuring a second station in the area. Presumably, the stations would be operated jointly upon approval of the transfer. So far as known, it is the intention of Mr. Smith to devote his entire time to the Jenny Wren Co. affairs rather than to reenter broadcasting. It is understood also that the intention of the *Star* is to remove the WREN transmitter to a site closer to Kansas City but to retain studios in Lawrence.

Five Year Lease

THE CONTRACT between the *Star* and the WREN Company provides for a five-year lease of the first floor of the WREN Building in Lawrence, in which studios and offices will continue to be located. Lawrence is 40 miles west of Kansas City, but the station's transmitter and towers, equipped with new RCA apparatus throughout, are about nine miles east of Lawrence. WREN has been a member of the Blue network since 1927.

Mr. Fitzer, as director of radio for the *Star*, will assume management of both stations, upon FCC approval. The *Star* has operated WDAF since 1922 and was the second newspaper in the country to ally itself with radio, following the lead of the *Detroit News*, operating WWJ.

WDAF now is undergoing complete technical modernization. It is erecting a 425-foot Blaw Knox vertical radiator and installing a high-fidelity Western Electric transmitter on the 52-acre tract, eight miles from downtown Kansas City.

Sleetex Spot Drive

SLEETEX Co., Inc., New York (Sleetex, windshield sleet remover) from Dec. 1 to Jan. 4 is running a series of one-minute announcements on 16 stations and a five-minute sports broadcast on WWJ, Detroit. The announcement schedule varies from one to eight times daily, five to seven times weekly. Stations on the one-minute schedule are: WBZ-WBZA, WGR, WKRC, WGN, WTAM, WHKC, WDAF, KOA, WTCN, KYW, WCAE, KSD, WFBL, WMCA, WBAL. Humbert & Jones, New York, placed the account.

PRINCIPALS IN NBC-WLW SHIFTS



ALFRED H. MORTON



WILLIAM S. HEDGES

Morton Heads NBC Operated Stations As Hedges Resigns to Go With Crosley

PROMOTION of Alfred H. Morton, since 1934 manager of the NBC program department, to succeed William S. Hedges as executive in charge of NBC-owned and operated stations, was announced Dec. 10 by President Lenox R. Lohr. The announcement followed resignation of Mr. Hedges Dec. 3 to become vice president of Crosley Radio Corp in charge of broadcasting. Mr. Hedges thus becomes general manager of the 500,000-watt WLW, world's largest station, and WSAI, Cincinnati.

In announcing the promotion of Mr. Morton, President Lohr disclosed that the NBC organization is being changed, and that a separate department of owned and operated stations will be created, effective Jan. 1, when Mr. Morton assumes the post. This department will report direct to the NBC president instead of to a vice president.

Mr. Lohr praised highly the work of Mr. Hedges. He declared he had done a commendable job in taking over the owned and operated stations in 1934, at a time when they were showing no profit as a group. During the ensuing period, he declared, the stations have grown in stature and earning capacity and now represent a substantial part of NBC income.

Mr. Hedges' appointment was announced by Powel Crosley Jr., as effective Jan. 1. It brings together two of the founders of the NAB, which was established in 1923. At the organization meeting Mr. Crosley represented WLW and Mr. Hedges WMAQ, Chicago, then owned by the *Chicago Daily News*, of which he was radio editor in addition to his managership of the station. Mr. Hedges has been with NBC for the last five years, joining it when WMAQ was purchased by NBC in 1931. During that tenure he has been manager of WMAQ and WENR, Chicago, then manager of KDKA, and assumed the post of general manager of all stations operated by NBC in 1934.

Active in industry affairs, Mr. Hedges served as president of the NAB for two terms and as chairman of its executive, legislative and copyright committees. In his new work he will have complete charge of all broadcasting activities of Crosley. Lewis M. Crosley, brother of Powel Jr., is vice president and general manager of the corporation, and since John Clark's resignation has supervised broadcast operations, with Frank M. Smith as general sales manager.

In his new post Mr. Morton will have direct supervision over the following owned and operated stations: WEAF, WJZ, WBZ, WBZA, WRC, WGY, WTAM, WMAL, WMAQ, WENR, KYW, KDKA, KOA, KGO and KPO.

Mr. Morton, a graduate of the University of Illinois and Columbia University, has been with RCA or its subsidiary companies since 1921, having left General Electric Co. in 1919, where he had served after resigning as a captain in the army during the World War. In 1921 he was made manager of the Washington office of RCA, where he supervised the construction of WRC, its first broadcasting station. In 1923 he was transferred to New York to head the commercial department of RCA Communications Inc., where he served until 1929 when he was made European manager of RCA at Paris. There he arranged the first regular international rebroadcast from the Paris International Exposition.

Apples on Discs

WASHINGTON STATE APPLES Inc., Wenatchee, Wash., on Dec. 18 starts one-minute dramatized transcription announcements on approximately 40 stations throughout the country. Two or more daytime announcements will be used on a staggered schedule during a six day pre-holiday campaign. This is the first extensive radio campaign of the recently organized cooperative of Washington State apple growers. J. Walter Thompson Co., Seattle, handles the account.

Two Local Stations Authorized by FCC

El Paso and Prescott Grants Bring Year Total to 56

TWO MORE new radio stations, both in the local category, were authorized by the FCC Broadcast Division at its Dec. 1 session, thus bringing to 56 the total number of new radio stations authorized during this year [see complete tabulation in Dec. 1 BROADCASTING].

Reaffirming its earlier grant, which had been suspended pending rehearing on the opposition of KTSM, El Paso, Tex., the Commission sustained Examiner Hill's recommendation and granted Dorrance D. Roderick, publisher of the *El Paso Times*, authority to erect a full-time 100-watt station on 1500 kc. The station will be known as KTEP.

New Prescott Station

AT THE SAME TIME it authorized the Southwest Broadcasting Co., Prescott, Ariz., authority to erect a new 100-watt night and 250-watt day station on 1500 kc. in that community. President of the corporation is Albert Stetson, local theater man. The application of W. P. Stuart, publisher of the *Prescott Courier*, for the same facilities was denied. In both cases Examiner Seward was sustained.

Mr. Roderick on Dec. 7 applied to the FCC also for a new 1,000-watt station to be operated on 940 kc. in El Paso, which probably will be set for hearing.

Among other applications filed during the last fortnight and awaiting hearing were one by Chase S. Osborn Jr., son of the former governor of Michigan and a retired newspaper publisher, seeking a permit for a new 500-watt station on 1440 kc. in Fresno, Cal., and another by the Vancouver Radio Corp., headed by Sheldon Sackett, for a new 250-watt daytime station on 880 kc. in Vancouver, Wash. Mr. Sackett is publisher of the *Coos Bay Times* in Marshfield, Ore., and the *Oregon Statesman* in Salem, Ore.

Another application, that of the *Santa Barbara* (Cal.) *News-Press*, seeking 500-watts on 1220 kc., was reported favorably Dec. 8 by Examiner Hill as a result of a hearing Oct. 1.

NBC Owned - Operated Group Boost Spot 22%

GROSS revenue from national spot and local advertisers (non-network) on the 15 NBC owned and operated stations in October was estimated at $373,986—22% higher than the same month last year. This represents the largest revenue from this source for any October, and the largest figure for any month in the history of NBC. The total revenue for the first 10 months of 1936 is up 57% over the corresponding total in 1935. National spot advertisers accounted for $231,042, an increase of 19% over October, 1935. Local advertisers accounted for $142,944, with political interests responsible for part of this amount. Significant, however, is the fact that the local income from regular commercial sources alone stands at a higher figure than ever before.

Polly's Participating Program Pays

In Fact, KSTP Feature Is So Popular That Sponsors Must Toe the Mark or She Will Spurn Them

By KENNETH M. HANCE
Assistant General Manager, KSTP, St. Paul

MANY a station manager, trouble-shooting a participating program that has become afflicted with falling-off of the sponsor, has decided to ask Polly what to do. Around KSTP, Polly (Edith Shedlove) has been a fixture for several years. Now rounding out her fifth year, she has many contracts sold far into 1937. Here are the secrets of Polly's success with her cooperative program.



K. M. Hance

HOW can a participating program be made to pay, to be so successful from a listener and advertiser standpoint that it will continue on the air, and how can it be kept from "wearing out" after a year or less?

This question, in one form or another, has been asked innumerable times in the past few years. Stations in other cities have even sent representatives to KSTP to meet our *Polly the Shopper*, to get her advice and coaching, and to hear her on the air.

We have learned that while a participating program is strictly a "one-man" show, there is much that is required of that one person. If all the requirements were listed they would sound like a resume of the station staff, excluding the engineers.

And They Stay

THE CONDUCTOR of a participating program must be able to "sell", on the air, and off. She must be able to write continuity. She must be a merchandiser, knowing what will make people respond. She must have a charming, pleasing voice—one of which people will not tire. And she must be able to "sell" her advertisers and *keep* them sold. (That Polly does this is attested to by a glance at her schedule for the current week. Out of 15 advertisers on her program, only one is a new contract—all the rest are renewals, several of them having been with her since her very first year on the air.)

When KSTP's salesmen present Polly's program to an advertiser they describe her as "the girl with 'it' on the air". In an intangible sort of way, that covers it, for she has these several years constantly increased her large audience of loyal, feminine listeners, and with straight commercial chatter! A peppy, lilting theme opens and closes her 15-minute period, but aside from that, it is what she says and how she says it that holds her audience.

Polly's enthusiasm is boundless, and she's always sincere. When one listens to her on the air, it is apparent that she herself is sold on everything she's telling you, and you're conscious of her vibrant personality. She has an emotional quality, too, which one advertiser referred to as "spiritualized emotion". There's a straightforward, friendly, helpful attitude, and the virtues of an advertiser's product or service are simply and clearly explained.

Here is a subtle form of selling, because the listener is made to believe that Polly is boosting one thing or another, not because the advertiser asked it, but because Polly herself has discovered these good things and wants her friends, her listeners, to know them. This



POLLY

form of presentation represents the most valuable form of testimonial advertising.

The *Polly the Shopper* program on KSTP has maintained an unusually high standard of accounts. This has caused us the occasional loss of an account, but in the long run, the gain has been far greater than the loss. Early in Polly's experience at KSTP, a salesman brought in a 26-week contract for a retail shoe store.

She Spurned a Sponsor

POLLY checked up on the store and came back saying that she would not put this account on her program. Asked why, she said she did not want her listeners to think she wanted them to go there, and she spoke of the store's undesirable neighborhood, poor air, uncomfortable chairs, wholesale instead of individual attention, and a string of other reasons. We chalked this up to temperament, and because she seemed so disturbed about the account, we offered them a different service.

Another time, however, she rebelled when she was offered an account that was then on the other Twin City stations, and which we felt was a desirable account. However, the account was placed on her program, and after one broadcast was taken off immediately. We realized than, as never before, that Polly herself must be sold on an account before she'll really put it over. Her voice, in speaking of that particular account, almost carried an apology, and all her copy was about what "someone else" had told her, and never once did she speak as though she were recommending it to her listeners.

Today the salesmen know that Polly must be sold on an account before she'll do her best, and they've found it well worth their while to try to sell her, for once she is really sold, she'll put it over with her audience.

Her audience mail is amazing, for both quantity and quality. The first mail brings 500 letters frequently. But even more important than her mail is the immediate, direct results obtained by advertisers. The women come into the stores saying, "I heard *Polly, the Shopper* talking about your new sweaters, and I'd like to see them", or, "I want to see that black hat with the red feather that Polly tried on yesterday". Women have even left their names and addresses in stores asking that Polly be told that that they followed her advice and made certain purchases.

This faith of her audience has been built, fostered and maintained by a constant rendering of service. Polly has kept herself alert to the newest style details, and relates them simply and intelligently. If she thinks a new style is a bit idiotic or impractical, she doesn't hesitate to say so. She injects humorous, personal items, and each morning she recreates the illusion of a gay and friendly visit, instead of being "high-hat" and trying to impress her listeners with the fact that she's talking over the radio.

Satisfying Skeptics

HAVING traveled coast-to-coast, and having met celebrities in many fields (a good number of whom she has interviewed over KSTP) Polly has a large fund of rich, personal experiences and mental impressions on which to draw. She has a flair for ad-libbing, and often, while reading from copy, if she gets a flash, she'll bring in entirely new ideas and enlarge upon the original theme.

Whenever we run into an advertiser who is skeptical about what radio will accomplish, we like to have him try Polly's program first. Particularly the small advertisers who spend cautiously and expect returns immediately—they are the one who can tell instantly what results they are getting. However, when large advertisers have a way of checking, they, too, find that this program pays well.

As an example, one national advertiser gave us the figure of the "lowest cost per inquiry" they had ever achieved, and that in a national woman's magazine after several years advertising therein. The same "request for sample" was offered on the Polly program and the same figure—their lowest cost per inquiry—was equalled on the very first week's broadcasting. Now, a year later, the cost per inquiry has been cut in half!

It's no exaggeration to say that Polly actually lives with her programs — she breathes, eats and sleeps with the program paramount in her life. She has never been late, and has never missed a broadcast since the day she first put her program on the air. Occasionally she flies to Chicago for the week-end, and last winter, during Christmas and New Year's, she flew to San Francisco and Los Angeles for a little more than a week—and the inspiration and ideas she brings back from these little jaunts is enough to last her for months.

This same sincere friendliness which listeners are able to capture in her voice and manner, is evident to advertisers and other station employes as well.

Bargains Are Bargains

THE MOMENT Polly begins broadcasting for an account, she contacts the account and is constantly consulted for merchandising ideas and advice. In ways totally unallied to broadcasting, Polly helps merchants with store displays; she helps them obtain distribution; aids them in securing suitable help when needed.

One Saturday afternoon she took off her hat and helped sell $3.98 dresses in a downtown department of a large store. She came in, saw they were swamped, went to work like any other salesgirl, and when the rush was over, started to leave. The flabbergasted store manager tried to offer to pay her, but Polly wouldn't hear of it. To her it was just another way to serve an account.

Polly offers suggestions for the improvement of store service, the handling of patrons; gives constructive criticism of window displays, and is insistent that merchants give honest values. One time a merchant requested Polly to broadcast regular $5.95 sweaters for $2.95. Polly looked them over and told the merchant that these sweaters had never been worth $5.95—that the most they could ever have commanded was $3.95, and that she'd give *that* comparative price, and say they were mighty good values for $2.95.

When an advertiser is paying for radio time, it takes courage to tell him what one will or will not say in that time, but the advertisers have learned that they can depend upon Polly's good judgment.

Secrets of Success

IT WOULD hardly be good counsel to recommend that a newcomer, trying to build up a participating program, follow this method. It would be folly. These things have become possible here only after a period of time, after the advertiser himself has been sold in every way on the program and its conductor.

Here is a brief compilation of some of the most essential requisites for a successful participating program, gained from an analysis of *Polly, the Shopper*, and her program:

There must be a vibrant, alert, likeable radio personality.

The program must build and

(*Continued on page 57*)

from
CHICAGO DAILY NEWS
November 20, 1936


THE CHICAGO DAILY NEWS

FRIDAY, NOVEMBER 20, 1936.

"Old Bill" Suggests—

There is something very intimate about the human voice. When Addison wrote "Speak that I may see thee" he understated, for every orator proves that speech is more moving than sight. Our eyes are the key to the mind, for what we see is of infinite complexity, but our ears are just as truly the key to the emotions. When a lion roars we tremble; when an auto horn sounds just behind us we jump a yard, and an angry voice rouses defensive wrath even if we cannot understand the words.

That is one of the powers of radio, and it is interesting, in listening to radio programs all around the clock, the college professors and recorded programs of midmorning and midafternoon, the catchy tunes and jokes of sponsored evening programs, the goat-gland talks of 3 a. m., and the cheerful farm youths of milking time, to note the varying degrees of sincerity in the voices.

Of all of them, the most genuine timber seems to come from the early dawn wisecracks and cowboy songs of the Prairie Farmer. Whether they are or not, the voices of the performers sound like those of real people.

As radio salesmanship develops, we predict that the most valuable quality in an announcer will be an honest belief in the products he recommends, based not on orders but on personal first-hand knowledge of plant and products. Real master salesmen who work face to face have learned long ago that no artistry, no hypocrisy, can take the place of an honest man who knows what he is talking about.

ROYAL F. MUNGER.

SCORE
MAIN FOR
SINCE '21

354 Cars in
easonal Rise;
lose to '30.

SUNDERMANN.
t advance for the
November since
est since 1921,
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d ahead last
swing

WIEBOLDT P
EXTRA; PRO
AHEAD O

General Electr
Corporation,
clare Spec

Indicative of the
trade in the Chic
area to a more
Wieboldt Stores
extra dividend o
in addition to th
dividend of 25 c
stock. It was

Thank You, Mr. Munger—

They <u>are</u> real people—and they're GENUINE. It's this genuiness—and sincerity—that makes WLS listeners so loyal to the station and it's entertainers

Listener Loyalty Predicates Advertising Results!

WLS

THE PRAIRIE FARMER STATION

50,000 WATTS
870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
National Representatives: JOHN BLAIR & CO.

Networks on the West Coast To Be Realigned on Dec. 20

Mutual Adds Don Lee and Goes Transcontinental; Hearst-McClatchy Unite; KNX, KSFO to CBS

A RED-LETTER day in West Coast radio history will be observed Dec. 29 when some 16 stations in that section realign themselves insofar as national or regional network affiliations are concerned, while Mutual Broadcasting System, newest entity in the network field, realizes a three-year ambition by going coast-to-coast.

Tieing into the Don Lee Broadcasting System in California by A. T. & T. transcontinental line, MBS on that date will offer a network of 36 outlets in the East, Midwest and West. Simultaneously, KNX, Los Angeles and KSFO, San Francisco, formerly independent, join the CBS network in lieu of KHJ and KFRC, the Don Lee stations in those cities.

Other changes include the formation of the California Radio System, comprising two Hearst Radio and four McClatchy newspaper stations, which begins operation on the same date, and on Dec. 7 Thomas S. Lee, president of Don Lee, announced that four additional California stations were aligning themselves with Mutual-Don Lee.

Midwest MBS Outlets

IN ADDITION to the Don Lee network unit, MBS will pick up a half-dozen additional Midwest stations en route as of Dec. 29 as available for service. These include KFEL, Denver, KSO, Des Moines, WMT, Cedar Rapids, Ia., WHB, Kansas City, KOIL, Omaha, and KFOR, Lincoln.

While detailed commercial account placements on the expanded network were not available as BROADCASTING went to press, MBS announced that Bill Forbes, Don Lee salesman who has been in New York for 90 days, had flown back to California Dec. 5 with 25% of all of the network's commercials going coast-to-coast, including Feenamint, Murine and Grove's. A 16-hour program service, it was announced, will be effected between Mutual and Don Lee, with the Pacific Coast unit to feed many of its sustaining features, including two half-hour musical programs weekly from Hawaii.

Plans for gala dedicatory programs were being made by the various station groups to herald the switchovers. Program production and sales officials of both CBS and MBS were on the coast for the occasion.

KNX on Dec. 1 cancelled some 17 commercial accounts preparatory to the CBS dedication. These included religious and proprietary accounts. An advisory board, it was stated, will be appointed to arrange a non-denominational religious program to be broadcast weekly, in conformity with CBS policy.

With its Pacific Coast headquarters already set up under Donald Thornburgh, vice president, CBS had in Los Angeles a number of its New York officials. These included Victor M. Ratner, sales promotion manager, Hugh Cowham, traffic manager, Bill Lewis, manager of broadcasting, and Larry White, of the program department. The dedicatory broadcast, it was indicated, would be in the nature of a two-hour cross-continent salute.

Mutual planned a two-day inaugural program, featuring officials of key stations of the network, plus outstanding talent and orchestras, with the new stations, reciprocally, saluting MBS. Fred Weber, general manager, planned to fly to California, and probably will introduce President Lee of Don Lee to the MBS audience on Dec. 30.

Personnel Enlarged

SINCE the MBS-Don Lee arrangement, the network has expanded its personnel considerably. Adolph Opfinger has been appointed MBS program coordinator; Dan Pontius has been added to the Chicago sales office; Sidney Allen has been added to the New York sales office, and Andrew Poole has been named traffic manager.

A weekly program folio, similar to those of both NBC and CBS, will be published for MBS beginning Jan. 1.

The new MBS rate card classifies stations as follows: Basic—WOR, WGN, WLW or WSAI and CKLW; Colonial Network of New England — WAAB, WEAN, WICC, WTHT, WFEA, WSAR, WSPR, WNBH, WLLH, W1XBS; added eastern stations — WFIL, WBAL, WRVA, WCAE, WGAR, WSM, WIRE; added western stations—KWK, WHB, KSO, WMT, KOIL, KFOR, KFEL; Pacific Coast-Don Lee—KHJ, KFRC, KGB, KDB.

In addition to the latter four, Mr. Lee announced Dec. 6 that KFXM, San Bernardino; KMPC, Bakersfield; KDON, Monterey-Del Monte, and KGDM, Stockton, have been added. The negotiations were conducted by Owens V. Dresden, KHJ manager.

The Hearst-McClatchy California Radio System planned to observe its new operation with a special evening statewide hookup. This cooperative venture will include KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield. The first two are Hearst stations, and have no national network affiliations. The latter four are owned by McClatchy Broadcasting Co., and on Dec. 29 switch to NBC. They are now outlets of Don Lee. Ford Billings, Hearst Radio representative on the West Coast, is general manager of the new system.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges) with approximately $650,000 to be spent on naval orange advertising this season, along with other media, will include radio and is contemplating daytime spot announcements and also participation in women's programs in the central and eastern markets. Lord & Thomas, Los Angeles, handles the account.

Parent Company Absorbs Stations in CBS Group

MOVING to place all of its station subsidiaries, broadcasting and shortwave under the parent company for tax and organization purposes, CBS on Dec. 1 secured authority from the FCC Broadcast Division to transfer all of its licenses to Columbia Broadcasting System Inc. The network organization thus automatically dissolved Atlantic Broadcasting Corp., operator of WABC and W2XE, as well as several experimental stations, and also the subsidiaries operating the nine stations it owns or operates, most of which had their local managers as presidents. The nine CBS-owned stations now directly licensed to the parent company are WABC, New York; WJSV, Washington; WBBM, Chicago; WKRC, Cincinnati; WBT, Charlotte; WCCO, Minneapolis; KMOX. St. Louis; KNX, Los Angeles, and WEEI, Boston (leased by CBS but licensed to it).

Network to Be Changed For Homemakers' Series

THE *Homemakers' Council of the Air*, produced as a participating program by James F. Fay Adv. Co., Boston, and conducted by Marjorie Mills, feature editor of the women's page of the *Boston Herald-Boston Traveler*, will switch Jan. 1 to a new network. The program, currently broadcast Tuesday and Thursday for a half-hour period starting at 9:15 a. m., will continue to Jan. 1 on the New England Network of WEEI, Boston; WCSH, Portland; WJAR, Providence; WTAG, Worcester; WTIC, Hartford. At that time it will shift to a divisional network of CBS outlets, including WEEI, Boston; WORC, Worcester; WLBZ, Bangor; WPRO, Providence; WDRC, Hartford; WMAS, Springfield, originating from WEEI. The program features noncompetitive household products on a cooperative plan.

Mutual Billings Up 39%

BILLINGS for the month of November as reported by the Mutual Broadcasting System were $227,543, an increase of 39% over the same month last year. The 11-month cumulative total for Mutual is $1,794,076 practically assuring a $2,000,000 year.

NBC List Reaches 112 as KARK Joins; CBS Adds WJNO; WOAI Case Heard

BOASTING a list of 112 stations for its two networks—the largest number in history—NBC on Dec. 7 formally announced that on Jan. 1 KARK, Little Rock, would become an affiliate. Meanwhile, CBS on Dec. 13 added WJNO, West Palm Beach, Fla.

NBC, it was stated Dec. 9 by President Lenox R. Lohr, plans to continue its "general expansion" program by adding outlets in important markets. He declared, however, that at this time there are no negotiations close to completion.

The final lap in the effort of CBS to procure FCC approval of its agreement to purchase WOAI, San Antonio 50,000-watter, for $825,000, was entered Dec. 9 when a hearing on the transaction was held in Washington before FCC Examiner Seward. No opposition was offered by other stations and only WOAI and CBS, along with FCC counsel, were represented. Primary testimony was presented by G. A. C. Halff, president of Southland Industries, owners of WOAI.

A Matter of Time

UNLESS FCC approval of this sale is procured by Dec. 28, it has been stated on behalf of parties, the transaction will be nullified. The sales contract carries such a provision. It is expected that Examiner Seward will expedite his report, and that Broadcast Division action will be taken prior to the expiration date. More than likely it will come up at an early regular Broadcast Division meeting.

CBS, under the arrangement, would purchase Southland Industries, the Halff holding company, for approximately $1,300,000, and afterward sell back to Mr. Halff all save the WOAI property, which would be procured at the net figure of $825,000. Others at the hearing included Hugh A. L. Halff, nephew of the elder Mr. Halff and WOAI general manager; Mefford R. Runyon, CBS vice president and treasurer; E. K. Cohan, CBS technical director, and Joseph H. Ream, CBS general counsel. WOAI was represented by Louis G. Caldwell, and CBS by Duke M. Patrick. George B. Porter, FCC assistant general counsel, appeared for the FCC.

Should approval of the WOAI sale be forthcoming, then NBC is expected to affiliate with KTSA, San Antonio, a Hearst Radio Inc. station, now a CBS outlet. While actual contracts had not been executed, it is understood that tentative arrangements have been made. In such an event, KNOW, Austin local, also owned by Hearst Radio, is expected to become an NBC outlet. KTSA is at present on CBS, while WOAI is an NBC station.

The signing of KARK, heretofore an independent, was announced jointly by President Lohr and G. E. Zimmerman, vice president and general manager of the station. It is owned by the Tom Barton interests. Preparatory to joining NBC it is installing a new RCA high-fidelity transmitter and new vertical radiator. KARK operates on 890 kc., with 1,000 watts day and 500 watts night. Mr. Zimmerman was formerly with the NBC station relations department, and is a well-known figure in southwestern broadcasting.

KARK was the fifth station signed by NBC during the last month. Others included WSPD, Toledo; WFEA, Manchester, N. H., KGNC, Amarillo, and WTIC, Hartford, the latter having renewed its contract for five years. CBS, also busy in the station market, has signed WRVA, Richmond clear-channel station, among others.

WJNO, newest CBS affiliate, operates on the 1200 kc. channel with 100 watts full time. It has been on the air since last July 31. John R. Beacham is president and George A. Hazlewood is secretary and general manager.


NBC
Thesaurus
A TREASURE HOUSE OF RECORDED PROGRAMS
Season's Greetings
1936 1937
NBC TRANSCRIPTION SERVICE
START OUTSIDE
SPEED 33⅓ R. P. M.
RCA
REG. U. S. PAT. OFF. MARCA REGISTRADA
RECORDED, PROCESSED AND MANUFACTURED BY
RCA MANUFACTURING CO., INC.
CAMDEN, N. J., U. S. A.
ELECTRICALLY RECORDED. COPYRIGHT MATERIAL HEREIN OF NBC ET AL. USABLE UNDER CONTRACT TERMS ONLY

Broadening of FTC's Power Over Competition Is Sought

Commission Would Plug Loophole in Present Law; Work of Policing Advertising Claims Reviewed

RECOMMENDATION to Congress that the existing law be amended to enable it to prohibit not only unfair methods of competition but also "unfair or deceptive acts and practices in commerce," was made by the Federal Trade Commission in its annual report released Dec. 14.

Asserting that it is restricted in its operations because in many cases it is difficult if not impossible to show unfair competition, the Commission asked that Section 5 of the FTC Act be amended so court review may be obtained by the Commission without first proving unfair competition. For the last several years the FTC has made a similar recommendation. It has pointed out, for example, that the now famous "Marmola" case, an anti-fat remedy which was advertised over the air, resulted in no punitive action in spite of the fact that the product itself was condemned in a Supreme Court opinion. Unfair competition, however, could not be proved.

Suggested Change

THE FCC recommended that Section 5 be made to read:

"Unfair methods of competition in commerce *and unfair or deceptive acts or practices in commerce are hereby declared* unlawful.

"The Commission is hereby empowered and directed to prevent persons, partnerships, or corporations, except banks, and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce *and unfair or deceptive acts and practices in commerce.*" [The new language proposed is in italics.]

The Commission commended the "helpful cooperation" of broadcasting stations and of newspapers and magazines in its work toward the elimination of false and misleading advertising. It brought out that during the last fiscal year ended June 30, its Special Board of Investigation had read and marked about 947,000 pages of broadcast continuity to check false or misleading statements. Of these, it said, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. After further review 1,314 prospective cases were set aside for additional study.

Altogether there were approximately 350,000 advertisements broadcast by radio stations which were reviewed during the fiscal year.

The Special Board also scrutinized advertising in publications as part of this general work. During the last fiscal year it examined 96,939 advertisements appearing in newspapers and magazines and noted 9,074 as containing statements that appear to be false or misleading. The latter total formed the basis of 1,865 prospective cases.

In defining its advertising surveys, the FTC said that by far the bulk of the cases are concluded in stipulations entered into by advertisers wherein they agree to cease and desist from publishing or broadcasting misleading statements. In only a few cases, it was pointed out, do advertisers decline to stipulate, making necessary formal complaints and possible litigation. In many cases the advertiser immediately cancels all advertising complained of upon receipt of the first communication.

During the last year, the report stated, the Special Board instituted the stipulation procedure in 823 cases, negotiated 247 stipulations and settled and closed by various methods of procedure a total of 883 cases. The Board recommended that complaints be issued in 35 cases for failure to execute stipulations and in 9 cases for violating stipulations. In 8 cases the Board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

Review of Continuities

THAT portion of the FTC report dealing with radio advertising follows in full text:

The Commission began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at small expense, by adopting a plan of grouping the stations for certain specific periods.

Consequently, beginning with September 1934, quarterly calls have been issued to individual radio stations according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical-transcription recordings submit regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of a commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

During the last fiscal year, the special board received copies of 299,334 commercial broadcasts by individual radio stations and 38,109 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

The special board and its staff read and marked about 947,000 pages of typewritten copies during the year, an average of 3,105 pages every working day. Of these, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. These broadcasts were assembled in 1,314 porspective cases for further review and procedure in instances that appeared to require it.

In its examination of advertising, the Commission's purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.

The Commission is receiving the helpful cooperation of the nearly 600 active commercial and radio stations and of newspaper and magazine publishers generally, and notes a desire on the part of these broadcasters and publishers to aid the Commission in the elimination of false and misleading advertising.

BULOVA, LAFOUNT PURCHASING WCOP



H. A. Lafount

PURCHASE of WCOP, Boston, by Arde Bulova, New York watch manufacturer and broadcaster, and Harold A. Lafount, former member of the Federal Radio Commission, was consummated early in December, subject to approval of the FCC Broadcast Division. The purchase was from the heirs of Joseph M. Kirby, Boston jeweler, who died Sept. 6. The purchase price, it is understood, was around $60,000.

WCOP has been in operation since October, 1935, and is assigned to the 1120 kc. channel daytime, with 500 watts. It is an applicant for a change in frequency and for full time. Mr. Bulova, who recently purchased WOV, New York, for $300,000, and is interested in the ownership of several other stations, including WNEW, New York, procured a two-thirds interest in WCOP, with former Commissioner Lafount holding the balance of the stock, and assuming the presidency of the operating company—Massachusetts Broadcasting Co.

No changes in personnel are contemplated, according to Mr. Lafount. G. H. Slattery is manager of the station.

Mills Plan Radio

TEX-O-KAN FLOUR MILLS, Inc., Dallas, has appointed the J. Walter Thompson Co. as advertising agents, according to an announcement by Jack P. Burrus, president. Radio, newspapers and posting will be used to advertise the products of two subsidiary companies of Tex-O-Kan: La France Flour, milled by the Morten Milling Co., Dallas, and Light Crust Flour, a product of the Burrus Mill & Elevator Co., Fort Worth. J. Walter Thompson will service the account from its St. Louis and Chicago offices.

WTFI Is Acquired By Atlanta Journal

Newspaper to Operate Station After Transfer to Atlanta

ACQUISITION by the *Atlanta Journal*, owners of WSB, Atlanta of a substantial interest in WTFI, Athens, Ga., which has an authorization to move to Atlanta, was announced Dec. 7 by Norman K. Winston, of New York, president of Liberty Broadcasting Co., owners of the station.

Mr. Winston disclosed that the *Journal* would operate the station upon its removal and that in addition to the newspaper, Harold A. Lafount, former radio commissioner, would become vice-president of the company and a stockholder. Mr. Winston has been associated with Arde Bulova, New York watch manufacturer and broadcaster, in a number of broadcasting ventures.

Community Interest

JOHN A. BRICE, vice-president and general manager of the *Journal*, has been named president of the corporation, according to Mr. Winston, with Mr. Lafount serving as vice-president and Lambdin Kay, general manager of WSB, as the active head of the new station.

"I interested the *Atlanta Journal* in joining me in the enterprise through our mutual belief that there was a real opportunity in Atlanta for another station devoted primarily to promoting community interests and reflecting community life," Mr. Winston asserted.

"I feel that the *Journal* is eminently fitted to maintain such a policy for WTFI in Atlanta and with greater freedom than is now possible at WSB, which is filling a statewide and sectional function of constantly increasing importance."

Mr. Winston explained that the call letters of the station, subject to FCC approval, will be changed to WAGA. He added that tests to find an efficient transmitter site in Atlanta have been in progress and that authority to install new studios and equipment will be requested of the FCC along with the call letter change.

WSB, a 50,000-watt clear channel station, is an NBC outlet. It is expected that WTFI later will become identified with the NBC Blue Network, with WSB becoming a Red outlet.

Mountain Copper Plans

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers of Mountain Copper carbonate, a treatment for seed wheat, which, thru Kelso Norman Organization, that city, used radio for the first time in its history in a spring and fall campaign, is contemplating use of that media in a new campaign to start shortly after the first of the year. In its spring and fall campaign, spot announcements were used on 19 stations throughout the country, with a resulting increase in volume sales of 30%. An enthusiastic dealers' reception toward radio points to next season's campaign being more aggressive, with a heavier schedule being planned, according to Gerald J. Norton, who services the account.

Now Broadcasting with

5000 WATTS

Daytime
1000 Watts Night

on 900 kc.

Truscon Vertical Radiator
New RCA Transmitter

On 900 kc. and with 1,000 watts, WKY's old transmitter did the work of 50,000 watts higher up on the dial and covered more of Oklahoma than any other station. With the same frequency, new and more efficient transmission facilities, and daytime power boost to 5,000 watts, WKY's primary service area has been further increased by more than 50%.

National Representative
E. KATZ SPECIAL
ADVERTISING AGENCY

WKY • OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

Affiliated with
THE DAILY OKLAHOMA
OKLAHOMA CITY TIME
THE FARMER-STOCKM

Broadcast Medium Declared Ideal for Financial Houses

Intimacy of Radio's Contacts With the Home Is Cited

ONE OF THE problems that confronts the financial institutions of this country is to educate the public as to the inner workings of their organizations, about their methods of doing business, as to how they make money, as to how they exist, and why, Charles H. Garland, sales executive of WBBM declared recently at a meeting of the Chicago Financial Advertisers Association. It is necessary that they sell the public on the fact that bankers are human beings just like themselves —men and women who deal primarily in human problems, rather than financial problems, because every financial problem is an outgrowth of a human problem, he said, and continued:

"I believe you are going to have to explain to the average American that if it were not for him you could not survive as an institution, and that without you he could not enjoy economic progress. You are going to have to show him that he is part of your organization and that through the growth of your activities his general welfare has grown as a result of a definitely established partnership between your institution and all business.

"You are going to have to make clear to him that the clothes he wears, the food he eats, and the entertainment he enjoys would not be possible were it not for such institutions as yours. It is necessary that you go still further and give him definite outlined instructions as to how to go about transacting business with you—removing that fear of approach which seems to beset most of the American people when business with a bank is contemplated. In order to do this, gentlemen, you virtually have to sit down with him in his living room and tell him all about yourselves. There is no advertising medium under the sun that can offer you the opportunities to do this the way radio can do it.

Selling Service

"ARE THERE any who doubt the effectiveness of radio as far as child thought is concerned? If so, it is because they have not been very close observers of the situation. The responsibility for moulding the public consciousness into a fair and understanding attitude toward the banks and financial institutions of this country rests upon the shoulders of the banks and the financial institutions of this country alone.

"You, therefore, have a job of reestablishing confidence which I say you can do by radio broadcasting. After this is accomplished—in fact, while it is being accomplished — you can sell your other services and make your broadcasting pay for itself in actual increased revenue while spreading the gospel of good will. This can be accomplished because radio is a flexible medium which can be utilized with equal facility in instituting good will and in stimulating public acceptance of profitable services.

"Radio, with its desirable coverage of the territory, its intensity of listener interest, its personal appeal, its flexibility, the fact that it reaches the entire family, the fact that it has the largest coverage up and down the income scale of any other advertising medium, the fact that most radio listeners are home owners or otherwise well established, thereby eliminating the waste coverage of other mediums in which your type of institution is not interested, and the fact that radio reaches many more families per dollar than any other medium —all of these facts justify the statement that radio definitely has its place in financial advertising."

FINANCIAL ADVERTISERS ASSN. will hold its 1937 convention at Syracuse Sept. 13-16. The 1936 session was held at Nashville in the WSM auditorium.

MARYLAND STATIONS ORGANIZE NETWORK

FORMATION of the Maryland State Network, comprising three stations in the State, and connected by A. T. & T. lines, was announced Dec. 7 by John Elmer, president of WCBM, Baltimore, which will be the key station.

While the date for inauguration of the project has not yet been set, it has been decided to offer the facilities of the three stations, to be sold as a group only, to national or regional accounts. Other stations are WJEJ, Hagerstown, and WTBO, Cumberland. WCBM also will act as sales agent for the group.

Also encompassed in the plan for the state group is an affiliation with Inter-City Broadcasting System, of which WCBM now is a member. The newly-formed Quaker State Network, comprising eight stations in Pennsylvania, later may be sold in conjunction with the Maryland alignment.

Arrangements for the state unit were negotiated by Mr. Elmer and George H. Roeder, manager of WCBM, with Roger W. Clipp and H. B. McNaughton, for WTBO, and with C. Walter Baker, Hagerstown attorney and Grover C. Crilley, for WJEJ.

Hettinger Leaves NAB As Economic Consultant

HERMAN S. HETTINGER, assistant professor of marketing of the University of Pennsylvania, and for the last five years associated with the NAB in a consulting capacity on economics, tendered his resignation to the NAB Dec. 15. Among other things, he inaugurated the NAB Business Index in 1933 and has been in charge of the collection of these statistics up to the present time.

In his letter to James W. Baldwin, NAB managing director, Dr. Hettinger pointed out that his resignation would make it possible for the NAB staff to take over his activities in connection with the business index and with economic research. Dr. Hettinger served as director of research of the trade association for more than a year and in the fall of 1935 returned to the University but continued to supervise the NAB's statistical work and to represent it on the technical subcommittee of the Joint Committee on Radio Research.



M-G-M ARTISTS? — Here are a couple of star performers over WHN, New York, operated by Metro - Goldwyn - Mayer. In procuring these candid shots of *Mannie the Monk* and *Artie the Anaconda* our photographer was unable to learn from Herbert L. Pettey, associate director of WHN and former FCC secretary, what the particular occasion was. Possibly throwing a little light on the situation, however, is the fact that Major Bowes and his amateurs got started on WHN. Perhaps WHN is now conjuring up a new program idea on animal amateurs to work alongside *Leo the Lion?*

Sterling Brewers Extends

STERLING BREWERS Inc., Evansville, Ind. (Sterling Ale), has renewed *Squire Sterling Presents*, quarter-hour transcribed musical program featuring the King's Jesters, broadcast two evenings weekly, on WHAS, WSM, WMC, WNOX, WDOD, KTSA, KARK, WROK, KELD, WJBL, WFAA, KMBC, KWTO, WIRE, WPAD, WHBF, WJBO, WGBF, WRBL, and added WSB to its list the week of Dec. 7. Seven other stations, which started later than those listed above, are still broadcasting the first series. Agency is Hays MacFarland & Co., Chicago.

Campaign in German

NATIONAL WEEKLIES Inc., Chicago, placed three announcein German on WBNX, New York, as a test to advertise a subscription contest for a German magazine. Results were so satisfactory that on Dec. 28 regular German announcement campaigns will be launched on a list of 15 additional stations now being selected by Albert Kircher Co., Chicago, the sponsor's advertising agency, and Roesler & Howard Inc., foreign language station representatives.

TO SERVE the large Polish-speaking population within its primary coverage area, WSPD, Toledo, has inaugurated a regular *Polish Hour* and has appointed Roesler & Howard Inc., as its foreign language representatives.

Attorneys Advised To Turn to Radio

Would Counteract 'Good Will' Series, Says Bar Official

OPPOSITION by lawyers to the Good Will Court program on NBC and Inter-City, and other programs of the type, continued to grow during the last fortnight, culminating in the suggestion by Mitchell Dawson, public relations chairman of the Chicago Bar Association, that local bar groups, either individually or cooperatively, use radio to tell the public about the functions of the lawyer and to "counteract such nuisances".

In an article published in the November issue of *Chicago Bar Record*, Mr. Dawson stated that the *Good Will Court* "exploits human misery for commercial purposes, misleads radio listeners, encroaches upon the practice of the law, gives the impression that there is no free legal aid service available to poor persons, and undermines confidence in the courts whose judges lend themselves to the scheme."

Mr. Dawson says that a "movement is now under way to organize a group of local bar associations in support of a national bar radio program which may take the form of dramatizing the lawyer in action — something similar perhaps to the *Old Judge* program" (a series of legal dramatizations written by Harry Grayson of the University Broadcasting Council and broadcast weekly over WLS, Chicago, under the auspices of that organization).

On the Other Side

MEANTIME defense for the *Good Will Court* was offered by Charles H. Tuttle, former U. S. Attorney, representing Chase & Sanborn, the sponsor, and J. Walter Thompson Co., the agency, and by Louis Nizer, attorney for M. L. Alexander, originator and conductor of the program.

In a brief filed with the New York County Lawyers Association and the Appellate Division, the attorneys described the court as educational in content and manner and stated that it serves to popularize the law. Letters of approval from Gov. Lehman of New York; Attorney General Bennett, of New York; Attorney General Wilentz of New Jersey, and Gov. Hoffman of the same state, as well as other officials, were cited.

A formal report and opinion of the committee on professional ethics of the American Bar Association criticizes attorneys, judges and ex-judges who take part in broadcasts of the *Good Will Court* type. Their participation is described as "contrary to the standards of behavior prescribed by the canons of judicial ethics."

In Brooklyn, Supreme Court Judge Conway, on Dec. 9 refused to grant a temporary injunction to Good-Will Court Inc., founded by Municipal Court Justice Nathan Sweedler, which sought to restrain Standard Brands, NBC, J. Walter Thompson Co., WMCA and Albert L. Alexander from continuing the *Good-Will* Court series on NBC and Inter-City. The court held that the issues of fact "cannot be properly disposed of except upon a trial when the merits thereof may be fully investigated and determined." The plaintiff also sought to restrain the defendants from continuing to use the name.



COLUMBIA
BASIC
NETWORK

POWER

WJR

50,000

WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIU

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRI
VICE-PRES. & GEN. M

NAB Seeks Data From Stations On Rights Against Warner Bros.

Possibilities of Suits for Recovery of Royalties Paid During ASCAP Separation Period Is Seen

POSSIBILITY of suits against Warner Bros. music publishing houses seeking to recover funds paid in music royalties by stations during the period January to July this year when the Warner houses were outside the ASCAP fold was seen this month with the disclosure that the NAB was querying its membership on the entire question. It is estimated, roughly, that some 200 stations paid into Warner houses for the right to use its catalogs, between $100,000 and $125,000.

Due to inquiries from stations to the NAB regarding possible refunding of the royalties, it was learned, James W. Baldwin, NAB managing director, consulted legal counsel to ascertain whether recovery suits could be instituted. While the NAB itself does not propose to become implicated in any possible litigation, Mr. Baldwin sought to procure from member stations information as to the amount of money paid to Warner houses, nature of the contracts and other details.

Presumably, decision as to whether stations individually will institute suits will rest upon the results of the survey. In his letter to members, dated Nov. 28, Mr. Baldwin recited the history of his efforts to procure rebates from Warner following its return to ASCAP last Summer, after seven months of attempted independent operation.

Rights of Stations

"THE purpose of furnishing this information," he wrote, "is to comply with the request of counsel who desires the same in order to be able to formulate an opinion regarding the rights and liabilities of the respective parties. When final conclusions are reached by counsel then those stations concerned must necessarily consult their own counsel and determine whether they desire to exercise such rights as they have in the matter."

Mr. Baldwin brought out that on July 31 he had wired Music Publishers Holding Corp. (Warner music subsidiary), at the time of action on the Warner reinstatement in ASCAP. He inquired as to steps taken to refund money received by MPHC from stations since Jan. 1. Explaining that he received no reply to this wire, he added that on Sept. 18, he had sent a letter to MPHC going into the matter in detail. The letter follows in full:

Please refer my telegram of July 31, 1936.

The circumstances surrounding this problem are so well known that a long recital of them here seems unnecessary. It should suffice to say that the circumstances which required a large number of our member stations to become licensees of the MPHC and increase their costs for music were entirely beyond their control. In most instances the unavailability of information made it impossible for stations to avoid the use of your music.

Rightly or wrongly the moneys paid to you by those stations has been considered either as "insurance money" or "blood money". An example why this is so: Station (A) was a licensee of MPHC. Station (B) a competitor of (A) was not a licensee of MPHC. The MPHC accepted license fees from (A) and instituted an infringement suit against (B). Then there was a merger of the ASCAP and MPHC, (a happening which could not be foreseen either on Jan. 1 or April 1, 1936). The infringement suit against (B) was dismissed but so far you have not refunded the money you accepted from (A).

Can it be that the vast corporate powers of Warner Brothers will be used in so discriminatory a manner? I am yet unable to believe that is so. I cling to a confidence that there is at least a great moral obligation involved here which Warner Brothers will recognize and discharge.

A reply is requested.

Mr. Baldwin continued that no reply had been received to this letter and that therefore counsel had been asked to examine into the situation to determine the rights of member stations. A series of questions was asked to supply information requested by counsel relating to contracts, correspondence, statements of royalties paid, substance of interviews, list of suits which may have been brought by Warner houses and details concerning them, dates and terms of ASCAP licenses, and the like.

Prior to its return to ASCAP, Warner houses brought some 300 infringement suits against stations, hotels, night clubs and other users of music, seeking damages in the amount of nearly $4,000,000 for alleged infringements. All of these suits were dropped upon reinstatement in ASCAP.

ANOTHER radiophone link with Europe was provided Dec. 1 with the opening of the A. T. & T. circuit to Paris, connecting the telephone systems of the United States and continental Europe and making a new circuit available for broadcast speech relays. Heretofore all European phone traffic had to be routed through London.

Station Break

WNOX, Knoxville, broadcast some ten spot announcements that the Tennessee-Mississippi football game in Memphis could be heard that day (Dec. 5) on the competing local station, WROL. WNOX was unable to carry the contest but promoted the broadcast on WROL as a service to listeners, for local interest in the contest was high. A clothing firm sponsored the WROL broadcast. A record for remotes by a local station is claimed by WROL, which broadcast all U of Tennessee home games and also five out-of-town games, the latter representing an average of 265 miles per game in leased wire tolls. Allen Stout handled all the games.

South Atlantic Group

A MEETING of sales managers of stations in North Carolina, Virginia, Maryland and the District of Columbia was to be held Dec. 14 at the Mayflower Hotel, Washington, to discuss station sales problems. The meeting was called by John W. New, commercial manager of WTAR, Norfolk, secretary of the NAB Sales Managers' Division. It was to be another in the series of meetings planned by branches of the Sales Managers' Division preparatory to the national meeting to be held in Chicago Jan. 18-19.

A DEAL between Consolidated Radio Artists Inc., and Fanchon & Marco Agency Inc., for cooperation in the production and selling of orchestras and entertainment was announced in New York Dec. 1 by Charles E. Green, president of CRA, and John A. Schultz, executive head of F & M. A booking agreement has been made whereby the two organizations, nationally known in radio, music and entertainment fields, will function cooperatively but as separate corporations.

Chicago Ball Clubs Plan Broadcast Fee

ADVERTISERS sponsoring broadcasts of the home games of the Chicago Cubs and White Sox during the 1937 season will have to pay to each team a sum ranging from $3,000 to $7,500 depending on the type of station used in addition to station time rates, if the figures proposed by the clubs at an informal meeting with Chicago broadcasters on Nov. 29 are accepted by the stations. Under the tentative schedule set up by the baseball teams, advertisers using Class A stations (WGN, WBBM) would be charged $7,500 by each team, a total of $15,000 for the season's broadcasting rights. Advertisers using Class B stations (WJJD, WCFL) would pay each team $4,000; and those using Class C stations (WAAF, WIND) would pay $3,000 to each team.

The standard American League broadcasting contract was also submitted by the clubs to the station men, who objected to certain sections and appointed Leslie Atlass and Ed Wood as a committee to draw up a counter proposal, which was submitted to the clubs on Dec. 1. No official action will be taken until after the club managers return from the annual major league meetings in New York, at which time the broadcasters and baseball managements will again get together to draw up contracts for next year's broadcasts.

Present at the meeting were Charles Drake of the Cubs, Harry Grabiner of the White Sox, Leslie Atlass of WBBM, Ralph Atlass of WJJD and WIND, Ed Wood and Frank Schreiber of WGN, Norman Boggs of WAAF, and Myron Reck of WCFL.

A & O Cold Spots

A & O Co., New Bern, N. C., (cold remedy) is staging a spot campaign on six southern stations, placed through J. Carson Brantley Adv. Agency, Salisbury, N. C. Stations are WPTF, WBT, WEED, WBIG, WFBC, WGST.



BELLS ALA CASH REGISTER—Sales managers of stations in the Southeastern district of the NAB met in Birmingham Nov. 24 to discuss commercial operations preparatory to the national meeting of NAB sales managers in Chicago next month. National rates, merchandising service, local sales and program ideas held the attention of the station executives. Presiding was Mallory Chamberlin, commercial manager of WMC and WNBR, Memphis. Left to right, front row: Frank S. Lane, WDOD; John M. Outler WSB; Royale Penny, WPTF; Hazel McGuire, WQAM; Mallory Chamberlin, chairman, WMC and WNBR; J. W. McIvey; Howard E. Pill, WSFA; Frank King, WMBR. Left to right, back row: Jack M. Draughon, WSIX; "Red" Cross, WMAZ; Harry Stone, WSM; E. K. Cargill, WMAZ; Allen Lacy, WJDX; Robert L. McRaney, WSGN; F. C. Sewell, WLAC; W. T. Knight Jr., WTOC; W. A. Young, WBRO; Fred Steele, WAPI.

TRUMP CARD



An Ace among media, WGY turns the trick for advertisers in Eastern and Central New York and Western New England. This giant station has unequalled power and popularity in the prosperous Northeast. Let us demonstrate how showmanship plays a winning hand for advertisers.

WGY

50,000 WATTS

NBC Red Network

SCHENECTADY

Completely programmed by NBC

New Offices in Chicago For WBS to Be Built At a Cost of $175,000

APPROXIMATELY $175,000 will be spent by World Broadcasting System for its new headquarters in Chicago to be located at 400 W. Madison St., according to announcement Dec. 7 by P. L. Deutsch, WBS president. The building is expected to be ready for occupancy Feb. 15.

Three ultra-modern studios, a galvano plant for manufacturing wide-range vertical and lateral transcriptions under Western Electric license, as well as office facilities, are planned. Latest acoustical and recording developments of Bell Laboratories will be incorporated. Among the facilities will be the high-speed electroplating unit, "direct wire" and "off the air" recording. Among WBS advertisers in the Midwest are Studebaker, Wander Co., Republic Steel, J. H. Folger (coffee), Procter & Gamble, Mid-Continent Petroleum, Independent Grocers Alliance and Montgomery-Ward.

WBS announced simultaneously that 60% of all commercial stations in the country are now equipped to broadcast its wide-range vertical recordings. It stated that of the 567 stations included in a survey, 340 now have this equipment, an increase of 19% or 112 stations over June, 1935.

NBC Outgrows Studios In Hollywood in a Year

ALTHOUGH only a year old on Dec. 7, the Hollywood studios of NBC have become too small for present needs and extensive additions are planned, Don Gilman, NBC vice president in charge of Pacific Coast operations, announced at a press conference in Hollywood Dec. 4. At the same time he announced that the San Francisco studios of NBC will be entirely remodeled and extended to take care of expanding needs. NBC engineers are now surveying the situation, he stated.

Mr. Gilman, who returned the week before from New York where he watched the RCA-NBC television demonstrations, voiced the belief that Hollywood will eventually be one of the five or six locations where television will be started because of its talent supply and also because the high hills nearby are well suited for television transmitters.

Duart Expansion Plans

DUART SALES Co. Ltd., San Francisco (Creme of Milk facial cream and Permanent Wave), on Dec. 6 added KOA, Denver and KDYL, Salt Lake City, to the NBC-Pacific Red stations carrying its weekly quarter hour *John Nesbitt's Passing Parade* program, increasing the outlets to seven. After the McClatchy Newspaper stations become affiliated with NBC, Duart on Jan. 3 will add KFBK, Sacramento; KWG, Stockton and KMJ, Fresno, to its list of outlets. Plans are being made to send the program coast-to-coast over NBC early next year in a national campaign. A weekly quarter-hour transcription of that program is also sponsored on WENR, Chicago and KGMB, Honolulu. Howard E. Williams, Advertising, San Francisco agency, handles the account.

MAKING THE RADIO DRAMA

Careful Planning, Good Casting and Tests Vital In Developing Successful Serials

By FELIX C. HOLT
WXYZ, Detroit

A QUESTION that every station operator or manager eventually asks himself is "What makes a successful radio drama?"

It is a logical question when one familiar with radio production stops to consider the number of dramas that have hit the air with a big publicity buildup and everything seemingly in their favor, only to fold up as complete flops a few weeks later.

The answer can best be found in the fact that WXYZ, Detroit key station of the Michigan Radio Network, has just launched its third "planned drama" under commercial sponsorship.

It is a drama just as carefully thought out and planned as a building, an intricate machine, or a railroad. Let's consider the building angle. A person or a corporation has need for a particular type of building to be used for a certain purpose. An architect is consulted, told what the building is to be used for, told what it is to cost approximately when completed.

First the Sketches

THE FIRST thing done by the architect is to draw preliminary sketches which, when approved, will be developed into a permanent design from which the building will be constructed to the letter.

That is the same process through which *The Adventures of the Green Hornet*, mystery serial sponsored by the Detroit Creamery, underwent before it was offered for commercial sponsorship. Most people are familiar with the general workings of the "story conferences" conducted by every major motion picture studio before a picture is put into production.

Let us begin with the first steps taken in the development of *The Adventures of the Green Hornet.*

George W. Trendle, president of King-Trendle Broadcasting Corp., which owns WXYZ and operates the Michigan Radio Network, is also the head of the United Detroit Theaters, one of the major theatrical chains of the Midwest. He has carried his knowledge of showmanship, gained through years of experience in the box-office and production end of the theater, into the operation of his radio station and network.

A new drama was needed on WXYZ. The station had two under commercial sponsorship at the time. One was the famous *Lone Ranger* western drama heard three times weekly over the combined stations of the Michigan Radio Network and Mutual. The other was a domestic serial, *Ann Worth, Housewife,* which went to the Michigan Radio Network five mornings a week.

Of all subjects that could be dealt with, Trendle believed that the best field was to be found in a fast moving mystery story. He conferred with his general manager, H. Allen Campbell, relative to the commercial possibilities of such a radio drama and was told that the field was good.

Trendle had long ago arrived at the conviction that the best radio dramas were built from complete stories in each episode, but with a



GEORGE W. TRENDLE

set of standard characters, the leads of which did not change. The same technique had been used with tremendous success in the *Lone Ranger* and other dramas produced in the studios of WXYZ.

Then the Conference

A CONFERENCE of department heads was called. They included Trendle, General Manager Campbell, Fran Striker, chief script writer; James Jewell, dramatic director; Brace Beemer, chief of studios and production; the writer, director of the publicity department, and several others.

Trendle laid his idea on the table.

"I want a script in which the hero will be a modern young fellow, athletic and daring despite a tendency to be happy-go-lucky," he explained. "I want him to become a self-appointed agent of justice, a man who wages war against the criminals and rackets that the law seems unable to reach."

Trendle's "story" conferences are not "yes-men confabs". Those about him tore into the idea from every angle. Sales heads saw it one way, the production department saw it another, the publicity department looked at it from another. Basically the idea was good, but controversy waxed hot as to the angle from which it could best be produced.

Several other conferences were held. At each, certain elements were eliminated, others adopted. Finally a name for the hero was accepted. It was Britt Reid, a name easily remembered, a name that was brisk and youthful. It was decided that he should be the son of a newspaper publisher who, because of his health, had gone to Florida and turned the paper's operation over to the son. As head of the newspaper, Britt Reid would come into possession of information not accessible to police or public.

Much of this information would concern crooks who operated within the law. Britt Reid would decide to launch his own war against them. Thus Britt Reid, the happy-go-lucky newspaper publisher, becomes the *Green Hornet,* masked Nemesis of evildoers, by night.

A comedy element was needed. James Irwin, veteran actor of the stage and radio, had gained a following in another WXYZ drama as Michael Axford, a jovial cop who either stumbled on clues or walked around them without seeing them. He had a tremendous following on the air.

Therefore, for comedy in *The Adventures of the Green Hornet,* Michael Axford, the jovial cop of another script show, was written in as Michael Axford, body-guard to the youthful newspaper publisher, Britt Reid. He immediately appointed himself a committee of one to run down the mysterious Green Hornet. This situation presented a rich field for comedy relief.

And Then the Test

AFTER these and a few other minor details were ironed out and the general plan agreed upon, the first script was prepared. But it was not the only one. Several were written over a period of two months before the series was finally given the "go-ahead" and placed on the Michigan Radio Network. There it was watched for a short time, a few kinks ironed out, and then offered for commercial sponsorship by General Manager Campbell.

By that time, every angle from selling ability of the show to promotional and publicity possibilities had been worked out to the satisfaction of all concerned. Its almost immediate sale to the Detroit Creamery, distributors of Golden Jersey Milk, followed through the Detroit office of N. W. Ayer & Son.

The laboratory test *The Adventures of the Green Hornet* underwent, was the same test given the *Lone Ranger* drama which pulled a half-million letters from two broadcasts on the Mutual Broadcasting System, and the domestic drama, *Ann Worth, Housewife,* which has repeatedly proved its pulling power on the Michigan Radio Network.

CKLW Appointments

APPOINTMENT of W. R. (Bill) Lapp, as manager, and of L. J. (Jerry) DuMahaut, as commercial manager of the Detroit office of CKLW, Detroit-Windsor, was announced Dec. 7. Mr. Lapp, an auditor and tax expert, has served in the machinery and steel industries, and is comparatively new to radio. Mr. DuMahaut was promoted from the sales staff of the MBS Detroit outlet, having been associated with the station for nearly four years. He is a native of New York, but has been in Detroit 14 years, most of the time in advertising. For nine years he was associated with the advertising departments of newspapers, including the *Detroit Times* and the *Detroit Free-Press.*

Velco's First Radio

VELCO SWEETS Co., San Francisco, manufacturers and distributors of packaged candy and chocolate bars, for the first time in its history, is using radio, having started Dec. 1 a 13-week test campaign on KGGC, that city, using a quarter-hour program titled *Boy Scout Radio Newspaper,* placing the account direct.

★

PROOF OF THE PUDDING...

The advertising effectiveness of any radio station is most accurately gauged by the sales results it brings to advertisers.

Over and over again the effectiveness of WLW has been proved by direct sales obtained by advertisers through WLW broadcasts.

Neighboring Area Drawn by Station Into Sponsor Fold

Participating Series Boosting CJCA's Sales and Goodwill

By F. H. ELPHICKE

Manager, CJCA, Edmonton, Alberta



F. H. Elphicke

FOLLOWING a bumper crop in the northern Alberta region, CJCA, Edmonton, goes to the merchants in the surrounding towns to help set a new high for station business during the latter months of 1936. Starting with the current Star Radio Programs feature, *The Morning Bulletin Board,* the station laid its plans carefully for a thorough coverage of the neighboring towns.

The late spring and early summer of this year found CJCA laying the foundation for this sales campaign in the country, with a good-will series of amateur nights, broadcast from community halls and theatre stages in 14 of the larger towns in Northern Alberta. These shows, sponsored by anywhere from six to ten local merchants in each town, met with approval, and cemented the audience in these localities. With the advent of *Morning Bulletin Board,* we scheduled it from 9:15 to 10 a. m. daily except Sunday, and after a fortnight's run as a sustainer, sent a salesman out to cover six of the more important towns in the Edmonton district.

Sponsors Like It

IN EACH town, six local sponsors were secured in quick succession and in each of these towns an amateur night had already been held and the merchants were receptive. Each sponsor was to receive a full commercial credit during the program, plus the mention of his name, with the others in his town, at the opening and close of each show.

Weekly ads, paid for by the station, are run in the six local papers in towns sponsoring the *Morning Bulletin Board,* and each ad consists of a cut, differing from week to week, and carrying the names of the six sponsors. Each sponsor was supplied with four attractively-designed display cards for window purposes. From time to time, CJCA issues letters to all 36 merchants, checking over their reception of the program and seeking to render them every possible service.

The sponsors were signed on a six-month's contract, and, when half the contract time had expired, fresh show cards and newspaper ads were supplied. In most of the towns one of the sponsors was the local theatre, and CJCA is preparing a series of slides to be distributed to the theatre managers to show on their screens.

Commercial continuity is varied from week to week.

Besides acting as an excellent revenue producer in areas that stations are prone to overlook, these programs also act as strong bonds of goodwill, giving towns the feeling of participating with the station in its broadcast efforts.



OUT OF TOWN — CJCA, Edmonton, Alb., inserts ads like these in local papers on the days that business houses in their towns are sponsoring the *Bulletin Board* series.

Cities Service, C-P-P Shift

JESSICA DRAGONETTE, for the last seven years an exclusive star on the Cities Service NBC program will do her final broadcast for the sponsor Jan. 29, having signed a new contract with Colgate-Palmolive-Peet Co., which will take over the present community sing period on CBS, Wednesdays, 9:30 - 10 p. m., some time in January. The community sing program will be discontinued and Miss Dragonette will be heard in light opera series similar to the former *Palmolive Beauty Box* programs. Lucille Manners has been signed by Cities Service to take Miss Dragonette's role, starting Feb. 5. Her contract will run for five years. In addition to her radio work, Miss Manners has recently been signed for a leading role in the new Broadway production *Rising Star* which is scheduled to open on the road Dec. 21. Warner Bros. has her under contract for a series of musical shorts.

Sealtest Switches

SEALTEST SYSTEM LABORATORIES Inc., New York (National Dairy test bureau) on Dec. 7 appointed J. Walter Thompson Co., New York, to handle the current *Saturday Night Party* broadcast on an NBC - Red network, Saturdays, 8-9 p. m. The program made its debut on Oct. 17 but has experienced talent and production trouble since its inception, Walter O'Keefe walking out early this month. Under the new agency it is unlikely that any major changes will be made in the program until Jan. 9, end of the first 13-week run, talent contracts having been signed until this date.

TEA TIME SUCCESS

Red Heart Shows Persuasive Power of the Voice

JOHN MORRELL & Co., Ottumwa, Ia., currently on NBC-Red with *Tea Time at Morrells,* through Henri, Hurst & McDonald Inc., Chicago, has received this letter from a listener:

"Friday afternoon while I was listening to *Tea Time at Morrells* I became so interested in the program that when Lewis Roman said 'Write down on your shopping list immediately three cans of Red Heart dog food either heart shaped or kibbled' I wrote it down and bought it, completely forgetting I had no dog. But it was well worth the price of the Red Heart dog food to see the happiness and pleasure on the face of that dog, which I had to go and buy, when he was eating that Red Heart dog food. He is very glad to be out of the dog pound too.

"Hoping you are the same,

Sincerely,

Mrs. H. L. MacWard,
4315 East 39th St.
Kansas City."

Number of Radio Homes In Dominion of Canada Estimated at 1,471,000

CANADA'S radio homes as of Jan. 1, 1936, numbered 1,471,800, or 61.1% of the 2,408,600 families in the Dominion, according to estimates computed by the Hugh C. McLean Publications, publisher of the *Radio Trade-Builder.* The estimate, based on census figures and developed in cooperation with the RMA, was the subject of a trade broadside issued Dec. 1 by NBC.

The 1931 census of Canadian radio showed 10,367,063 population, or 2,275,791 families, of whom 770,436 had radios, or 33.9%. The latter figures, however, were those of the radio branch of the Department of Marine and were based on licensed sets, then licensed at $1 per year (the license fee now is $2).

The 1936 estimates follow:

Province	*Population*	*Total Families*	*Radio Families*
P. E. Isle	91,800	19,300	6,100
Nova Scotia	534,600	112,300	50,900
New Bruns.	425,600	89,400	31,300
Quebec	3,069,000	586,500	280,600
Ontario	3,616,000	835,300	651,400
Manitoba	741,000	161,100	110,800
Saskatch.	979,500	226,200	114,900
Alberta	777,500	179,600	92,100
Brit. Col.	736,000	198,900	133,700

RCA Opera Dec. 26

THE Dec. 24 broadcast of the first *Metropolitan Opera* series will be heard on 32 NBC-Blue stations, including the basic and Pacific-Coast Blue groups, plus Honolulu. Hansel & Gretel, an annual Christmas program, will be the first opera broadcast. On Dec. 26, 2-3:30 p. m. (approximately), WCOL, WLW, WSOC, WFBC, WWNC, WCSC, WJDX, KGBX, KTHS, KTBS, KGIR, KGHL, and the southeast, southcentral, southwest, northwest groups will be added to the network series, which will run for 14 weeks. Effective Jan. 2, WEAN, WICC, KFBK, KWG, KERN will broadcast the opera and on March 6, WFEA will join, making 68 stations in all. Lord & Thomas, New York, is the agency.

Ford Billings Is Named To Be KEHE Director



F. Billings

FORD BILLINGS, representative of the New York headquarters of Hearst Radio Inc. on the Pacific Coast, on Dec. 7 was named managing director of the new KEHE, Los Angeles, whose new transmitter was dedicated with a three-hour broadcast on Dec. 8. His assistant will be Clarence Juneau, who is also chief engineer of the station. A. E. McDonald is commercial manager. In addition to his post as Hearst Radio representative and KEHE managing director, Mr. Billings also will head the new California Radio System, which on Dec. 29 gets under way as a regional network linking KEHE, Los Angeles; KYA, San Francisco: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield [BROADCASTING, Dec. 1].

FOREIGN NETWORK CLAIMS CONTESTED

ANNOUNCEMENT made last month by Viola & Furman, New York foreign language station representatives, that it has formed a four-station network for New England to be devoted exclusively to foreign language broadcasts has brought denials from two of the four stations mentioned. WSPR, Springfield, Mass., and WCOP, Boston, have informed BROADCASTING they are not identified with the venture.

Quincy A. Brackett, president of WSPR, declared he wished to correct the impression, explaining that his station is a member of the Colonial Network and receives programs also from the Yankee Network and Mutual Broadcasting System. He said that few of its programs are in the foreign language category and that the station is not a member of any foreign language network. Gerard H. Slattery, manager of WCOP, denied that his station was connected in any manner with the enterprise. He said WCOP had no intention of going exclusively into the foreign language field.

930 kc. Group

FOUR STATIONS operating on the 930 kc. regional channel have combined for the purpose of seeking a horizontal increase in power on the frequency from 1,000 to 5,000 watts. A meeting of executives of the stations was held in Washington late last month at which the decision was reached. The stations and their executives who attended the meeting are KMA, Shenandoah, Ia., represented by Bob Kaufman, commercial manager; KROW, Oakland, Cal., represented by H. P. Drey, president and general manager; WBRC, Birmingham, represented by K. G. Marshall, commercial manager, and WDBJ, Roanoke, represented by R. P. Jordan, manager. The stations also agreed to oppose the application of WELI, New Haven, seeking full time on the frequency.

Merry Christmas



¼ HOUR EVENING RATE ON THESE STATIONS, 81¢ PER 1000 LISTENERS!

These two Stations are your Santa Claus—in the rich farming, lumbering and mining district of Eastern Washington, Northern Idaho and Western Montana!

FOR TIME AVAILABLE, CALL ANY OFFICE OF...

Joseph H. McGillvra or Walter Biddick

SEASON'S GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB WNAC	Boston Boston	MBS NBC
WICC WICC	Bridgeport New Haven	CBS CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI KECA	Los Angeles Los Angeles	NBC NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW KEX	Portland Portland	NBC NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO KJR	Seattle Seattle	NBC NBC
KHQ KGA	Spokane Spokane	NBC NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO



PUT IT WHERE IT'S NEEDED MOST

One year ago there were twelve national advertisers using WOR to supplement their shows broadcast over one outlet of a national hookup in Greater New York. Today there are sixteen. You can wager an odd wavelength that these advertisers are not running to WOR because we wash our teeth three times a day, or due to a particular receptionist they would like to see. They *know* that only by using WOR can they obtain the most complete and intensive coverage of the wealthiest market on earth. A market, incidentally, that offers a people who buy approximately 22% of this nation's furniture; 27% of all apparel. A people who consume food to the sweet tune of 24% of this nation's total. Of course if you want to go right on being stubborn about the whole thing, there's really nothing we can do for you. But don't you come around here six months from now saying we didn't warn you to reach more buyers by using WOR. That *would* be a pretty kettle of fish!

WOR

CBS to End Year With 97 Outlets

Two Less Stations But Gain In Total Power Noted in 1936

A RECAPITULATION of CBS network affiliates for 1936 made by the CBS station relations department shows that the network will wind up the year with an aggregate of 97 outlets—two less than when the year began — but with some 50,000 watts additional power for the network as a whole.

The breakdown shows that CBS added WNBF, Binghamton, N. Y.; KNOW, Austin, Tex.; KGVO, Missoula, Mont.; KFBB, Great Falls, Mont.; WJNO, West Palm Beach, Fla. Stations which left the network were KWG, Stockton; KERN, Bakersfield; KGB, San Diego; KMJ, Fresno; KFBK, Sacramento; WICC, Bridgeport; KDB, Santa Barbara. Five stations were replaced during the year, as follows: KSFO, San Francisco, for KFRC; KNX, Los Angeles, for KHJ; WEEI, Boston, for WNAC; WHIO, Dayton, for WSMK; WPRO, Providence, for WEAN. While seven markets were lost to the network, it gained five new cities claiming improved facilities in each.

Of the 99 stations connected with CBS during 1936, 25 installed new transmitters, 18 have new transmitter locations, and 30 have new antennas. A score have made studio improvements. There were 25 power increases on 22 stations during the year. Not including minor studio improvements, 98 major improvements have been made which, the network claims, definitely will result in better listener reception through CBS outlets.

Total night power of CBS in 1929 was 126,000 watts, at which time it had 49 stations in 44 cities. This has increased through the years to 644,900 watts on 97 stations in 96 cities.

FTC Complaints

THE Federal Trade Commission has issued a complaint against Birconjel Corp. Inc., New York, alleging unfair methods of competition in the sale of Birconjel, a feminine hygiene product. The Commission also has issued eight complaints against auto finance companies for allegedly misrepresenting that they charged 6% interest on time-payment purchases. Companies named are Nash Motors Co., General Motors Corp. and subsidiaries, Chrysler Corp. and subsidiaries, Chrysler Sales Corp. and affiliates, Graham-Paige Motors Corp., Hudson Car Co., Ford Motor Co., Reo Motor Car Co. and Packard Motor Car Co.

FCC to Recess

UNDER present plans, the FCC Broadcast Division will hold its final meeting of the year on Dec. 15, recessing on that date until Jan. 5. The full Commission and the other divisions plan their final meeting Dec. 16 until after the new year. Following usual custom, any matters requiring immediate attention will be handled by the circularization method subject to ratification at subsequent formal meetings.

Sunday Sausage

THREE programs for three different types of audience, all broadcast during the same morning on the same station, are being sponsored by Mickelberry's Food Products Co., Chicago (sausage). Each Sunday morning on WGN, Chicago, the firm presents *Mickelberry's Sunday Morning Concert*, classical and symphonic music, from 9:30 to 10; *Mickelberry Memory Time*, old time songs and tunes, from 10:15 to 10:30; and *Mickelberry Modern Melodies*, the latest popular music, from 11 to 11:30. All programs consist of phonograph records. Agency is Neisser-Meyerhoff Inc., Chicago.

Plymouth Rock Placing

PLYMOUTH ROCK GELATINE Co., Boston, has placed a 13-week series of live one-minute announcements on WDRC, Hartford, on a thrice-weekly schedule and is using 13 weeks of participation in *Mildred Carlson's Cooking School* on WBZ - WBZA, Boston - Springfield. Agency is John W. Queen Advertising, Boston.

WITH the completion of fall broadcasting schedule Sonotone Corp., New York (hearing aid) will sign off the NBC-Red network on Dec. 29 and *Radio Guide*, Chicago, fan magazine, will terminate its series on NBC-Blue with the Jan. 1 broadcast.



ROLLING STUDIO—In this auto trailer, KMBC, Kansas City, set up its coils and tubes and broadcast from the first trailer studio during the local auto show. Beaulah Kearney, KMBC home economics expert, is cooking on the little stove during her regular *Magazine of the Air* program. The photographer caught her gingerly dropping a pork chop into the trailer's deep skillet.

Granger Signs Woollcott For Twice Weekly Series

LIGGETT & MYERS TOBACCO Co., New York (Granger Rough Cut smoking tobacco) on Jan. 7 will return *Alexander Woollcott* to the air after a year's absence, on 65 CBS stations Tuesdays and Thursdays, 7:30-7:45 p. m. Zerone, Du Pont anti-freeze, now occupying the Tuesday night period, signs off Jan. 5. Wildroot Co. has the Thursday time but terminates before Jan. 1. The Woollcott program was placed through Newell-Emmett Co. Inc., New York, and is signed for 52 weeks. Woollcott formerly broadcast for Cream of Wheat Corp., Minneapolis.

FCC Seeks Further Data on Separation Of Stations and Blanket Field Intensity

STILL PLANNING to submit preliminary recommendations to the FCC Broadcast Division by Jan. 1 with respect to further broadcast allocation policies based upon the October hearings, the FCC Engineering Department has called an informal "round-table" engineering conference for Jan. 18 to procure further information on two technical subjects. These are with respect to the ratio of desired to undesired signals for 10-kilocycle separation between stations, and on "blanket field intensity".

This session, it was declared, is not expected to impede the program outlined by Chief Engineer T. A. M. Craven whereby he hopes to have the broadcast recommendations in before the year ends and promulgated by the middle of February to become effective in March. This, as recounted exclusively in the Dec. 1 issue of BROADCASTING is the schedule outlined by the Engineering Department. The recommendations also may encompass a plan for setting up an "Economic Section" within the Engineering Department to take into account market and trade factors in the allocation of facilities.

Two Major Topics

THE CALL for the round-table engineering conference was first issued Dec. 4 on the subject of blanket intensity. Then on Dec. 8, in another letter to all persons and organizations interested in broadcast allocations, Acting Secretary John B. Reynolds added the question of 10 kc. separation, upon which the FCC mileage tables are based.

In the latter, it was brought out that at the Oct. 5 hearings, recommendations varied widely on the ratio of desired to undesired signal, and were much higher than now permissible under the present empirical standard of the Engineering Department. It was pointed out that the present standards were adopted in 1932 and were based on the characteristics of receiving sets manufactured from 1929 to 1932. "Since that time there has been a marked change in receiver characteristics and practically all receivers now manufactured for broadcast reception have superheterodyne circuits, whereas at that time the majority of receivers employed were of the tuned radio frequency type," it was stated.

Further stating that the present standard requires that the desired signal be twice the undesired, the letter said that this does not let the primary service areas of stations on adjacent channels overlap and requires a mileage separation between stations, depending upon power. "After carefully studying the recommendations made by the various engineers", continued the letter, "the Engineering Department is not satisfied that this subject has been sufficiently investigated to accept any of the various recommendations made. The recommendations by certain engineers were based on receiver characteristics with regard to selectivity and apparently little consideration was given to the fidelity characteristics of receivers."

The four-page letter recited in detail mileage separations under present allocations for various classes of stations, and brought out that these are subject to radical change with the change in desired to undesired ratio. Various analyses on this were cited in connection with receiver characteristics, destined to play a more important part than ever in allocations. It concluded with the following summation, declaring it desired to ask these questions at the conference on 10 kc. separations:

1. The allocation of broadcast stations should provide for what maximum audio frequencies to be transmitted?

2. The allocation should provide for what maximum audio frequency reception in the primary service area? In the secondary service area? (Consider usual and variable selectivity receivers.)

3. What selectivity characteristics can be obtained from a receiver that will reproduce audio frequencies flat within 4 decibels, to 7.5 kilocycles? To 5 kilocycles?

4. Should the characteristics of the average receiver sold today, which is substantially limited in response above 3 to 4 kilocycles, be taken as a basis for a change in the present standard of desired to undesired signal?

5. Is not an allocation which provides for transmission of frequencies to 7.5 kilocycles, for reception of frequencies to 7.5 kilocycles in the primary service area, and for reception in the secondary service area to 4 or 5 kilocycles (or less as controlled by the selectivity control or the tone control of the receiver) a fair allocation?

6. Would not a substantial increase in the permissible undesired signal materially impair this allocation?

7. Is there any need to reduce materially the mileage separation between stations on adjacent channels so that the above conditions of transmission and reception can no longer be maintained?

8. If the industry decides that the characteristics of the various selective receivers now being manufactured should be taken as a basis of allocation for 10-kilocycles frequency separation, then does the industry accept the responsibility for all broadcast stations so allocated to be limited in transmission and reception to an audio response not exceeding 5 kilocycles?

Queries on Field Intensity

TO ENABLE it to arrive at a new definition of "blanket field intensity" the FCC on Dec. 4 sent out to all persons and organizations interested in broadcast allocations a letter asking for additional information in connection with this subject, to be presented at an informal engineering conference.

Pointing out that the Oct. 5 hearings on broadcast allocations much testimony was adduced on the subject of blanketing, the letter stated that there still was no unanimity of view on it. It explained that the intensity now used as the limit of the blanket area of a broadcast station is 125 to 175 millivolts per meter. Certain engineers, however, recommended a field intensity of one volt as the limit, in view of improvements in broadcast receivers during the last few years. The Commission added that its engineering department was not satisfied that sufficient evidence was presented in support of the one volt recommendation and that there was not sufficient evidence to determine just what value of field intensity should be employed. As a consequence, it added, additional opinions are desired from all groups in the industry or in technical radio precincts.

Rintoul Quits WBS Post To Enter Special Field



S. R. Rintoul

RESIGNATION of Stephen R. Rintoul, station relations manager of World Broadcasting System, was announced Dec. 10. He leaves the transcription company on Jan. 1, at which time he will announce his plans to enter an entirely "new phase of broadcasting development."

A pioneer in spot radio, Mr. Rintoul joined WBS six years ago, shortly after its formation. In 1933 he took over the station relations department. Mr. Rintoul had much to do with the development and sale of the WBS transcription library, the first in the field, which now has upwards of 150 subscribers. A native of New York, where he was born in 1904, Mr. Rintoul was in the wholesale woolen field before entering radio.

Percy L. Deutsch, WBS president, has made no announcement as to who will succeed Mr. Rintoul.

WHO 10% Bonus

A BONUS of 10% of annual salaries will be paid to the 75 regular employes of WHO, Des Moines, on Dec. 23, according to an announcement by Col. B. J. Palmer, president of the Central Broadcasting Co. Officers, directors, and talent will not receive the bonus.

Contented Hens

WHAT the contented hen thinks about while at work in one of the new continuous daylight, ultra-modern poultry plants will be featured on a new series of commercial broadcasts by remote control directly from the Rupf Hatcheries of Ottawa, Kan., over WIBW, Topeka. The series, conceived by the agile minded sales representative of the Topeka station, which will install the remote control outfit at Ottawa, 54 miles from the transmitter, will be the first such long-distance setup in the field of hatchery advertising.

AIR FEATURES INC. GETS B-S-H SHOWS

AIR FEATURES Inc., New York, radio production firm, has been formed with James E. Sauter as president and treasurer. For its first client the firm has taken over the production of radio programs of Blackett-Sample-Hummert Inc., New York. The programs are: B. T. Babbitt (cleanser), David Harum; Sterling Product (Dr. Lyon's tooth powder), Fannie Brice and Ethel Barrymore (Bayer Aspirin); all four American Home Products' programs, Easy Aces (Anacin), Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax and Hill's Nose Drops), John's Other Wife (Louis Phillipe lipstick), Just Plain Bill (Anacin & Bisodol), all NBC programs; Affiliated Products' Rich Man's Darling (Jocur, Kissproof, Outdoor Girl); Bisodol's Broadway Varieties on CBS. It is understood that Air Features will also produce transcription campaigns for the agency.

For the present, Mr. Sauter declares, the firm will not expand beyond New York with the exception of a possible talent contact office in Hollywood. It was also stated that Blackett-Sample-Hummert has no financial interest in the firm and no officers of the agency hold positions with the new concern. In addition to handling the B-S-H programs, Air Features will continue to supervise and produce the Philadelphia orchestra program on CBS, sponsored by a group of banks through Wessel Co., Chicago. Mr. Sauter has been connected with this program since last summer when it was first conceived.

Under the new setup B-S-H is planning to consolidate its New York radio activities under one head. Hyman Brown and WBS, who have been producing a number of the agency's programs, and Robert Goldstein, of Super Radio Artists Inc., are no longer responsible for B-S-H broadcasts. Mr. Brown has been with the agency for four years as a free-lancer.

Frank Hummert and Mrs. Ann Hummert will continue to conceive, produce and direct all programs produced by the agency under the new plan. Mr. Sauter is maintaining his own office at 630 Fifth Ave. and another at B-S-H's office, 247 Park Ave.

Legislative Suggestions Offered in Radio Report Of Educational Official

S. HOWARD EVANS, secretary of the National Committee on Education by Radio, on Dec. 3 made public his report on broadcasting prepared nearly two years ago and submitted to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee. Mr. Evans pointed out the document was made public as the result of an official request made during the reallocation hearings of the FCC last October.

The report, covering 40 double-spaced typewritten pages, dealt with technical problems, technical possibilities and problems of policy, including such matters as censorship, advertising, standards, licensing of networks, relation of radio to the press, and alleged "trafficking" in licenses.

Among the recommendations made by Mr. Evans, formerly identified with the *Ventura* (Cal.) *Free Press*, an anti-commercial radio organization, were that no legislation interfering with or limiting the discretion of the FCC be enacted; that legislation compelling a complete reallocation of broadcasting facilities be introduced; that in the near future specific laws be passed "to prohibit newspapers from owning broadcasting stations and vice versa"; that broadcasting chains be licensed; that all radio licensees owning radio patents be compelled to put them in a patent pool.



MERRY CHRISTMAS AND HAPPY NEW YEAR

MR. ROBERT T. CONVEY, President, and the entire staff of KWK, extends to all their friends and clients best wishes for a very Merry Christmas and a Prosperous New Year. May we suggest that the best insurance for a Prosperous New Year would be an advertising campaign with KWK?

THOMAS PATRICK INCORPORATED

HOTEL CHASE, SAINT LOUIS

REPRESENTATIVE PAUL H. RAYMER COMPANY

NEW YORK CHICAGO SAN FRANCISCO

KWK

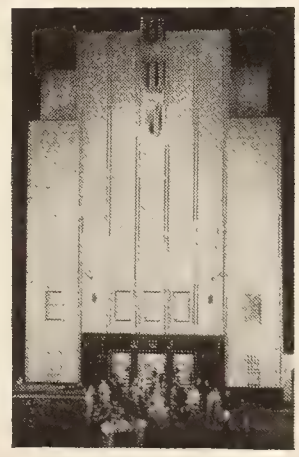
WWJ

FIRST IN LISTENER INTEREST IN DETROIT

First station in America to broadcast regular daily programs, WWJ won a place for itself in the hearts of listeners of the Detroit community, never supplanted by later broadcasting stations. ¶ Recent surveys show WWJ *first* in General Station Popularity, overwhelmingly first in sport broadcast popularity, and first in news commentator popularity. ¶ You must have WWJ to sell America's fourth market—the key market in industrial recovery.

New York
HARRY BETTERIDGE
247 West 43rd Street

Ultra High Frequency
Station W8XWJ 31600 KC



Chicago
GEO. P. HOLLINGBERRY CO.
307 North Michigan

Original Midwest
Member N. B. C. Basic Red Network

AMOS 'N' ANDY
Minstrels, Tested Twice, May Be Regular Feature

OF ALL radio actors, none have adhered more strictly to the no-audience rule than Pepsodent's star salesmen, Amos 'n' Andy. With the exception of a few officials of their sponsor and its advertising agency, no one has ever seen the boys work, as they say that their broadcasts, in which each of the pair takes several parts, are designed to be heard and not seen. Therefore, their decision to turn their Friday night broadcasts into a minstrel show, with themselves as end men, Bill Hay as interlocutor, and with an orchestra, chorus, quartette, and a guest star each week, and their further decision to present these broadcasts before a studio audience, was a double innovation.

Two minstrel shows were broadcast, on Dec. 4 and 11. During the holidays the team will go on as before, but if listeners indicate that they liked the special Friday broadcasts they will be resumed after the first of the year. If the enthusiastic audience at the first minstrel broadcast, many of whom learned for the first time that Freeman Gosden (Amos) also is the voice of Lightnin' and the Kingfish, is any criterion, this innovation will soon become a regular part of the *Amos 'n' Andy* series.

THE dealer trade journal *Radio Today* estimates that there are now 32,000,000 radios in use in the United States in 24,500,000 of the country's 31,000,000 homes.



RETAIL TIEUP—WKY, Oklahoma City, and a drug store cooperated in this window display of radio-advertised products. Another exhibit, in an IGA grocery store, was tied into printed promotion and a contest, with groceries being given to persons who named artists, products and program times, with a 25-word letter as tiebreaker.

Coca Cola Enlarges

COCA COLA Co., Atlanta (soft drink) is having WBS prepare 13 quarter-hour programs featuring *Singing Sam*, to be heard on six stations. This series is in addition to the discs made by NBC. D'Arcy Adv. Co., St. Louis, has the account.

WOR's Chicago Office

WOR, NEWARK, plans to open its own Chicago office for midwestern representation early next year. The existing representation with William G. Rambeau Co., it is reported, will be terminated simultaneously. No formal announcement has yet been made by WOR.

Joint Technical Group To Discuss Audit Report

A SERIES of meetings is being held by the technical subcommittee of the Joint Committee on Radio Research in New York for consideration of the report of Paul F. Peter, secretary, analyzing audience survey methods now in use. The committee, of which L. D. H. Weld, of McCann-Erickson Inc. is chairman, held its last meeting Dec. 8, the third in a period of two weeks. When the subcommittee concludes its work a meeting of the Joint Committee, representing equally the Association of National Advertisers, American Association of Advertising Agencies and the NAB, will meet to formulate plans.

The survey made by Mr. Peter constitutes the second phase of the Joint Committee work. The objective is to develop a definite plan for the creation of a cooperative bureau to authenticate station coverage data and listening habits. Mr. Peter was retained for a temporary period and the question of his reappointment will come before the Joint Committee, of which John Benson, president of the AAAA, is chairman, at its next meeting. Both the NAB Committee and the Joint Committee are expected to meet during the week of Dec. 14.

NELSON BROTHERS STORAGE & FURNITURE Co., Chicago, sponsors of the *Man on the Street* programs on WBBM, Chicago, each Tuesday, Thursday and Saturday, 1-1:15 p. m., is adding *Pat Flanagan's Notebook*, interesting stories from the news of today and the past, thrice weekly. Agency is Selviair Broadcasting System Inc., Chicago.

KSD Daytime Coverage

A Powerful Sales Stimulant Among Women in the Billionarea---the Greater St. Louis Market



Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

SEATTLE **KVI** TACOMA

CBS Affiliate

Announcing New Rates!

(Effective February 1, 1937)

KVI is now greater! 5000 watts day power! All new equipment! New salt water location! INTENSE COVERAGE of TWO metropolitan markets—Seattle and Tacoma—plus all the rich Puget Sound area as a bonus!

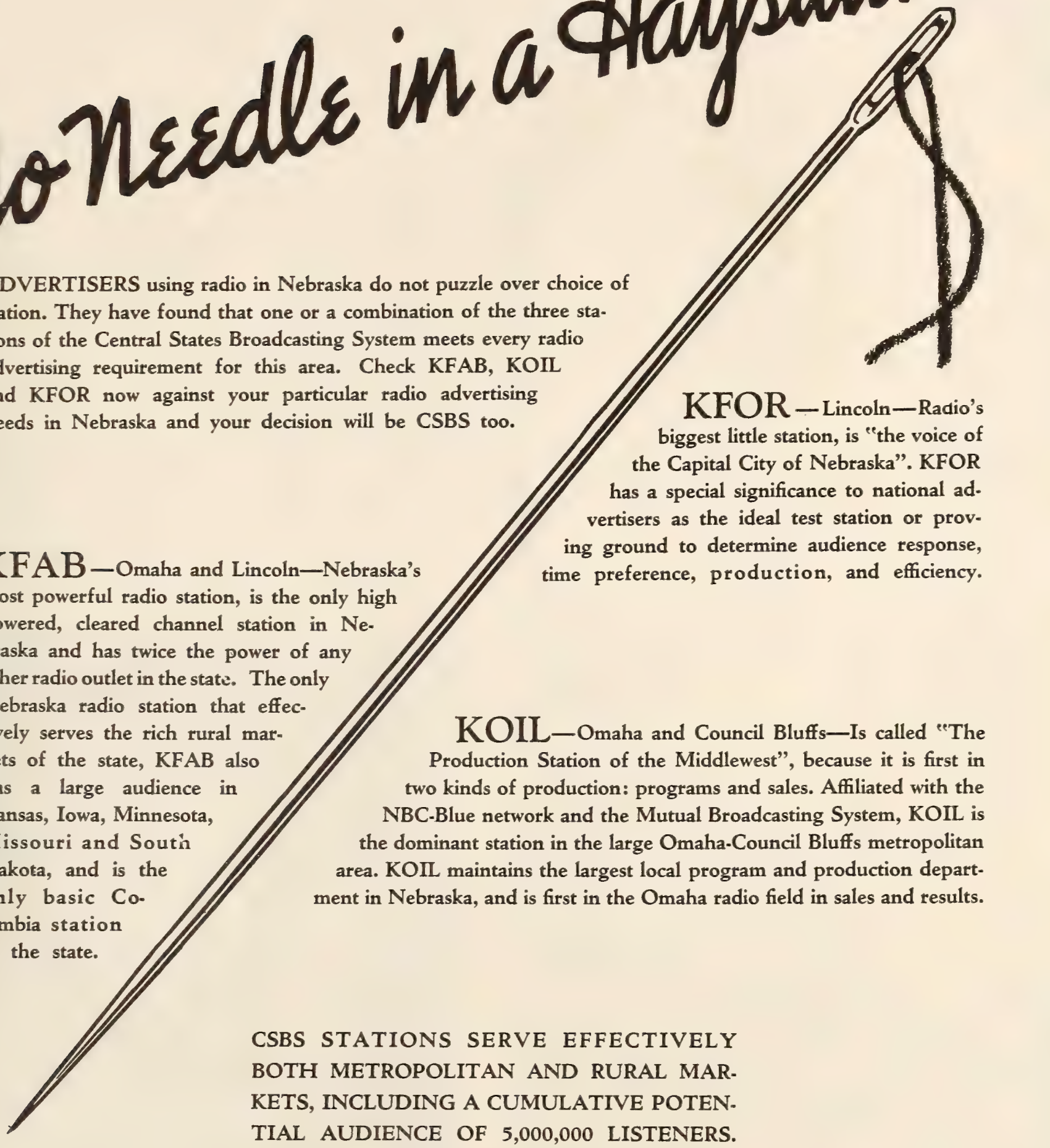
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KOIL—Omaha and Council Bluffs—Is called "The Production Station of the Middlewest", because it is first in two kinds of production: programs and sales. Affiliated with the NBC-Blue network and the Mutual Broadcasting System, KOIL is the dominant station in the large Omaha-Council Bluffs metropolitan area. KOIL maintains the largest local program and production department in Nebraska, and is first in the Omaha radio field in sales and results.

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Central States Broadcasting System

KFAB OMAHA---LINCOLN

KOIL OMAHA---COUNCIL BLUFFS

KFOR LINCOLN

NATIONAL ADVERTISERS
USING KFYR DURING 1936

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General Electric Co.
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Monarch Produce Co.
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Montgomery Ward & Co.
Morton Salt Co.
McKesson Drug Co.
Mothers Home Life
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Northland Greyhound Lines
Northern Pacific Railways
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You're in the Public Ear when you use...

KFYR

the MEYER BROADCASTING CO.
• NBC Affiliate •
BISMARCK • N. DAKOTA •

Roberson Leaves FCC

BECAUSE of a desire to return to private law practice, Judge Frank Roberson, assistant general counsel in charge of telephone regulation, on Dec. 2 tendered his resignation to the FCC which accepted it to become effective Dec. 31. Judge Roberson will join the law firm of former Senator Stephens of Mississippi and Paul D. P. Spearman, first general counsel of the FCC. He has served with the FCC since 1934. In his previous legal career Judge Roberson was a former attorney general of Mississippi, former assistant general counsel of the National Board of Fire Underwriters and in private law practice in New York. Selection of a successor has not yet been considered by the FCC.

FCC Staff Shifts

ANDREW G. HALEY, FCC attorney for the last year assigned to Telegraph Division legal work, has been reassigned to the Broadcast Division under Assistant General Counsel George B. Porter, and will be detailed to hearing work. Simultaneously, Miss Annie Perry Neal, who has been attached to complaint and investigation work in the Broadcast Division, was transferred to the Telegraph Division under Assistant General Counsel Carl F. Arnold. Mr. Haley will assist Tyler Berry, attorney to whom the bulk of the hearing work is assigned.

CANDID CRITIC
WMCA Theatrical Review To Tell Everything

CANDID theatrical reviewing by Martin Starr, critic of WMCA, New York, is said to have brought threats from certain producers to bar him from attendance at their openings. To meet the situation, Donald Flamm, WMCA president, inserted this ad in the *New York Times:*

"Memo to Martin Starr, WMCA theatre critic, from Donald Flamm, president, WMCA—In your Midnight theatre reviews over the WMCA Inter-City Broadcasting System, I want you to say what you think . . . don't 'pull your punches'. Give listeners your honest opinion, even if you differ with other critics. . . . If you think a show is good, say so. . . . If not tell the public why, in your opinion the play failed. But above all—Give an honest verdict!"

Libby Foreign Test

LIBBY, McNEILL & LIBBY, Chicago (evaporated milk), is running a three-week test campaign of foreign language announcements in Chicago, using three Bohemian announcements a week on WEDC, five Polish announcements weekly on WGES, and one Polish announcement a week on WIND, placed through Roesler & Howard, Inc., Chicago, foreign language station representatives, by J. Walter Thompson Co., Chicago.

EDITED for EARS



• UNITED PRESS newswriter Herbert Lee words his copy to fit middlewestern ears. As a result, WOW news editor Foster May has gained the loyal attention of more midwestern listeners than any other radio personality in this area. Inevitably, your sales message can reach all those ears through only one station—WOW.

John Gillin, Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit
San Francisco

590 KC 5000 Watts

WOW

Omaha, Nebraska

"Covers the Nation's Breadbasket!"

★ ON THE N.B.C. RED NETWORK ★

To National Advertisers and Their Agencies:

WE are essentially a religious advertising agency, specializing in religious broadcasting. We are qualified to act as your representatives and properly conduct you to the threshold of the religious peoples of this nation. Under our auspices they will at least give you an audience. They will not turn you away unheard.

They know us. They have confidence in us. They know we will not betray their confidence. They appreciate the fact that we have made a thorough study of their beliefs and their ideals, thereby gaining the same perspective.

We are under contract with one of the largest, if not the most powerful religious educational organization in the world today—THE BIBLE FOUNDATION, maintaining its national headquarters in Washington. We prepare and present *all* of their religious programs and advertising.

Advertisers and agencies have erred in the past by believing they could use religious subjects for their commercial programs, and thereby obtain the Good Will of the religious peoples.

There IS a method by which your messages will appeal to the religious people—it is through the PROPER presentation and preparation. They demand that all broadcasts, using religious subjects, should be carefully censured, and no attempt made to distort religious facts that the young listeners might be misled.

Toward that end they have appointed a national broadcasting council composed of ecclesiastics and educators from all parts of the country, and representing all religious denominations that it may be strictly non-sectarian in character. This committee passes on all programs, their phraseologies and the effect thereof. WE ARE THE REPRESENTATIVES OF THAT COMMITTEE.

If you contemplate the use of religious programs permit us to work with you.

Religious Broadcasting System, Inc.

JAMES T. LAMBIE, PRESIDENT

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Phone: HARrison 0207

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WCSC • WCSH • WDAE • WDAF • WDAY • WDBJ • WDBO
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Leading national advertisers, too, recognize in World Broadcasting System an unbroken chain of carefully constructed links, carrying their sales messages into the markets of their unrestricted choice. Here's a precise way for you to put your advertising, and your entertainment, on your list of stations, quickly, effectively, without waste or worry. Get the entire story of the WBS method of Selective Broadcasting.

RLD BROADCASTING SYSTEM

• CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

Television for Rural Areas Indicated by Recent Research

Studies of Wave Characteristics Give Clues to Future Service; Ultra-Highs to Be Probed

TELEVISION allocations of the future may include a sort of "clear-channel" class along with shared-channel operation to attain the admitted objective of general coverage on a competitive basis.

This possibility is seen as a result of analyses of technical testimony at the ultra-high frequency hearings last June, together with data compiled by experimenters and the FCC Engineering Department. It also appears now that facilities not only in the lower portion of the ultra-high range but also those beyond 120,000 kc. will be essential to provide any substantial number of stations.

At the June 15 hearings representatives of industrial groups identified with experimentation sought allocations of channels in the range from 42,000 to 96,000 kc., and in addition asked that channels above 120,000 kc. be earmarked for future television development. More and more practical information is being procured relating to propogation characteristics of these channels, which in large measure will govern definite assignments.

Future Research

THIS additional information, particularly with respect to channels from 42 to 60 megacycles, it is indicated, reveals that the ultra-high waves are not severely limited in coverage, but sporadically have an interfering signal capable of traveling across the country. As more experience in this operation is recorded and analyzed, engineers will be in even a better situation to determine how those channels can best be allocated.

At this time it seems certain that channels above 120,000 kc. will have to be developed to provide competition in visual broadcasting. Engineers are counting upon bands in the 42 to 96 mc. range, where most of the experimentation has gone forward, since equipment already has been developed whereas in the band above 120 mc. tubes have not yet been devised.

Thought of a possible allocation of clear channel and shared channel operation for television grows out of the engineering knowledge that channels in the lower band actually travel appreciable distances. It has been found, for example, that a station operating on 41 mc. in Boston has caused blanketing interference with the signals of a station operating on Mt. Wilson in California.

If it is found that distant reception on these channels is possible, allocations for television may crystallize somewhat along the lines of broadcast allocations. In other words, it might be possible to have "clear channel" stations of substantial power transmitting visually and giving a good urban service together with a reasonably satisfactory rural service. Originally it was thought that the ultra-short waves were restricted to "line-of-sight" transmission and that only limited coverage in an area of perhaps 10 or 15 miles could be procured.

On the theory that a television station, to broadcast with good definition, would need a band of at least 6,000 kc. (6 megacycles) it would mean that only seven channels would be available for that character of transmission in the range between 42 and 96 mc. A portion of this band between 60 and 62 mc. under international treaty is assigned for amateur use. With only seven channels, there could not possibly be sufficient competition in television in individual cities, it is felt, and as a consequence there would have to be developed the frequencies beyond 120 mc. in order to procure sufficient facilities for licensing of more than one station in a city.

For Every Community

IT IS LOGICAL, therefore, that engineers should focus attention upon an allocation which would include stations of a character which would provide rural service, along with shared-channel stations, possibly using directional antennas, designed for coverage restricted to urban areas. The theory is that television service ultimately should be made available in every community able to support it.

The Engineering Department of the FCC has not yet made recommendations with respect to allocations but will do so after completion of conferences with the Government interdepartmental committee on the subject of ultra-high frequency allocations. While it has been variously estimated that television in the 42-96 mc. range is possibly two years away, engineers are of the opinion that it will take considerable time to develop the range above 120 mc. to the point where dependable tubes can be produced. It may be five years, on that basis, before television on a competitive basis will arrive.

Government departments now utilizing channels in the 42-96 mc. range have opposed entry of television experimenters into the entire band. They proposed during the June hearings that television be confined to the virtually unexplored portion above 120 mc. The opposition from private groups, obviously, was that since no vacuum tubes had been devised for operation in the higher range, introduction of the visual art might be retarded several years through such a restriction.

Government groups, through the Interdepartment Radio Advisory Committee, have been conferring with the FCC engineering department in connection with the future assignments. It is expected that some definite conclusions will be reached after the first of the year, and it was emphasized in official quarters that all interested groups are endeavoring to find a solution to the problem.

Television Aflame

LONDON'S famed Crystal Palace, relic of the Victorian era and sometimes called England's Madison Square Garden, burned to the ground Nov. 30—and with it went the television laboratories of Baird Television Ltd. with hundreds of thousands of dollars worth of equipment. Fortunately for the Baird company, however, much of its transmission and pickup equipment had been moved to Alexandra Palace, where it is now being used to transmit daily programs alternately with the E.M.I.-Marconi system under the auspices of the British Broadcasting Corp.

FCC Orders Rehearing On Three Applications For Watertown Station

A REHEARING on three applications for a new station in Watertown, N. Y., was ordered by the FCC Dec. 2 in an unprecedented action taken on its own motion and after it had already granted one of them authority to erect a station. The applicants are Black River Valley Broadcasts Inc., recently granted a CP for 100 watts night and 250 watts day on 1420 kc. (WNNY); Watertown Broadcasting Corp., which had received a favorable examiner's report which was denied by the FCC for 100 watts daytime on 1270 kc.; Brockway Co., publisher of the *Watertown Times*, seeking authority to acquire and move WCAD, Canton, into Watertown.

The new WNNY, whose construction is in effect stayed, is headed by Henry A. Wise, Watertown attorney, but its ownership interlocks with that of WFBL, Syracuse. The Watertown Broadcasting Co. is headed by G. Harry Richter, local merchant. The Brockway Co., which has made a five-year lease arrangement with St. Lawrence University, present licensee of WCAD, is headed by Harold Johnson, who is a trustee of the university. The FCC has not acted on the latter application, which if approved would give the newspaper a 500-watt part-time station on 1220 kc. in Watertown.

By the FCC action all three applications go back to hearing before an examiner, the previous examiner's reports being discarded. Watertown, a community of 30,000, at present has no station.

DeForest in Bankruptcy

DR. LEE De FOREST, noted inventor of the vacuum tube, who in recent years has operated the De Forest Laboratories in Los Angeles, on Dec. 3 filed a voluntary petition in bankruptcy in Federal district court in Los Angeles, claiming liabilities of $103,943 and no assets except for exemptions of $390 for household goods, tools and personal effects. The largest single claim was a note of $52,500 to the Cooperative Building & Loan Co., New York, and another creditor was Powel Crosley Jr., for $1,000. Judge Heney in Superior Court on Dec. 1 had upheld an attachment of $157 in a Hollywood bank in connection with a $10,000 judgment against Dr. DeForest in favor of a New York real estate firm, after the inventor's wife had contended it was her own property.

IN REPLY to a question recently raised in the House of Commons, the Postmaster General reported that the British Broadcasting Corp. up to the end of October had invested approximately $550,000 in the television plant it is now operating in London.



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4. 65% of ALL local Radio advertising in Fort Worth is placed on KTAT.
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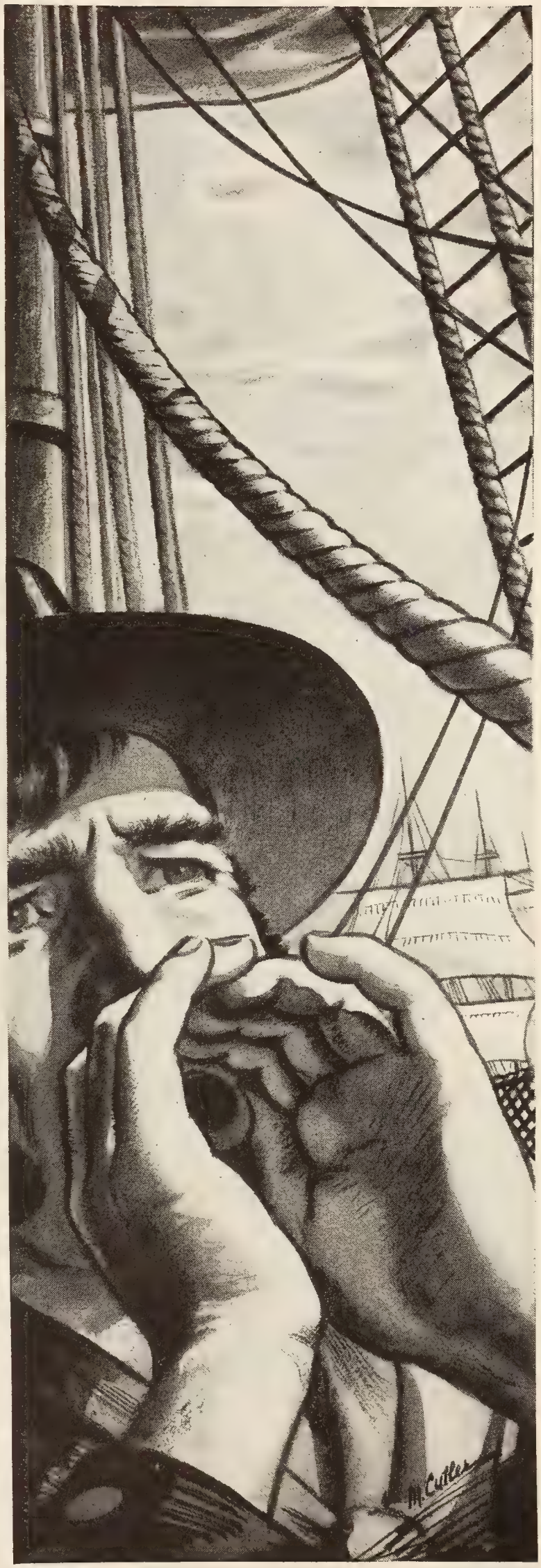
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NBC has manned these stations with all-star NBC programs, proved audience builders all! They have won loyal, able-to-buy listeners in the most profitable markets in the country: because they are backed by the vast experience of the world's largest broadcasting organization—which is also the world's largest national advertising medium.

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Fools' Paradise

THINGS have been quiet—altogether too quiet—on the copyright front. Ordinarily such a condition would not be disturbing, but we have watched copyright too long to regard this as a good sign.

The copyright owners, principally ASCAP, are still possessed of the same arbitrary powers over broadcasters and other users of music. They are the dictators in the field of American music performance, with all of the arbitrary powers that dictatorship connotes.

There has been no change in the Federal law which permits ASCAP to wield its bludgeon with such abandon. The Department of Justice anti-trust suit against ASCAP, alleging monopoly, is dormant but not dead. Nobody seems to be worried, except possibly ASCAP itself, and it isn't letting any grass grow under its feet.

Why so pessimistic? We recall that in 1931 broadcasters attending the Detroit NAB convention spit fire and brimstone over ASCAP's demand that they pay 3, 4 and 5% of their gross receipts for the succeeding three years for the right to use music. This was to be the substitute for the arbitrary flat fee basis of the preceding years. They swallowed it, because they couldn't do otherwise.

But after all that rumpus, they went home and promptly forgot about the corrective measures. Then came 1935 and the nightmare that was precipitated when Warner Bros. publishing houses withdrew from ASCAP. ASCAP wanted five-year contracts at 5%, even without the Warner catalogs. It got them.

Today the broadcasting industry is winding up its first year under the new five-year contracts. There is still much pent-up feeling over the manner in which ASCAP collects its copyright royalties. But demands are increasing. Broadcasters are now being besieged by other groups on such matters as phonograph record performance.

But do they realize that if the existing law is not corrected, or if the government suit is not successful, then ASCAP in 1940 can charge anything it chooses for the right to perform its music? The figure, instead of 5%, might be five times 5%. There is nothing in the law to prevent it.

Broadcasters do not want their music for nothing. It is an essential raw material in radio. But they do want some degree of bargaining power in the purchase of that raw material. They can get it only if the law is corrected, or if the Government suit is successfully concluded.

We cannot urge too strongly that broadcasters, prior to the convening of Congress next month, acquaint their Congressional delegates with the true situation. The Duffy bill, which died at the last session, will be reintroduced. It should pass. But it won't unless those affected by it make the facts known. We aren't guessing when we say that ASCAP, on its part, is already working actively against passage of the bill.

Radio Itself and 1937

IF THERE is doubt in any mind about the position held by radio broadcasting in the affairs of this nation, both economic and social, let him consult the symposium on 1937 prospects which we publish in this issue. Never before has the story of any industry been told so eloquently by so divergent a group of men. It includes public officials, captains of industry, leaders in the agency field and broadcasting executives.

To discourse here on what this meeting of minds reveals would be repetitious. It is enough, we feel, to say that radio broadcasting has met the challenge of those who would have destroyed it at the very beginning by making it a governmental rather than a private enterprise. It is plain, when we observe the status of radio in other nations, that it could not have thrived and could not have attained its high position as an impartial medium for the dissemination of knowledge and of good-will in government hands here, no matter how good the government or how noble the purposes of its leaders.

We are thankful that broadcasters have been successful in keeping themselves independent, by and large. They owe no allegiance to any particular group. They are not subservient to any political body. They belong to no party, no one creed. They are as diverse in ownership and outlooks as the elements of democracy themselves.

Broadcasters, from the smallest to the most powerful, have but to continue this policy and strive to improve their service to retain their individuality in this most important instrumentality for public good and enlightenment. And, in that same tempo, they will thrive, because the last vestige of doubt as to its status as an advertising medium also has been erased, even in the minds of the die-hards.

The RADIO BOOK SHELF

A BIBLIOGRAPHY of references on radio subjects, compiled by Lawrence D. Batson, has been issued by the Department of Commerce electrical division. It lists source material for information of laws and regulations, conferences and reports, manuals, radio advertising, trade periodicals, foreign broadcasting, education by radio, amateur radio, government activities in radio and technical data.

The Networks Spread

ALMOST monthly, the maze of telephone lines linking broadcast stations for national, regional or statewide coverage becomes more widespread. It is more than a trend that is intensifying network service; it is a definite movement.

Both of the nationwide networks are adding outlets. Comprehensive coverage, not only for commercial but for public service programs, is the object. And Mutual Broadcasting System this month goes transcontinental, though not nationwide. Within the last few weeks no less than four regional or statewide networks have been added to the dozen or so already in existence. These include the newly formed Colonial Network, the California Radio System, the Quaker State Network and the Maryland State Network.

We regard this movement as healthy. Obviously, the regional and statewide outcroppings follow not only naturally contiguous markets but also related populaces and buying power. Thus advertisers interested only in regional coverage can procure "made-to-order" audience. And stations, by the same token, are placed in the position of reciprocally interchanging the finest of their programs, making for a sturdier broadcast structure and greater public service.

Most significant in this reshaping of broadcast service is the fact that the 100-watter, along with the regional and the clear-channel station, is coming into its own. Buyers of time are coming to the realization that power isn't all-important, and that market and coverage and standing in the community are primary considerations. The fact that both NBC and CBS have added 100-watters is a recognition of this.

Whither Television?

THAT television, like fate, is certain to come, is unquestioned. But how and under what conditions remains to be ascertained. Even at this late date engineers are almost daily learning new things about the quirks and intricacies of ultra-high frequencies, where television is destined to repose. Not many months ago it was thought that these frequencies were definitely limited to short-range coverage—"line-of-sight", the technicians called it. Now it appears that transcontinental interference occurs even on these channels. Perhaps that isn't so startling, but its implications are important for it now develops that television transmission akin to "clear channel" broadcast service may be possible, whereas heretofore thought of good rural service had been all but abandoned. In this radio age, it seems, a maxim to observe is "Wait and See, Then Wait."

We Pay Our Respects To —



HERMAN STRECKER HETTINGER, Ph.D.

IN THE STRICT academic sense, there is no such title as "radio economist". Perhaps it is because the industry is so young; perhaps because so few researchers have delved into it deeply as yet. But no one acquainted with the business of broadcasting will gainsay such a title for Dr. Herman Strecker Hettinger, assistant professor of marketing of the internationally famous Wharton School of Finance and Commerce of the University of Pennsylvania.

The records show he was one of the first academicians, if not the first, to take up the study of radio economics seriously. Records are not needed to support the statement that he has been and remains the most prolific writer on the subject. Statistics are second nature to him; he can rattle off the records of spot, network and transcription business for any year since '31 (when the first effort was really made to gather them) with the abandon of a circus barker.

When Herman Hettinger first skirted the fringes of the radio field in 1928 by conducting one of the earliest detailed studies into listener habits, there were no such things as audience records or business statistics for the industry as a whole. Today, broadcasting's books are audited from the business aspect perhaps as well as those of any other industry. And the Pennsylvania college professor did most of the spade work, aided and abetted by Philip G. Loucks, who from 1931 to 1935 served as the managing director of the National Association of Broadcasters and enlisted the talents of Dr. Hettinger.

Until this month, Dr. Hettinger was the research consultant of the NAB, turning out monthly the broadcasting business index, a statistical service which he has conducted since 1933. As of Dec. 15 Dr. Hettinger resigned that post to devote his full attentions to his college work and also to expand in the field of radio consulting work—a pursuit that appears destined ultimately to become as important as technical consulting. NAB headquarters will carry forward the "business index" work inaugurated during the tenure of Managing Director Loucks by Dr. Hettinger.

Life began for Herman Strecker Hettinger on Jan. 13, 1902, in the Pennsylvania Dutch town of Reading. (Other Pennsylvania Dutchmen in radio include Loucks, John U. Reber, vice president and radio director of J. Walter Thompson Co., Jules Seebach, WOR program chief, and Dr. Levering Tyson, executive director of the National Advisory Council on Radio in Education.)

After his preliminary public school and high school education at home, young Hettinger enrolled at the University of Pennsylvania, graduating in 1923 and procuring his Doctor of Philosophy degree there, and earning part of his tuition as assistant director of public relations. Before he began teaching, he served a brief business apprenticeship in the textile field in 1924 and 1925. While at school he was captain of the University fencing team for two years, and afterward held the Pennsylvania State championship for five years. This won him several appointments as member of the national championship duelling sword team of the Fencers Club of Philadelphia.

Young Hettinger's first study of radio listening habits in 1928 attracted the attention of Dr. Leon Levy, president of WCAU, Philadelphia. Through that association, he made the first studies of Philadelphia market listening habits in 1930 and 1931. Undertaken in conjunction with Richard R. Mead, also of the marketing faculty of the University, the 1931 studies were the first to expose the lack of logic behind the annual summer slump in broadcast advertising. As a result, the teachers published *Radio as a Medium for Summer Advertising* for CBS and *The Summer Radio Audience in Philadelphia and Vicinity* for WCAU. Dr. Hettinger was also one of three who assisted in the development of the first Price-Waterhouse survey of network popularity made for CBS.

It was Dr. Levy who suggested that Hettinger get together with Mr. Loucks for industry-wide studies. This happened in 1931 and they hit common ground at once. After several preliminary studies, Dr. Hettinger came to Washington as special consultant to the NAB to install the statistical service which would give information on broadcast advertising volume over stations as well as networks. The first figures came in the summer of 1933 and marked the inauguration of a standard information service for the medium. Since then, the figures procured by the system have been confirmed to a remarkable degree by the recent Census Bureau broadcasting study except in one instance — understatement of the volume of local business.

NRA began functioning in 1933, and Hettinger was called upon to procure information on employment, wages and similar features of the industry never before collected. It was a ponderous task, but it held water since it afterward developed that the estimates produced by Hettinger on such an item as average wages were within 20 cents of the averages later developed in a complete industry poll.

During the fall of 1934 and until October, 1935, Dr. Hettinger served in Washington as the NAB director of research. He conducted much of the preliminary research looking toward standardization of listener coverage data now incorporated in the activities of the Joint Committee on Radio Research which comprises the NAB, AAAA and ANA.

In 1935 and all through this year, Dr. Hettinger has served as economic consultant of the NAB and as its representative on the technical subcommittee of the Joint Committee on Radio Research. With his resignation from the NAB, that function is being taken over by Managing Director James W. Baldwin.

Among the recognized works from the pen of Dr. Hettinger are *A Decade of Radio Advertising*, published in 1933; editor of *Radio: The Fifth Estate*, published in 1935 by the American Academy of Political and Social Science; assisting in the preparation of the first manual on retail radio advertising compiled and published by the National Retail Dry Goods Association in 1935, and regular analyatical contributions on radio economics for BROADCASTING. He is now devoting much of his time to private consultancy work, and is writing a book *The Principles of Radio Advertising* in collaboration with Walter J. Neff, partner of Neff-Rogow Inc., New York agency, and former sales manager of WOR.

Dr. Hettinger is a member of the American Marketing Society, the National Association of Marketing Teachers, Beta Gamma Sigma scholastic honor fraternity and Theta Chi fraternity. His hobbies are music and fencing. Mrs. Hettinger is the librarian of the Curtiss Institute of Music in Philadelphia.

PERSONAL NOTES

JAY SLOCUM, formerly a salesman for the Boston office of Conde Nast Publications, representing the *Home & Garden* magazine in New England, is now New England sales representative for WBZ, Boston, and WBZA, Springfield. He fills the vacancy left by Paul A. Belaire, who Nov. 1 became Boston representative of WOR, Newark.

SYDNEY DIXON, who has been in charge of NBC Southern California sales for the past year, has been appointed western division assistant sales manager for the network, according to Harry F. Anderson, western division sales manager in San Francisco. Dixon, who will continue headquarters in Hollywood, was formerly in charge of local sales in the network's San Francisco offices before his transfer south.

HERBERT E. NELSON, formerly of the sales staff of KXBY, Kansas City (formerly W9XBY), has been appointed local sales manager, with Clair Heyer continuing in charge of national sales and promotion. KXBY has also added to its sales staff E. G. Julum, formerly with KMOX, St. Louis; Robert Livingston, formerly with WMT, Cedar Rapids; R. W. Bennett, formerly with KFRU, Columbia, Mo.

O. L. SMITH, merchandising manager of WNOX, Knoxville, Tenn., and prior to that assistant national advertising manager of the *Knoxville News-Sentinel*, has been made commercial manager of the station, according to an announcement by R. B. Westergaard, station manager.

PAUL F. PETER, secretary of the Joint Committee on Radio Research and former chief statistician of RCA and of NBC, has become engaged to Ruth K. Doehrmann of Washington. No date has yet been set for the wedding.

RAY BAKER, formerly of Pacific Railway Adv. Co., Oakland, has joined the sales department of KFRC, San Francisco.

BUD WHITE, former Chicago actor, has joined the sales staff of WIND, Gary, Ind. John Carey, WIND salesman, has announced his marriage to Miss Charlotte Kosopp, of New York.

LOUIS FROELICH, formerly of WROK, Rockford, Ill., has joined the sales staff of WJJD, Chicago.

FRED BATE, NBC London representative, sailed for his post Dec. 5 on the *Europa* after spending a month in the United States, chiefly with the European radio officials who came over in November to participate in NBC's tenth anniversary celebration.

JOHN DRAKE FITZGERALD, former WBBM publicity director and CBS western special events chief in Chicago, has been transferred to CBS New York headquarters to assist Paul White, special events director.

LLOYD H. ROSENBLUM, merchandising manager of WOAI, San Antonio, spent the first two weeks in December at his home in Cleveland and also visited in New York for several days.

HARRY S. McLEOD, formerly manager of the Strand and St. Charles theatres, New Orleans, has been named advertising director of WBNO, New Orleans.

PAUL GREEN, formerly of WNOX, Knoxville, has succeeded William Sisson as a salesman on the staff of WNBR, Memphis. Sisson has been named head of the Little Rock bureau of the affiliated *Memphis Commercial Appeal.*

LEE BISHOP, manager of KMED, Medford, Ore., and Miss Hester Wakefield, were married in November in that city.

JOHN STILLWELL, commercial manager of WIRE, Indianapolis, arrived in Los Angeles Nov. 30 on his honeymoon.

DONALD THORNBURGH, vice-president in charge of CBS on the west coast, was a speaker Dec. 3 at a meeting of the Los Angeles Association of Advertising Women held at the Women's Athletic Club.

REGINALD B. MARTIN, manager of KFAB and KFOR, Lincoln, Neb., and Miss Kathryn Gustafson, of Des Moines, were married Nov. 26.

PERCY L. DEUTSCH, president of WBS, returned to his desk on Dec. 7, after a rest at the Medical Center, New York.

F. W. BORTON, president of WQAM, Miami, has been elected president of the Florida State Civitan Clubs.

PAUL EICHHORN, known professionally as Paul Frederick, has joined WOOD, Grand Rapids, as promotion manager. He succeeds King Bard, who has entered private promotional work. Mr. Eichhorn formerly was with WJIM, Lansing, and WXYZ and WJR, Detroit.

DAVID NOWINSON, publicity director of KSO and KRNT and also in the continuity department of the station on Nov. 19 was married to Miss Ida Hyman of Des Moines, in Chicago.

EARL MAXWELL, national sales manager of WJBK, Detroit, on Jan. 9 will marry Miss Betsy Callender of Detroit.

DON DAVIS, president of WHB, Kansas City, and Mrs. Davis spent November on a vacation trip to Cuba.

S. A. CISLER, formerly a partner in WATL, Atlanta, is now manager and program director of WSIX, Nashville local which was recently moved into that city from Springfield, Tenn.

DR. W. H. VOELLER, president of Conquest Alliance Co., New York, returned Dec. 10 after six weeks in Hollywood.

HOWARD HOLSHOUSER, for the last two years with Temple Adv. Agency, Topeka, has joined the sales staff of WIBW, Topeka.



WIP HONORED — The American Legion of Philadelphia awarded its annual Certificate of Merit to WIP. Benedict Gimbel Jr., WIP president, at right, is receiving the award. Legionnaires, left to right, are I. G. Gordon Forster, county commander; Lt. Fred J. Roehs, radio committee chairman, and Walter G. Kress, State Commander.

William M. Daly

WILLIAM M. DALY, NBC orchestra leader, died Dec. 4 at his home in New York. Mr. Daly for the last two years was musical conductor of the *Voice of Firestone* program and was scheduled to take a similar post on the Gladys Swarthout - NBC program which begins Feb. 10.

G. W. STAMM, former publisher of *Broadcast Advertising*, has started a new pocket-size monthly magazine, *Science Digest*, which contains articles from scientific magazines condensed and popularized for the layman. The first issue appeared on the newsstands Dec. 1. *Broadcast Advertising* was absorbed by BROADCASTING several years ago.

BEHIND THE MICROPHONE

DAVID COBB, formerly of KSD, St. Louis, has joined the announcing staff of WMC, Memphis, succeeding Howard Carraway, who has moved to WSIX, Nashville.

WILLIAM J. GOODE, formerly with WCAE, Pittsburgh, has been transferred by Hearst Radio Inc. to WBAL, Baltimore, as station accountant.

GENE EDWARDS, formerly of WSGN, Birmingham, has joined WJRD, Tuscaloosa, Ala., as chief announcer.

HARRY J. BOYLE, former newspaperman, has joined CKNX, Wingham, Ont., as merchandising director, succeeding B. Howard Bedford, who continues as commercial director and head of public relations. Mr. Boyle also will act as news editor and assist in public relations. Ben Hamilton, new to radio, has just joined the announcing staff.

BOB EASLEY has been named continuity editor and announcer of KFDM, Beaumont, Tex.

JOHN GROLLER Jr., formerly of WCBA-WSAN, Allentown, Pa., has joined the announcing staff of WGBI, Scranton.

WAYNE ACKLEY, Iowa Broadcasting System announcer, is the father of a boy born in November.

CLAYTON LOOMIS, announcer at ABC's Chicago headquarters, and Lalia Peers, dramatic actress heard frequently over the same network, were married Nov. 29.

JAY SIMS, former NBC announcer in San Francisco and later with KEHE, Los Angeles, on Dec. 1 joined the announcing staff of KFWB, Hollywood.

JOHNNY MURRAY, on the staff of KFWB, Hollywood, for several years but off the air for a year, has returned to the station.

EFFAY BENYON, formerly of WROK, Rockford, Ill., has joined the continuity department of WJJD, Chicago.

RALPH BRYAN, formerly program manager of KGMB, Honolulu, and KQW, San Jose, Cal., has returned to the band business in San Jose.

WALLACE A. GADE, formerly on the announcing staff of KGW and KEX, Portland, and more recently with KPCB, Seattle, has joined KJBS in San Francisco, in a similar capacity.

DONALD DUDLEY has replaced Howard McNear as reader on the twice weekly *Golden State Menu Flashes* sponsored by Golden State Co. Ltd., San Francisco, (dairy products) on KPO, that city. McNear resigned to move to Los Angeles.

VALERIA ELSNER, continuity writer of WICC, Bridgeport, has announced her marriage in September to John Lomas.

LE ROY FLYNN, 18-year-old announcer, replaces Robert Parker, on the staff of WICC, Bridgeport. Parker has gone to California to enter photography. William Dukeshire has replaced Jack Meredity as news reporter in the WICC New Haven office.

IRIS PARKER, for the last seven years office manager of KELW, Burbank, Cal., on Dec. 8 joined KEHE, Los Angeles, when the Burbank station went off the air and its time was taken over by KEHE.

HERB GAMBRILL on Dec. 7 became traffic manager of the new California Radio System with headquarters at KEHE, Los Angeles, key station of the network. He was formerly with KTSA, San Antonio, Texas.

TOPS in Kansas KFH

- TOPS in entertainment.
- TOPS in listeners. (Approx. 300,000 radio homes).
- TOPS in commercial programs.
- TOPS in sustaining programs.
- TOPS in power. (5,000 watts daytime).
- TOPS in merchandising service.
- TOPS in "over the counter" sales.
- TOPS IN RESULTS.

Affiliated with
CBS

National Representatives
EDWARD PETRY & CO.

No. 4 Of A Series On The New York Market!



LITTLE ITALY is part of New York's famous Greenwich Village. Covering an area of 1.35 sq. miles it contains a larger population than Sioux City, Ia.

"Fiesta Time in Little Italy"

THROUGHOUT the metropolitan area of New York are 1,070,072 Italians—more than reside in Rome, Italy. The average per family expenditure is from $1,700 per year in parts of Manhattan to $5,200 in adjoining boroughs.

WBNX REACHES this vast market intimately and intelligently with 32 programs per week in the Italian language, many of which have been on the air for five consecutive years with established listening audiences.

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — OF YOUR PROSPECT

STANDARD CAHILL CO. WBNX NEW YORK CITY 1350KC

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS

PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

1000 WATTS DAY AND NIGHT

RALPH WORDEN, former radio editor of the *Cleveland News*, has been named news director of WGAR, Cleveland, succeeding Bob Evans, who will handle sports and special events exclusively.

QUIN RYAN, manager of WGN, Chicago, and veteran sports announcer, will leave for San Francisco Dec. 26 to handle the MBS broadcast of the annual football game between all-star Eastern and Western teams on New Years Day.

CHARLES L. ACREE, erstwhile man-of-the-street at WJBC, Bloomington, Ill., is the newest member of the continuity staff of WLS, Chicago.

FRED PALMER, formerly manager of WBNS and WAIU, Columbus, has joined the production department of WLS, Chicago.

TOM CASEY has deserted the ranks of the NBC page boys in Chicago to join the network's Chicago announcing staff. Long desirous of becoming an announcer, Tom got his chance during the NBC tenth anniversary celebration when the page boys put on their own show and Tom announced it. New York liked his voice, Chief Announcer Everett Mitchell gave him some training in technique, and Casey emerged from last week's announcing auditions with the coveted job.

AL BOYD, production man at WLS, Chicago, is the father of a baby girl born Dec. 3 at Illinois Masonic Hospital.

JACK INGERSOLL, formerly of WEEI, Boston, has joined WINS, New York as sports commentator, succeeding Earl Harper.

EARL R. STRANDBERG, known on the air as Earl Rodell, has joined KTAT, Fort Worth, as program director. He held this same position with KTAT prior to joining the production staff of KMOX, St. Louis, last year. Lenard Finger, author, actor and commentator, has joined KTAT, coming from the Texas Centennial Exposition in Dallas. He will also handle publicity.

ERNEST ROGERS, chief of the news staff of WSB, Atlanta, was honored in the centennial issue of the *Emory Alumnus*, publication of the Emory University alumni, as the member of the Class of 1920 who has done most to put into practice Emory's motto: "A love of learning for the service of God and Man." This was largely in recognition of his having organized, along with Manager Lambdin Kay of WSB, the "UCG—Unorganized Cheerful Givers," a charitable society.

WILLIAM FULLER, announcer-producer of KJBS, San Francisco, has written a comedy "A Generation in Advertising or How Far We Have Travelled", to be presented Dec. 16 at the San Francisco Advertising Club's Christmas jinks in the Palace Hotel, that city. Fuller will also direct and stage the jinks. Carlton Coveny, KJBS sales manager, is the club's entertainment chairman.

FRED McPHERSON, formerly on the announcing staff of KFBK, Sacramento, has joined KRE in Berkeley, Cal., as announcer-producer.

KEN HOFFMAN has been placed in charge of the artist bureau recently organized by KYW, Philadelphia.

EDDIE LeCAPTAIN, news reporter of KELD, El Dorado, Ark., was married Thanksgiving Day to Miss Lillian Pearcy, of El Dorado.

HARRY CARLSON, former announcer, of WOR, Newark, has been appointed production manager of WOR succeeding Mitchell Benson who has become assistant to Julius Seebach, WOR program director.

JERRY LAWRENCE, former announcer for Don Lee System, has joined WOR, Newark, in a similar capacity.

WAYNE A. WELCH, secretary to Craig Lawrence, commercial manager of Iowa Broadcasting System, is to marry Miss Janet Wright, of Harbor Springs, Mich., Dec. 26.

ROBERT WILBUR, formerly of WCAD, Canton, and WBIX, Utica, N. Y., has joined the announcing and production staff of WSUN, St. Petersburg, Fla.

FREEMAN LANG, former Hollywood transcription producer, left via the *China Clipper* for Honolulu early in December, and expected to continue to Australia by boat.

DORIS GOWLLAND, secretary to the managing director of 2GB, Sydney, Australia, will arrive in Los Angeles Dec. 26 for a six-month stay in that city and New York.

JESSE H. MARTIN, formerly in charge of the artists' bureau of WHN, New York, early in December joined Bachmann-Herzbrun Inc., Hollywood talent agency.

FRANK WESTPHAL, for several years an NBC music conductor in Chicago, on Dec. 2 became music director of KEHE, Los Angeles.

HUGH BRUNDAGE, staff announcer at KFWB, Hollywood, on Dec. 5 resigned to join KEHE, Los Angeles.

FOX CASE, the last five years publicity director for the All-Year Club, Los Angeles tourist promotion organization, on Dec. 10 joined CBS, Hollywood, in charge of exploitation and special features, a newly-created position.

Gone With His Wind

WHEN neither actors nor sound effects satisfactorily produced the sound of a man gasping for breath called for on a recent American Legion *Cadets of the Air* broadcast, WBBM Production Man Phil Bowman dispatched one cadet on a five-lap run around the studio. The boy ended up at the mike so winded that he couldn't speak and another lad had to read his lines.

THOMAS FREEBAIRN - SMITH, chief announcer of KNX, Hollywood, will go on tour in January to announce the Nelson Eddy programs for Vick's. The broadcasts will continue during the 11 weeks Mr. Eddy is on his concert tour.

HUGH LESTER, onetime with NBC in San Francisco, has joined the Federal Theatre of the Air, Los Angeles, as a staff continuity man.

RENE GEKIERE, who has been an assistant in NBC's Chicago production department, has been transferred to the network's announcing staff.

NED BURMAN, formerly an announcer-producer at KROW in Oakland, has joined KGGC, San Francisco, in a similar capacity. He succeeds David Vaile, who resigned to join KYA in San Francisco. Vaile succeeded Harry De Lasaux at KYA.

VIC MOSER, native Tennessean and former continuity writer of KMOX, St. Louis, and KNX, Los Angeles, and more recently a scenarist in Hollywood, has joined the production staff of WIBW, Topeka.

LAWRENCE MENKIN has joined the production department of WMCA, New York. He was formerly with Associated Music Publishers Inc., New York.

RUSSELL HIRSCH, formerly of WRBL, Columbus, Ga., has joined WCOA, Pensacola, as announcer and publicity director, replacing Fred King. James Hendrix has been named program director.

JERRY DOOLITTLE, of the announcing staff of WQAM, Miami, is in the hospital recuperating from a broken vertebrae suffered during a dive into shallow water. Jack Mack is back as sports commentator after a summer spent as announcer on northern dog tracks. Jack Skeavington has been named editor of the WQAM local news service. Loretta Bailey has joined the staff as personal shopper.

CHANGE PROVIDENCE SCHEDULES

*Change your Schedules to fit the NEW Providence set-up!

1. WPRO becomes the Basic CBS Station Jan. 1.
2. WPRO increases power December 15th.
3. WPRO offers complete United Press News.
4. WPRO selects NBC Thesaurus as program aid.

SPOT ADVERTISERS--

Early reservations help us a lot. Phone, wire or write for new program schedules and listings.

NATIONAL REPRESENTATIVE
PAUL H. RAYMER CO.
New York *Chicago* *San Francisco*

WPRO
CHERRY & WEBB BROADCASTING COMPANY
PROVIDENCE, R. I.
630 K.C.
1000 Watts LS 500 W. Night

WPRO Improvements

PREPARATORY to joining CBS Jan. 1, WPRO, Providence, R. I., has effected numerous improvements in facilities and organization, according to an announcement Dec. 8 by Stephen P. Willis, recently appointed general manager. The station has been operated since 1931 by the Cherry & Webb Co., owners of five women's specialty stores in New England. On Dec. 15 the station begins operation on its 630 kc. channel with 1,000 watts until local sunset and 500 watts nighttime. It subscribed to the United Press radio news service Dec. 1, now carrying 12 more five-minute news broadcasts daily. NBC Thesaurus transcription library also has been added, offices and studios have been augmented and speech imput equipment increased to handle the new program traffic. Basic changes in policies also are being considered, it was said, with the probable discontinuance of phonograph records as program material.

TRACKING FRAUD BY RADIO

Boston Better Business Bureau Beats Bamboozlers By Broadcasts Exposing Their Rackets

By KENNETH B. BACKMAN
General Manager,
Boston Better Business Bureau

THE SUCCESS of any undertaking in this age is measured by cold, practical results. In this respect the Boston Better Business Bureau may feel justly proud, for the Bureau's series of weekly radio dramatizations started in the spring of 1936, with the cooperation of John Shepard 3d, president of Yankee Network, has brought good results. Since the beginning of the campaign to educate and enlighten the general public on the schemes promoted by shysters, radio has been the spearhead of the attack.

Some few weeks ago, the Bureau produced over WNAC and Yankee Network, a dramatization of the Free Lot Scheme. For some time the Bureau had been troubled by racketeers in the Boston area who had been foisting this scheme upon the innocent public, but had been unable to "get anything on them." Shortly after the scheme was dramatized, a flood of complaints against the racket was received from persons who had been fooled. So much important information and evidence was gained in this manner. that it was possible to present a case to the grand jury and this evidence was used to bring a secret indictment.

Are They Listening?

HERETOFORE, we have come in contact only with those who have in some way or other been victimized by these schemes. However, in order to determine whether the programs are obtaining results we decided to conduct a little survey. No elaborate plans were made nor was there any effort to reach any portion of the New England audience. The survey was conducted in an informal manner, and, as such, I believe is of far greater value.

Here was the survey:

1. Have you heard any of our radio skits?
2. If so, approximately how many?
3. Please check your opinion of them. Poor, fair, good, excellent.
4. Have they been helpful to you?
5. You can hear the skits by tuning in on WNAC every Saturday afternoon at 5:15 p. m.
6. Any remarks?

In interpreting the results of the questionnaire, the following facts must be kept in mind:

1. The time of the broadcasts—5:15 to 5:30 p. m., Saturdays—is not the most convenient time in the world in which to reach the public at home, especially during the football season.
2. Those filling out the questionnaire did so in private and dropped them unsigned into a box.
3. The name of the Boston Better Business Bureau is not mentioned in any of the programs, but only in the introduction and the close.
4. Nowhere is there an invitation or suggestion that anyone communicate with the Bureau regarding a complaint or anything else, nor is there a suggestion or intimation that anyone would be helped by so doing.

The programs themselves show that the public is always the loser and does not lead listeners to believe they have anything to gain by making a complaint.

Twenty-four percent of those filling in the blanks had heard the programs on the air—the majority of these had listened to from three to five. Of the 75 who had heard the programs, 44 gave them excellent; 22 good; 2 fair; not one rated them as poor.

Most interesting of all, in the opinion of the Bureau, are the remarks added by the visitors—"Was helped in a stock scheme by them"; "Wonderful idea—helps to understand salesmanship"; "That's why I came for help" are but a few of those given.

The survey proves the contention of Bureau officials that ignorance is the only reason the public is victimized by such schemes. What is more important, it also proves that the Bureau's methods of familiarizing the public with the "earmarks" of the various rackets is a successful one—measuring success by concrete results.

The Boston Better Business Bureau hopes to continue the dramatizations as long as necessary. With this in mind, we have collected all available information regarding fraudulent business schemes. Gradually a scheme file has been developed and after carefully sorting the available information to bring out actual cases of complaint—in many cases with actual literature used—we have built up a file of some 700 schemes, the most extensive and most authentic collection of this type in the country, if not in the world.

CONSOLIDATED EDISON Co., New York utility, has signed a number of celebrated foreign artists for its series of foreign-language programs on WBNX, New York.

WXYZ PRESENTS

Betty Barton



. . . THE POPULAR MISTRESS OF "HAPPINESS HOUSE"

Miss Barton's "Happiness House," a half-hour program, is presented each day except Saturday and Sunday at 10:30 A.M. and is devoted to building and maintaining an audience of women listeners. Miss Barton with her rich background of radio and dramatic experience, has demonstrated clearly her capability as director of this program. Morning and afternoon advertising on WXYZ is unusually productive—because of the efforts of Miss Barton and the directors of other exclusive WXYZ programs.

Does YOUR Message Need An Audience of Women?

WXYZ knows the radio technique of holding women's audiences. For over 5 years its production department has been actively engaged in building day time hours with talent to attract women listeners—WHEN THE COST IS NOMINAL AND RESULTS MOST GRATIFYING! Betty Barton's program is at present a participating period or may be sponsored exclusively. It offers an established audience of WOMEN. And remember . . . WHEN WOMEN LISTEN . . THEY BUY!

WXYZ

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office: Russ Building San Francisco, Cal.

Possibilities of Coaxial Cable Shown In Field Tests Conducted Before FCC

THE telephone use of the coaxial cable, which is popularly known as a "television pipe" because of its possibility as a future nationwide wire system for network visual broadcasting, was subjected to two rigorous field tests Nov. 30 and Dec. 1. In the first test members of the FCC participated in conversations from Washington to New York, while on the second day press representatives observed its telephonic potentialities.

The telephone test took place over a 3,800 mile circuit of coaxial cable, although the cable has only been installed between New York and Philadelphia but it had been looped back and forth to cover the 3,800 miles.

The television uses of the cable will not be tested until late spring, according to Dr. Frank B. Jewett, president of Bell Telephone Laboratories, because the present repeaters, which are fixed every ten miles in the coaxial system, are capable of producing only 1,000,000 cycles. Television is slated to require at least 2,000,000 cycles and repeaters with that capacity are now being developed in the Bell Laboratories.

Handles Heavy Traffic

THE 3,800-mile circuit consisted of five voice frequency links in tandem, each link being 760 miles long. There were 70 stages of modulation in each direction and the equivalent of 400 line amplifiers.

The FCC demonstration took place in the office of Commissioner Thad H. Brown. Conversations with Dr. Jewett in New York were held by Commissioner Brown, Chairman Anning S. Prall, Commissioner Irvin Stewart, Commissioner E. O. Sykes, Chief Engineer T. A. M. Craven, Chief Accountant William J. Norfleet, and Assistant General Counsel Frank Roberson. Telephone Division Chairman Paul A. Walker also talked over the circuit from New York with Commissioner Brown.

Designed to handle 240 simultaneous telephone conversations, the coaxial cable will handle the same amount of traffic in its "pipe-like" size as one of the present "arm-sized" cables with 480 wires. The projected time for the completion of telephone testing of the cable is 1940 when it should become available for commercial use.

The coaxial cable was the subject of lengthy hearings by the FCC in 1935 because of its television potentialities as the Commission wanted to block any move which could create a monopoly in the visual broadcasting field. However, after two hearings and the revocation of one FCC order, conditions were established by the FCC which were satisfactory to the Commission and to the A. T. & T.

The telephone tests disclosed that the cable produced a greater clarity of voice transmission with very little distortion as compared to the present cables. The electrical impulses that went through the 3,800-mile circuit were carried through 70 transformations of frequency of which only five were wavelengths intelligible to the ear and each sound went through 400 separate amplifications.

"Our main purpose in this preliminary experiment is to reveal the telephone possibilities, not television," said Dr. Jewett. "The performance has been up to expectations and no important technical difficulties have arisen to cast doubt upon the future usefulness of the coaxial-cable system. Much work remains to be done, however, before coaxial systems suitable for general commercial service can be produced.

"This is not a television circuit as we are demonstrating it today. But it is a necessary step toward television. We think we know how to use it for television, but that is several months off. As far as television is concerned, it is still around the corner, and all we can say at this time is that the cable is a possible network link for television transmitters in the future."

The "pipe" will handle the same amount of traffic as one of the present arm-sized cables comprised of 480 wires. Therefore, it was explained, the costs of building and installation are materially reduced.

Instead of the usual bundle of paper-insulated wires used in telephone lines, the new cable contains a pair of copper tubes, each about the diameter of a lead pencil. Within it, and about the same size as the lead in a pencil, is a wire held centrally by thin discs of thin rubber, spaced along the wire.

"What we are literally doing along this cable is radio transmission," continued Dr. Jewett, "but we are sending it over what might be called a segregated slice of the ether. In this case, however, all of the ether is in the little pipes of the cable. It is a scheme for making radio transmission free of the elements that bedevil radio, such as static and fading."

CARLETON & HARVEY, Lowell, Mass. (Fr. John's Medicine), has added WINS, New York, to the original list for the 13-week series of daily five-minute news. On WHDH, Boston, a 13-week contract for daily weather reports has been placed. Agency is John W. Queen Advertising, Boston.

Jolson for Lever Bros.

AL JOLSON, Martha Raye, Sid Silvers, and Victor Young's orchestra on Dec. 22 will succeed the present Ken Murray-CBS program which is sponsored by Lever Bros., Cambridge (Rinso & Lifebuoy soap). The program will retain its present time period, Tuesdays, 8:30 p. m., with repeat at 11:30 p. m. Myron Kirk, vice-president in charge of radio for Ruthrauff & Ryan Inc., New York, Lever agency, is in Hollywood along with two other members of his radio staff, Cecil Underwood and Nathan Tufts, preparing for the debut of the new program. The agency is contemplating establishment of an office on the West Coast.

RADIO CITY has been designated by the New York police department for contact with visitors in its traffic safety campaign because of the discovery that 80% of the sightseers thronging Radio City daily are from out of town. A brief safety talk is made by Patrolman James F. Dixon, or his assistant, to every group of guided tourists in the studios of NBC.



TOP HAT AND TALL TIMBER

THIS SALESMAN is sunk. He may carry a powerful sales talk and an excellent line of goods. But he is not showman enough to adapt himself to his audience.

This never happens at WSM. We fit broadcast appeal to the product and the people who listen. And showmanship like this, combined with the power of 50,000 watts, has made WSM one of the most resultful advertising mediums in America.

National Representatives
Edward Petry & Co., Inc.

WSM
SHOWMANSHIP AND POWER

50,000 WATTS

NASHVILLE, TENNESSEE

Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

STUDIO AND PROGRAM NOTES

IN COOPERATION with the campaign to expand and improve educational broadcasting, WSPR, Springfield, Mass., for the last two months has been originating a program under the auspices of Mount Holyoke College. The programs were introduced by Miss Mary Woolley, president, who spoke on the opening program and have since been carried on by the faculty and students. They have been broadcast over Colonial Network.

SPONSORED by Community Dentists, Dr. Lewis Inc., and Community Opticians, WNAC, Boston, broadcasts *The Voice of the Community* in cooperation with the Metropolitan Theatre, where interviews are conducted. Passersby are handed mimeographed copies of the two questions which are asked each day. Prizes of money and theatre tickets are offered for suggested questions. The mimeographed questions carry mention of the sponsors. Commonwealth Adv. Agency, Boston, has the account.

A NEW series on WINS, New York, is titled *What Is Your Answer*, heard late Sunday afternoons. It dramatizes news events in which the victim of an impending disaster is with alternative courses. The audience submits answers, with prizes awarded for best letters.

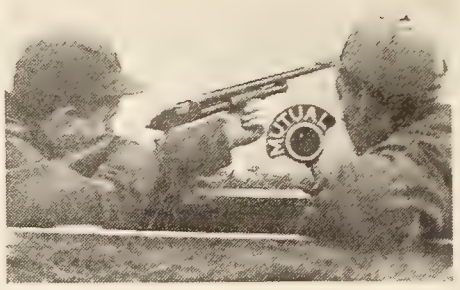
FRANK E. SAMMONS, farm editor of ABC network, has started *Poultry News*, a Saturday morning program of advice and news for breeders of chickens, turkeys and ducks, with news of poultry shows, discussions of housing, feeding, brooding, marketing and other angles of poultry farming, and with frequent talks by well-known poultry breeders.

Kansas City Call

WHEN W9XBY, Kansas City station operating on 1520 kc. in the 1500-1600 high-fidelity band, was advised Nov. 25 by the FCC that it could change its call letters to take out the numeral, it offered merchandise and cash prizes to its listeners for call letter suggestions. Most of them suggested KCSS, indicating "Kansas City's sports station", but the management finally chose KXBY because of its similarity to the former call letters. Three other stations in the same band also were authorized to change [BROADCASTING, Dec. 1].

IN COOPERATION with the music department of the Bridgeport public school system, WICC is presenting a series of musical programs by various school groups of Bridgeport on an alternate weekly series on Monday afternoons. The programs are under the general supervision of Miss Catherine T. Russell, music supervisor.

KFYO, Lubbock, Tex., unable to broadcast home games at Texas Tech stadium, provided liberal grid fare for listeners by broadcasting out-of-town games, with Manager DeWitt Landis and Announcer Winton Kyle, formerly All-Southwest back at Arkansas, handling the broadcasts. Their record remote was a 1300-mile grid-game from Los Angeles which Lubbock tradesmen financed although no commercial was used on the broadcast. Associated Oil Co., West Coast sponsor featuring sports programs, granted permission for the remote.



HUNTING SEASON — Signaling its opening, Dave Driscoll (left), of the WOR special events department, with Bob Edge, noted sportsman, author and commentator, equipped with shortwave transmitter, guns and decoys, went forth for ducks Thanksgiving morning and broadcast a running account of their experiences from Sedge Island, Barnegat Bay, New Jersey, to Mutual Network. The broadcast featured actual shooting scenes, comment on hunters' licenses and three-way conversation between Driscoll, Jerry Danzig in WOR studios and Engineer Charles Singer in clubhouse.

DRAKE UNIVERSITY School of Radio is dramatizing the week's outstanding Iowa news events on KSO and WMT Saturday nights in a new half-hour series *The Reviewing Stand*. A regular portion of each program is an important news flash taken off the wires of the *Des Moines Register and Tribune*, dramatized and broadcast before it is an hour old. Program is handled by Edwin G. Barrett, director of radio at the university.

BROADCASTS from Judge Gutknecht's *Chicago Traffic Court*, formerly on WBBM, Chicago, are now heard on WIND, Gary, Mondays, 7:30-8 p. m. Launched last year as part of Chicago's safety campaign, the programs are said to have proved a popular feature as well as a valuable educational medium, which is given much of the credit for freeing Chicago from the ticket-fixing evil.

A SERIES of biweekly half-hour amateur contests by inmates of the Fairfield County Jail in Bridgeport, inaugurated as part of the rehabilitation work of the jail, and first broadcast in late September over WICC, Bridgeport, has proved successful enough to warrant their continuation on WICC for the winter.

THE Ninth District of the American Legion is sponsoring a series of programs on WBBM, Chicago, designed to give listeners a "behind-the-scenes" view of R.O.T.C. activities in Chicago high schools. Cadets in the Reserve Officers Training Corps take all the parts in the dramatic sketches which are titled *Cadets of the Air*, broadcast Saturday afternoons.

A NEW series of news-interviews programs titled *Names in the News*, and presenting in person major local people in current press headlines, was inaugurated by WICC, Bridgeport, Conn., Dec. 10 from 7:30 to 7:45 p. m. by 'Rocky' Clark, local radio editor. The broadcasts aim to bring before the WICC microphone headliners of both state and city news.

WSYR, Syracuse, on Dec. 12, dedicated its new 5,000-watt transmitter, celebrating the event at a banquet in the Hotel Syracuse. New York and local radio artists presented entertainment.

KFDM, Beaumont, Tex., has concluded arrangements with WLW, Cincinnati, for a rebroadcast of late evening programs. The first of the series is scheduled to start Dec. 15.

HARRY A. KOCH Co., Omaha insurance firm, has started a series of weekly programs titled *The Insurance Tailor* on WOW, Omaha. The programs include insurance oddities dug from old records and told in interesting fashion.

THE *Sports Huddle*, broadcast three evenings weekly on WBBM, Chicago, under the sponsorship of Stephano Brothers, Philadelphia (Marvel cigarettes), introduces a new twist to the familiar sports review by presenting not one but two sports announcers, Pat Flanagan and John Harrington, who take opposite sides on everything from fisticuffs to tennis. Program is placed through Aitken-Kynett Co., Philadelphia.

MONTPARNASSE, a Midwest radio forum, made its debut Dec. 4 on WCFL, Chicago, with a symposium on "Chicago's Cultural Horizons". Speakers were Robert Harshe, director of Chicago's Art Institute; Dr. Rudolph Ganz, president of the Chicago Musical College; Margaret Ayer Barnes, author; and Prof. Albert Eustace Haydon of the University of Chicago. The forums will be held each Saturday in Diana Court, with the broadcast, from 8:30 to 9 p. m. (CST), followed by informal discussion, entertainment and dancing.

A NEW rate card, No. 12, has been issued by WBAL, Baltimore, to go into effect Jan. 1, 1937, but existing clients are given the option of renewing their contracts for one year from Jan. 1 under Rate Card No. 11.

CKNX, Wingham, Ont., has completed new studios of the live-end-dead-end type. Main walls and ceiling are suspended and treated with rockwool.

WNBR, Memphis, is interviewing travelers at local railroad stations each evening, with Paul Hodges and V. G. Beale at the microphone, under sponsorship of Yellow Cab Co.

WFIL, Philadelphia, has been working on plans for a new program to be titled *My Job*, in which listeners from every walk of life will tell about their work. An audition board selects participants in the programs, who are to explain how they keep the wolf from the door.

KFOR, Lincoln, Neb., is offering a new show *The Announcers Dog House* each Tuesday, in which all mistakes made by announcers are presented to a court presided over by Judges Reggie Martin, station manager, and Lyle DeMoss, program director. Listeners are invited to send in the boners they hear and to suggest fitting "sentences".

KMTR, Hollywood, on Dec. 10 will dedicate its new studio at the corner of Wilshire Blvd. and Flower St. The equipment and facilities of the station's outdoor studio on Cahuenga Blvd. will be moved to the new studio.

WGAR, Cleveland, is reaching the foreign population with *International Cruise*, musical and narrative program in which facts of nations are tied into musical selections. A local furniture company catering to the foreign element is sponsor.

THE local American Legion held a regular meeting recently in the studios of KUJ, Walla Walla, Wash., at which a class of disabled veterans was initiated by radio, as well as a group of candidates present in the studio.

A DINNER and dance to the entire staff of WIP, Philadelphia, will be given Dec. 19 at the Penn Athletic Club by Benedict Gimbel Jr., WIP president. No wives, husbands or friends of staff members will be permitted to attend.

G. RICHARD SHAFTO, general manager and vice president of WIS, Columbia, S. C., and WCSC, Charleston, S. C., which operate in combination and are hooked up for sponsors, was host to 31 members of the station staffs at a barbecue supper at the Graham Cottage on Lake Murray Nov. 18. The hookup, which has been operating with great success, reports the following sponsors: Chevrolet *Musical Moments;* Ed Wynn for Spuds; *Monticello Party Line* for Dr. Caldwell's Syrup Pepsin; *Uncle Natchel* for Chilean Nitrate; Crazy Water Crystals.

ACCLAIMED!
KEX
proved it!



Day after day—night after night—KEX wins the applause of Oregon radio listeners. Famed for its showmanship and outstanding dramatic presentations because of its greater facilities for "local" shows—this station offers an ideal combination for the advertiser contemplating a "test" program. Let us tell you about our many, many "successes on the air".

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN

THE *Traffic Squad*, a shortwave pick-up, has been started by KOIL, Omaha, and has the approval of all the safety education groups of the city. The police department not only approves the idea but cooperates in the show, lending a policeman to accompany the announcer and a lieutenant to deliver a few words of advice at the end of each broadcast. The KOIL mobile broadcasting unit takes to the streets every day at 12:30 p. m. with a policeman at the wheel and an announcer and engineer along. The unit then follows a car, unknown to the driver, and the announcer and engineer point out the good and bad points of the driving—observance of traffic laws and safety precautions. Several cars are "shadowed" on each 15-minute daily program.

KFI-KECA, Los Angeles, has started *Headlines From Home*, with Raine Bennett as narrator and Jose Rodruguez compiling news from small towns. Items will cover village personals and other rural news of the type. The program is based on the presence of a larger number of former midwesterners on the West Coast.

THE THIRD annual appearance of Lionel Barrymore as "Scrooge" in the dramatization of Dickens' *Christmas Carol* will occupy 45 minutes of the *Hollywood Hotel* show on CBS Christmas night, 9-10 p. m. (EST).

School Uses Discs

CHICAGO ENGINEERING WORKS, Chicago (technical school) is sponsoring a series of quarter-hour transcribed programs of Tommy Donnelly's orchestra, Saturday evenings, on WBBM, Chicago, WJR, Detroit, and WTAM, Cleveland, to promote its refrigeration and air conditioning training course. Agency is Critchfield & Co., Chicago.

Proposed Rule Changes Studied by Bar Group

RESIGNATION of Paul M. Segal, Washington attorney, as chairman of the Committee on Professional Ethics and Grievances of the Federal Communications Bar Association was announced by the Executive Committee Dec. 7. His successor has not yet been appointed. At its meeting, the Committee approved 13 new members, bringing the total to 153 or substantially over one-third of all lawyers admitted to practice before the FCC.

Louis G. Caldwell, president, was selected as delegate to represent the organization in asking for recognition by and representation in the newly-formed House of Delegates of the American Bar Association. This matter will be presented at the first meeting of the House of Delegates to be held in Columbus Jan. 5.

A number of changes in FCC regulations designed to remove certain defects were considered at the meeting. These were presented by Horace L. Lohnes, chairman of the committee on practice and procedure. A further meeting of the committee will be held during December to take final action on this report.

Maybelline Back on NBC

MAYBELLINE Co., Chicago (eye lash coloring) resumed network radio Dec. 6, Sundays, 4-4:30 p. m. on a special NBC-Red hookup of 16 stations, including Pacific Coast Red. Freddy Martin's orchestra is the talent, series signed for 52 weeks. Cramer-Krasselt Co., Milwaukee, is agency.

WKZO
KALAMAZOO

MARKET
PERFECT TEST
THE NATION'S



MRN
1000 WATTS 590 K.I.L.O.
NBC BLUE

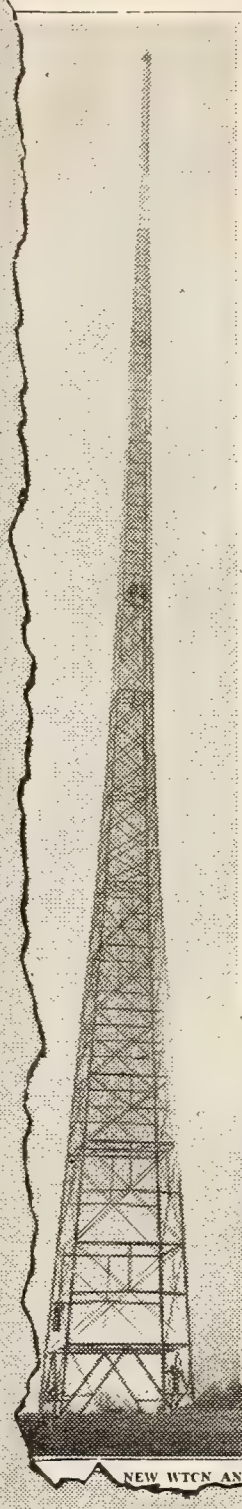
MORE THAN 7 TO 1!

A *daytime check* conducted on 6 leading outside stations attempting to cover the Western Michigan market, proved that WKZO had more than 7 times the coverage of the other stations combined.

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • FREE, JOHNS & FIELD, Inc.

WTCN Erects the Highest Self-Supporting Antenna Tower in Twin Cities Area



NEW WTCN ANTENNA TOWER AND TRANSMITTER BUILDING

Steel Giant Stretches 334 Feet Toward the Stratosphere; Is Tuned and Tested by University of Minnesota Expert to Put Voice in Working Order Before Going on the Air at 6 A. M. Today.

USHERS IN NEW ERA OF TRANSMISSION AND RECEIVING FOR STATION LISTENERS

By W. OAKES MILLER.

Fourteen tons of steel stretch skyward to dizzy heights out on Snelling avenue, one mile north of Larpenteur, and radio station WTCN scores again in the realm of the radio great with a new and the highest self-supporting antenna tower in the Twin Cities area—starting service today.

Product of master minds of steel construction, this up-to-the-minute model "voice" of the Dispatch-Pioneer Press and Minneapolis Tribune station, termed a "vertical radiating mast" by those who speak the language, reaches its criss-cross of girders 334 feet above the ground to bring to WTCN a greater efficiency through substantially increased ground wave propagation, which will materially increase the station's signal strength and the extent of the large territory which it serves.

The switch that contacts the giant tower with the transmission room was thrown when the station went on the air at 6 A. M. today and the new and better service of WTCN is speaking for itself at 1250 on the dials of radios in thousands of homes throughout the Northwest.

ANTENNA IS JUMPING OFF PLACE.

It should be explained for the benefit of those who are unfamiliar with the anatomical parts of the Twentieth century's great education and entertainment medium, that the antenna is as important to a radio station as an ace to a royal flush. It is the jumping off place for sound waves at the end of an elaborate succession of microphones, wires, tubes and gadgets of all descriptions in a broadcasting system. Without it, that which goes into the microphone wouldn't get anywhere. And there is as much variety and as great a difference in the quality of antennae as there is in automobiles.

Most stations operate with a two-tower type of antenna, with wires strung between the masts. But the one-tower antenna is the efficiency expert of antennadom, eliminating "dead spots" in the area in which a station operates, or in other words, making sound waves hug the ground where they can be picked up at full strength by radio receivers anywhere in the broadcast area. And the new WTCN antenna is the "ne plus ultra" of the one-tower type.

Needle-like even in its massiveness, it starts its jaunt to the stratosphere from a point about 200 feet behind the WTCN transmitter building. Its four legs, or points of contact with terra

(Please Turn to Page *5, Col. 1.)

WTCN

St. Paul Dispatch-Pioneer Press and Minneapolis Tribune Station

Minnesota Building—St. Paul
Wesley Temple Building—Minneapolis

◆ ◆ ◆

FREE & PETERS, INC.
Formerly Free & Sleininger, Inc.
NATIONAL REPRESENTATIVES

Homeopathic Expands

IN ADDITION to the Tuesday and Thursday, 5:45-6 p. m., programs which began on seven eastern NBC-Blue network stations on Dec. 1, Homeopathic Medicine Co., New York (remedies) the sponsor on Dec. 6 added a Sunday, 10:15-10:30 a. m. period. The same talent, Peter DeRose, May Singhi, and Andy Sinella, is used on all three programs. Biow Co. Inc., New York, has the account.

Copyright-Free Library of 800 Hours To Be Offered Jan. 1 by Lang-Worth

A SUBSTANTIALLY enlarged library of copyright-free programs, embracing 200 program hours divided into 800 separate 15-minute periods, will be offered by Lang-Worth Feature Programs Inc. effective Jan. 1, according to announcement Dec. 2 by C. O. Langlois, general manager.

The new library, Mr. Langlois declared, will be available in transcription and continuity form, and will embrace the first and second series of copyright-free works offered by the company since August, 1935. Some 50 stations, he declared, already are subscribers to the library, which has been recorded by RCA Mfg. Co., New York.

When the initial series was offered last year, marking a departure in transcription production, Mr. Langlois asserted, the library embraced only 10 programs of 15 minutes each. The copyright-free service now has been built up to the point where the primary library includes 600 individual selections used in 130 15-minute recordings. As of Nov. 1, Lang-Worth began distribution of its second series, which will be augmented with 45 new selections monthly, or 10 new 15-minute programs.

"As of Jan. 1," Mr. Langlois declared, "we will guarantee 200 actual playing hours of different types of programs, all in the public domain in the United States and therefore free of payment of royalties to copyright groups. We are hopeful that this library will be increased to 300 hours by the end of 1937. The vast majority of this music is also public domain throughout the world."

The entire service, said Mr. Langlois, is insured against copyright infringement by Lloyd's of London, which holds a $50,000 insurance policy for such protection, and the library also has been certified by Music Publishers Protective Association as copyright-free in the United States.

Rates for the public domain service range from $3.75 to $7.50 per 15-minute program, Mr. Langlois said.

MOON GLOW COSMETICS Ltd., Los Angeles (cosmetics) will launch an unannounced series of programs on 5 NBC Pacific-Red stations beginning Dec. 29, Tuesdays, 5:45-6 p. m. Series will run for 13 weeks and was placed through Emil Brisacher & Staff Inc., Los Angeles.

WBNO Crew Arrested For Racing Broadcasts

NEW ORLEANS police, acting under a state law passed by the legislature at the behest of the late Senator Huey Long, making it a felony for a radio station to broadcast racing results, punishable with a fine of from $1,000 to $3,000 in the discretion of the trial judge, arrested J. E. Richards, president of WBNO, and Jack Halliday, announcer, on Thanksgiving Day at the opening of the winter racing season at the Fair Grounds. Both are at liberty, and the case has not as yet been set for trial but will probably come up at the January term of one of the criminal courts.

The police charge Richards was forwarding at regular intervals detailed information on the races to his station. The announcer, police said, was seated outside the race track where he was viewing the races and looking at the result board through binoculars, and then announcing the information he had obtained over a WBNO microphone. It was to him, police say, that Richards was sending details that Halliday could not obtain through binoculars. Richards said his station was only getting the news of the races, not prices or run-downs. The operator of a rooming house near the track was also arrested because he rented a room to the WBNO men.

Union to Support Bills

FOUR BILLS sponsored by the American Civil Liberties Union at the last session of Congress will be supported by the Union at the forthcoming session convening in January, according to announcement Dec. 7 by Roger N. Baldwin, Union director. The bills, he said, are designed to insure greater freedom on the air by setting aside definite periods for presentation of public issues, without censorship, for guaranteeing fair treatment of controversial issues, for freeing stations from legal liabilities for utterances on such programs and requiring all stations to keep a record of time granted and refused. The bills were introduced at the last session by Rep. Byron N. Scott (D-Cal.).

Cribb to WSAU

WAYNE W. CRIBB, commercial manager of WRJN, Racine, Wis., for the last four years, has been named general manager of WSAU, Wausau, Wis., new 100-watt daytime station which is expected to begin operation within a month, according to announcement Dec. 7 by W. E. Walker, president of Northern Broadcasting Co. Inc. New studios are being established at 113-115 Third St. Prior to joining WRJN in 1932, Mr. Cribb was in the newspaper field.

NELSON EDDY's CBS program for Vicks weekly from Hollywood is now originating at the RCA sound studios until completion of the new CBS Hollywood studios.

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

◆

A Trial Will Convince You Of Its Popularity

We all wish you a Merry Christmas

NBC

KWTO-KGBX SPRINGFIELD MO.

KCMO KANSAS CITY MO.

WTMV E. ST. LOUIS

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO

"Voice of Longview" – TEXAS

Polly the Shopper

(*Continued from page 20*)

maintain audience faith and loyalty.

The conductor must work closely with each advertiser.

She mustn't recommend anything on the air that she wouldn't have or buy herself.

She must not "talk down" to the woman at home, because the listener will know it and resent it.

She must see and judge every piece of merchandise before she talks about it on the air.

The material must be made to sound as "uncommercial" as possible.

The conductor must realize that the woman of today is not the household drudge of years ago—that she is modern, fun-loving, and that she's pretty well schooled in all the tricks of the tradesmen.

The conductor must do everything she can to help the person with money to spend to spend it wisely.

Here is a concrete example of Polly's alertness to the service of listeners and advertisers. During the August fur sales, one woman wrote to Polly asking how to pronounce a fur trade name. She also wanted to know exactly what it was. Polly immediately told her listeners that she would get up a fur review if they were interested. Hundreds of requests came in the very next day, and Polly, after infinite toil and considerable research, prepared a long, three-page mimeographed account of furs—types, trade names, animal, wearing quality, appearance and approximate selling prices. These were sent without charge to all who asked for copies. The job must have been done well, for many women wrote in, expressing their thanks, and saying that they had never before had such helpful information on furs.

Sold in Advance

KSTP has many reasons to believe that Polly is on the right track. Many local accounts which started with just three broadcasts per week are now regularly using their own five and 15-minute programs. Polly is often used as special announcer on these shows. The salesmen, too, are glad to sell her program, because they are relieved of all contacting and copy details, and the account is bound to be clinched as a radio advertiser and booster. And again, from the station point of view, advance bookings on this program are well along into the year of 1937.

Polly is on the air each morning, from 9 to 9:15. She covers a maximum of six accounts each day, and no account is permitted to use her program more than three days per week. This keeps the accounts as well as the copy from being "set", and no listener can possibly anticipate what she will hear when she tunes in this program.

KSTP's Polly loves her job. To her each daily 15 minutes on the air is a brand new adventure—she feels she's talking to old friends, and making new ones, and she's determined to keep faith with them—to bring them news that's happy, helpful, and she brings it with a combination of sincerity and enthusiasm that we feel is the basis of her outstanding success.

FORD MOTOR Co., Detroit, plans to retain its CBS and NBC-Blue half-hour periods after the Fred Waring three-year contract expires Dec. 29 and has asked the networks to suggest new programs.

AGAIN cooperating with the Associated Press, NBC on Dec. 31, with Graham McNamee announcing, will dramatize the AP editors' selections of the *Headlines of 1936*, the 10 most spectacular news stories of the year.

WHAT THEY THINK
CBS Series to Get Views on Topics of the Day

FOUR experimental programs in which controversial subjects will be discussed will be broadcast by CBS in collaboration with Northwestern U and University Broadcasting Council of Chicago, starting Dec. 21, Mondays, 10:30-11 p. m. They will be titled *What Do You Think?*

Programs will open with an announcer stationed on Michigan Ave., Chicago, who will question passersby on the subject to be discussed. The program then will shift to the home of Prof. John Eberhart, of the Northwestern psychology department, where a group of students and instructors will discuss the issues. Included in the four topics will be "Must Machines Pay for Unemployment?", "Should Professors Be Politicians?" and "Would You Benefit From Fascism in America?"

WARD BAKING Co., New York (Ward bread & rolls) is planning to place 13 one-minute WBS transcriptions through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

national foreign language broadcasting service

representing outstanding foreign language stations throughout the United States

viola & furman
152 w. 42nd st., new york

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Biggest Market for Burley Tobacco

— in North Carolina, now opening in Asheville. A big stimulus to mid-winter retail business—when it's dull most everywhere else. Use WWNC and blanket this prosperous area!



No OTHER BASIC network station delivers primary coverage throughout the WOWO primary area—or even claims to.
Without WOWO all network coverage maps record incomplete coverage of the rich and responsive tri-state market (27 counties in Indiana, 12 in Ohio and 6 in Michigan) which is WOWO's radio community.
To the 429,000 families (owning 287,780 radio sets and buying $295,000,000 of merchandise annually) in this community, WOWO is their home town station; 1160 kc. their radio main street.

WOWO the HOOSIER STATION
Westinghouse Radio Stations, Inc. Fort Wayne, Ind.
10,000 Watts CBS 1,160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

Parker Bros. in East

PARKER BROS., Salem, Mass. (parlor games) formerly a big user of magazines, has placed a campaign of live one-minute announcements in approximately 12 cities east of the Mississippi. On WCAU, Philadelphia a five-weekly five-minute sports program is broadcast. Monopoly is the game receiving the most promotion. Agency is John W. Queen Advertising, Boston.

PAT BARRETT, who is *Uncle Ezra* to the listeners to rural comedy programs on NBC three evenings weekly for Alka Seltzer, has written a book of his sayings and observations, which was published Dec. 6 with the title *Howdy E'vybuddy*, after his familiar radio greeting. Book sells for $1.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

KSTP PROMOTES TRANSMITTER

Bottle Collars, Medallions, Door-Knob Tags Included In Elaborate Announcement Drive

WITH the backing of an extensive promotion campaign, KSTP, St. Paul, went on the air Nov. 30 with its new $300,000 transmitter. In addition to the promotion drive to acquaint the entire Northwest with the opening of the new installation, a sweeping follow-up campaign was planned by Ray Jenkins, KSTP general sales manager, which will run far into 1937. Included will be a new type of listener survey, developed exclusively by Mr. Jenkins, which will include: Issuance of a new standard market data book for the Northwest area; a 10-day broadside of "Sales Tales", featuring the new transmitter; and the placing in stores and other establishments of a new series of listen-in posters for clients, featuring the new transmitter.

Among the features of the promotion campaign was the capping of all milk bottles in the Twin Cities area on the day of the transmitter opening. The bottle hangers, carrying a special tiein with one of the station's clients, the Chocolate Products Co., makers of Stillicious, not only informed listeners of the transmitter opening, but carried a tiein with the company's *Buddy & Ginger* broadcasts.

Tags and Teasers

THREE days after the transmitter opening, 1330 carriers of the magazine *Liberty* put 100,000 "Stop" tags on every doorknob in Minneapolis and St. Paul. The day was chosen because of the *True Story Court* broadcasts on KSTP that evening. Again the tag carried the dual message of the broadcast itself and the transmitter opening. For their work in hanging the knobs, the youths were given a special theatre party in Minneapolis the following Saturday. Another angle of the campaign was the planting of a week-long series of "teaser" ads, 2 x 8, in the *Minneapolis Journal*, with a full-page ad on Sunday, tied in directly with the Christmas idea — KSTP's gift to the Northwest. Also featured was the distribution to clients, agencies and others of an elaborate bronze paper weight carrying a picture of the new transmitter building on the face.

The campaign was backed up with the distribution of 22 x 28 replicas of a Western Union telegraph blank, carrying on its face the reproduction of a series of congratulatory telegrams to the station from prominent NBC stars, including Jessica Dragonette, Fred Waring, Fred Allen, Ed Wynne, Paul Whiteman, Stoopnagle and Budd, Jack Benny, and others.

The new transmitter, centrally located between the two cities, includes among its features: A 363-foot uniform cross-section antenna; an auxiliary transmitter for emergency use; room for additional transmitters to care for the station's expansion program, a specially designed trouble supervisory system for the location and automatic rectification of trouble; a sound-proofed control room to insure proper and accurate monitoring of all programs by transmitter engineers. The new transmitter gives the station increased coverage.



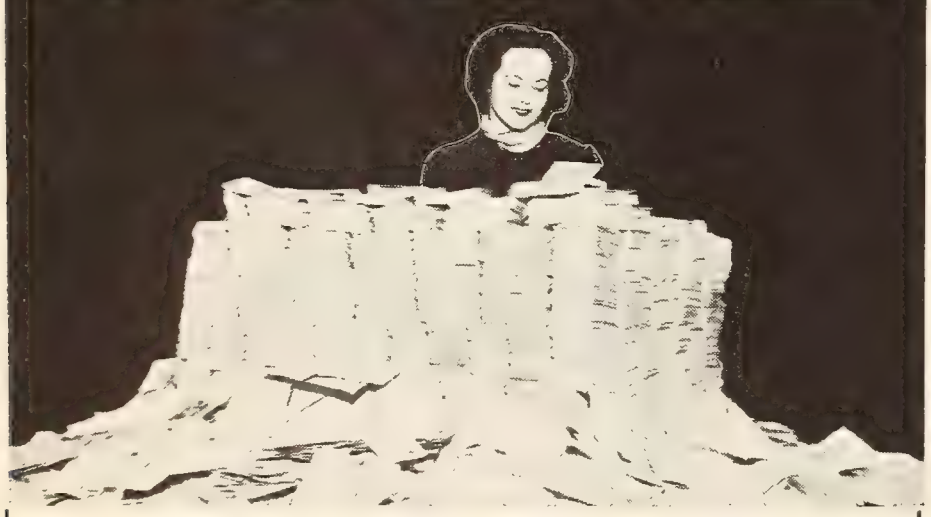
KSTP MEDALLION — A bronze paperweight, designed for lifelong service, which went out to clients and agencies, is part of an extensive promotion campaign launched by KSTP, St. Paul, for the inauguration of its new $300,000 transmitter.

Stooge on the Street

INSERTING an element of surprise comedy into the straight question and answer procedure of its *Man on State Street* vox pop program, broadcast 11:30-11:45 a. m. weekdays on WGN, Chicago, the Sawyer Biscuit Co., Chicago (cookies and crackers), has added the "stooge of the week", who interrupts the interviewer with silly questions and answers and otherwise heckles him to the amusement of the audience. The heckler is changed weekly, with a different character type used from week to week so as to avoid too frequent repetition of the same kind of comedy. Credit for this innovation in man-on-the-street shows goes to Nelson Shawn, radio executive for Neisser-Meyerhoff Inc., Chicago, agency placing the Sawyer advertising.

200,000

Entries in 8 Weeks



OVER 200,000 ENTRIES were received in the Football Contest sponsored by the Bottled Coca-Cola Dealers of Texas and broadcast twice weekly over WFAA-WBAP, 6:30-7:00 p. m.! Pictured above is just one week's evidence that 800 kilocycles is the favorite "spot" on radio dials in the Southwest's prosperous homes.

50,000 WATTS

WFAA - WBAP

DALLAS FT. WORTH

National Representatives: Edw. Petry & Co., Inc.

WNOX

Offers Its Facilities and Listening-Audience

To The

ADVERTISER

Interested in This

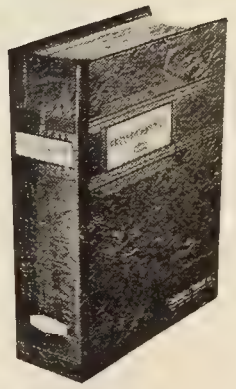
$117,745,000

MARKET

●

KNOXVILLE, TENN.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING

Broadcast Advertising

National Press Bldg., Washington, D. C.

Ward Baking Shift

WARD BAKING Co., New York (Ward's bread & rolls) on Dec. 14 renewed *News of Youth* on 19 CBS stations and shifted the time to Mondays, Wednesdays, and Fridays, 6:15-6:30 p. m. The program has been on CBS for two years, in which time the number of stations has been doubled. In the first five months 1,000,000 members were enrolled in the *Scoop Ward Press Club* a feature of the program at that time. The 13-week renewal was placed through Fletcher & Ellis Inc., New York.

Bell Rate Cut Spots

NEW YORK TELEPHONE Co., New York, on Dec. 7 began a 52-week series of announcements on the WOR *Martha Deane* cooperative program, three times weekly. The announcements cover all the services offered by the telephone company and include mention of the new reductions in toll rates. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Sweetheart Soap on CBS

MANHATTAN SOAP Co., New York (Sweetheart soap) will sponsor Allen Prescott, in *The Wife Saver*, a new series of daytime programs on 19 CBS stations beginning Jan. 13, Wednesdays and Fridays, 9:30-9:45. The program will be heard as far west as Kansas City and is signed for 52 weeks. Peck Adv. Agency Inc., New York, has the account.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS



NEWS TIEUP—Although KVOR, Colorado Springs, was recently acquired by the *Oklahoma City Oklahoman* interests, which also own WKY, Oklahoma City, and KLZ, Denver, a close relationship between the station and the *Colorado Springs Gazette* and *Telgraph* was cemented this month with the inauguration of a news service furnished by the newspaper. T. E. Nowells, publisher of the newspaper, pictured before the microphone, sits on the board of directors of the station, although he votes only 1% of the stock. Seated next to Mr. Nowells is T. W. Ross, news editor of the newspapers; in the background, at left, is Hugh B. Terry, newly appointed manager of KVOR, formerly of WKY, and, at right, William R. Moore, KVOR news commentator.

Greyhound in West

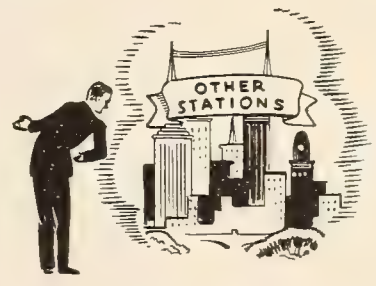
A NEW commentary series titled *Romance of the Highways* is being recorded by Pacific Greyhound Lines Inc., San Francisco (bus line) for placement on KMJ, Fresno, and a list of other California stations not yet announced. Titan Productions Inc., San Francisco, is transcribing the series which is being placed by Beaumont & Hohman Inc., that city.



To our present clients . . . .



To our future clients . . . .



To our contemporaries . . . .



To our friends everywhere . .

K D Y L

SALT LAKE CITY

extends cordial

GREETINGS

of the Season

•

An N.B.C. Station

Representatives
JOHN BLAIR & COMPANY
Chicago — New York
Detroit — San Francisco

EVERY BROADCAST · NATION WIDE
BEFORE 1937
• BUY YOUR STATION TIME NOW AND PROTECT YOUR ADVERTISING DOLLARS AGAINST ADVANCES IN RATES AND SCARCITY OF POPULAR SPOTS. YOU, TOO, WILL CASH IN WITH VOLUME SALES FROM THE IMMENSE DAY AND NIGHT AUDIENCE.
WHAS
CBS BASIC OUTLET
LOUISVILLE, KENTUCKY
OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES
Represented By
EDWARD PETRY & CO.

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

HERE's one for the records: A certain big electric clock manufacturer in Chicago uses WCBD exclusively to arrive at his time calculations. "WCBD is on exact frequency virtually all of the time," he told us, "and has been that way for years."

* * *

"WEMP is a world-beater for results" says Stanley Mayer, boss of Klein and Company, Milwaukee jewelers. Mr. Mayer is using twelve 15 minute programs a week over WEMP.

* * *

Merited by popularity: WGES, WCBD and WSBC raised rates middle of last month.

* * *

The stations under our management have made this announcement nearly every hour in the last five or six years: "Be a good American citizen—support the laws of America—support your President! Be American—buy American!" We believe it's done a lot of good in a city where two-thirds of the population is of "foreign" extraction.

* * *

What kind of "radio" is this? A very "high-minded" Chicago radio station ran a sustaining skit for weeks. Unbeknown to the artists and announcer it was recorded as it was presented and then sold for sponsorship. I am told that at least one of those whose work was recorded heard the transcription over another station and asked the station if there was any money to be paid for the work. A flat and firm "No" was the answer.

* * *



It's kinda hard to close up books for the year. The job is easier, though, when we look back and see that we've made some real friends in 1936. To these new friends and all our old friends, we're deeply grateful for a fine year. Merry Christmas!

Gene T. Dyer

EQUIPMENT

GATES RADIO & SUPPLY Co., Quincy, Ill., has been named midwestern distributor of all transmitting and industrial tubes made by United Electronics Co., Newark, and is carrying a complete stock of low and high-powered transmitting tubes. Gates has just announced three new products for broadcast stations: Trio-Pre, a complete three stage preamplifier, three-channel mixer and power supply for operation with low-level microphones, available for rack mounting or in table-type cabinet; Announco-Mic, new type of crystal microphone with self-contained amplifier built into a cabinet similar to interoffice communicating systems and to be used for all studio or remote purposes; improved high-fidelity preamplifier for humless full response. reproduction with provision for variable input and output impedance for all existing types of microphones and mixers.

CONSTRUCTION of new studios of WKRC, Cincinnati, is proceeding rapidly and the modernization program is to be completed by February, when the new 5 kw. transmitter will be placed in operation. Three new studios will be provided, the largest accommodating 100 persons and including client-observation and audition room. Decoration will be modernistic and patterned after CBS studios in New York. Temporary studios are being used in the Hotel Alms, where the new quarters will be located. Transmitting equipment will be in a pent house.

WNOX, Knoxville, is installing a 1 kw. Western Electric transmitter with 5 kw. composite amplifier, together with a 500-foot uniform cross-section International Derrick & Equipment Co. vertical radiator. The station was equipped several months ago with new studios and technical equipment.

WCPO, Cincinnati, is being equipped with a new 250-watt Western Electric transmitter and new 200-foot International Derrick & Equipment Co. self-supporting vertical tower to be placed on a new site. Studios are being moved from the Hotel Parkside to the roof of the Daylight Bldg.

KVI, Tacoma, Wash., placed its new Western Electric transmitter, using 1,000 watts night and 5,000 day, into operation at Point Heyer on Vashon Island in Puget Sound. A 444-foot Truscon tower is used, with an airplane beacon that can be seen both in Seattle and Tacoma.

KGGC, San Francisco, is installing its new 100-250 watt RCA transmitter, under supervision of Andrew Mitchell, chief engineer.

COMMERCIAL RADIO EQUIPment Co., Kansas City, announces a companion unit to its FC-2 frequency control unit, giving it the designation FC-3. In addition to the combination heater oven-crystal oscillator unit of the FC-2, the FC-3 includes an 802 buffer amplifier stage capable of 15 watts output between 550 and 3000 kc. A catalogue is to be issued soon.

WCOA, Pensacola, Fla., has installed complete new studio equipment, including RCA microphones and triamplifier.

RCA MFG. Co., Camden, has issued catalogues describing its 44-B velocity microphone; the 77-A uni-directional microphone; a new de luxe transcription turntable, type 70-A; the type 72-A recording attachment.

KLS, Oakland, Cal., owned and operated by E. N. and S. W. Warner, has completed installation of a new 250 watt Western Electric transmitter. New high fidelity speech equipment has also been added and the station will shortly start construction of a 179-foot vertical radiator.

AN ELABORATE p. a. installation has been placed by Western Electric Co. in the mammoth Kansas City Auditorium, which has a seating capacity of 13,000 as well as other rooms and halls. A "projectolier" suspended from the ceiling in the main auditorium sprays sound over the entire room without time-lag interference or echo effect.

A NEW line of instantaneous recording machines has been introduced under the "Remco" trade name by Recording Equipment Mfg. Co., Hollywood, which announces four new types ranging from the "Babytone" model for home recording to the "Mastertone De-Luxe" for professional and studio use.

Peeg! Peeg! Peeg!

OLD McDONALD lost a pig in a blinding snow storm the other day and CKNX, Wingham, Ont., was asked to help find the missing animal. Twenty minutes after an announcement had been broadcast, a listener 40 miles away phoned to say that the porker was waiting to be claimed. Other "finds" bv CKNX recently include a stolen car and an escaped convict.

WHDL, Olean, N. Y., has placed in operation its new 250-watt Western Electric transmitter and 300-foot mast antenna, which it claims is the tallest self-supporting antenna in New York State.

For Complete Coverage of the Islands—

KGMB KHBC

HONOLULU HILO

Represented by
Conquest Alliance Company



WE-UNS GOT BIG DOUGH TO SPEND!

Experts figure that the Red River Valley farm income alone will total 97 million dollars in 1936. That's a considerable pile of dough, and we know how to make it into layer cakes for smart advertisers. Want the recipe?

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

Success in Radio Is Said to Require Constant Training

School of Hard Knocks Found To Have Its Shortcomings

By HAROLD BRATSBERG

Announcer and Continuity Writer
KFRC, San Francisco

A WIDELY-READ New York columnist was "shocked" the other day to learn of a "School for Radio Announcers". He said that that was the first time he ever knew men became radio announcers on purpose!

His comment, of course, was all in fun, but it does illustrate the viewpoint seriously taken by a surprising number of listeners. They seem to think that announcers merely emulate "Little Eva" because the successful ones today sound so natural and fit into the picture so perfectly.

On the contrary, success in radio, as in every other field, demands a stiff price. True enough, none of my fellow-spielers has ever attended a special "School for Radio Announcers," so far as I know, but every one of them is an ardent student of the "School of Experience". Through great individual effort they have enhanced their native talents with months and years of training and practice. What's more, they're still studying! Radio is a hard taskmaster—hungry, exacting and ambitious.

Hit and Miss

SINCE it is a new and practically unexplored field, few hard and fast rules, as yet, have been developed. Programs, which have barely been approved by skilled production staffs, have made sensational hits on the air. Others, that have been launched with the twin blessings of money and talent, have proved only sooo-sooo. As a result, radio is forever hungry for new ideas—ideas that will satisfy the discriminating and varied tastes of a vast audience that "sees" all with ultrasensitive ears and imagination.

"A movie star," the beloved Will Rogers is said to have once observed, "is 'jest' as popular as his last picture!" The same thing is true in radio.

Radio executives and the fans themselves will not countenance a poor broadcast. I know several announcers whose names, a few years ago, were on everybody's lips. They're still as good today as they ever were, but, meanwhile, better men have come along and almost forced them completely off the air. These oldtimers can't maintain their popularity because their success was not built upon a solid enough foundation, in many cases lacking sufficient education. Radio exacts the very best for every broadcast.

The entire world is served by radio today. Such inspiring progress has been made possible by brilliant visioning; by untold hours of scientific research and experimentation and by intelligent exploitation. Looking forward, major improvements in practically every phase of the industry are still being envisioned by our leaders. Then, too, many executives are intrigued by the possibilities of television, but just what the future will bring, of course, only the gods do know.

The very progress of which we are all so proud, however, may prove a boomerang. The great majority of radio employes realize that the spectre of technological unemployment is constantly hovering over each of us. Another threat to our security (but one that has our entire approval) is radio's wise policy of "up or out!" In other words, we must grow faster than, or at least apace with, the industry or be dropped.

"Luck" has been aptly defined as "preparation" meeting "opportunity". 'Most every announcer, including myself, is striving night and day to be among those "lucky" men who will be entrusted with the responsible positions of tomorrow.

Fred Waring startled the musical world recently with this confession: "I don't know what jazz is, but no other modern musician does either!"

Many of us feel the same way about radio. We frequently have to revise relatively long-established trade practices because of the welcome discovery and development of new facts and theories.

It's a great life—this radio business! As the ancient Chinese might have said: "You don't have to be 'nuts' to enjoy it, but, sometimes, it sure helps!"

J. G. F. THROUGHTON, since 1926 in the British Colonial Administrative Service, on Nov. 30 was appointed news editor of the British Empire shortwave radio service.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

The Carolina Combination

wishes you a

Merry Christmas



and ASSURES you

A Happy New Year

if it will make you happy to reach the remarkably able-to-buy people who are the listeners in the WIS-WPTF intense coverage area. Put your selling message on the Carolina Combination and enjoy the greatest coverage of the able-to-buy Carolina population at the lowest rate. Sold at *one* low rate these two stations warrant your first consideration in the Carolinas.



WIS
Columbia S. C.
5000 WATTS

WPTF
Raleigh N. C.
5000 WATTS

Represented by
Free, Johns & Field, Inc.

Building a Successful Small Program

Audience Selection, Intimate Approach, Rendering of Service, Emotional Factor and Action Are Needed

By JOHN M. DOLPH
CBS Pacific Coast Sales Manager

FOR THOSE who have gravy in the pocketbook as well as on the vest, the big show is just what the M. D. prescribed. But for the little fellows who want to use some radio without bringing the auditing department in tearing his hair, the small show offers a chance to sell efficiently and economically. Mr. Dolph went into this interesting subject at the recent San Francisco Advertising Club radio departmental in which the NAB Pacific Sales Managers Division participated. His speech is excerpted herewith. Some illuminating tips are divulged.

ALL AROUND us we hear the disgruntled cry that "radio has turned into a mighty competition in spending money!" Perhaps there's something in that cry where advertisers of a certain sort are concerned. We've had spending races before in other fields, but one thing is certain, radio is continuing to produce the most amazing results in the history of advertising for those who have courted her wisely and thoughtfully. We hear the plaint: "How can I hope to compete with these tremendous shows? My business is limited in scope."

The radio receiver is becoming, and very rapidly may I add, a casual part *of* daily life, yet rendering a major contribution *to* daily life. At first *glance* this seems a discouraging prospect. Perhaps it indicates that radio broadcasting is playing a less important part than formerly. After all, people used to leave their sets on 10 or 15 hours a day. But the real answer, it seems to me, is that radio is only now being accepted as an adjunct to better living. Its very loss of novelty as a device is a direct measure of its gain in importance as a source of information, education and entertainment. Radio is losing a considerable number of listening hours of extremely casual attention and gaining a quality of attention and interest which makes it a more profitable, more measurable and more nearly predictable advertising medium.

Step Aside, Ratings!

I HAVE no formula for an inexpensive, lightly exploited show which will win a high rating. If you're going to make me sell merchandise inexpensively, efficiently and, at the same time, shout for more rating, I'll turn in my leggings to the scoutmaster and go home. Popularity ratings are a measure, if we may concede them as accurate measures of mass attained, not results obtained. Ratings cost money. The problem is one of mass attention versus listener influence. The mass attention show is the big show. It scatters its entertainment with lavish hand, then strives for enough listener influence to cash in on the tremendous audience it has built.

The successful small show is built primarily for listener influence, then strives to broaden its audience enough to make it profitable. The mass attention show buys its interest by paying for people in whom the listener is already interested due to their previous public activities. The listener-influence show manufactures its interest by attaching itself firmly to subject matter already interesting or important to the listener.

The show, big or small, must have a quality of interest. It may be broad and casual interest, or it may be the fanatical interest of a limited group, but it must have interest. You must either buy it or make it. If you have enough distribution and enough money, and a mass product, you may buy it profitably. If you have limited distribution and the attendant limited advertising funds, you must make it, and I should like to build up a sort of yardstick against which to measure the small show.

First it must select the audience it wants. Not how many, but what kind; how many will take care of itself. A study of the cross section of our radio audience shows a stratified mass group of enormous proportions, made up of layers of class markets in varying income groups, rental classifications and living habits. The small show must select somewhat carefully and rather narrowly, the audience it wants. Shoot at it and keep shooting at it. Otherwise, instead of a listener-influence show, we have an inadequate mass-audience show and immediately throw ourselves into competition with the big appropriations. I have heard people speculating as to why hillbilly shows were so effective for certain sorts of merchandise. I think the answer is rather simple. The people who like mountain music, like the people who like other strong flavored pastimes like Mozart, cross word puzzles and knock knock, don't fool around much with lesser diversions and would gladly walk a mile for their favorite brand.

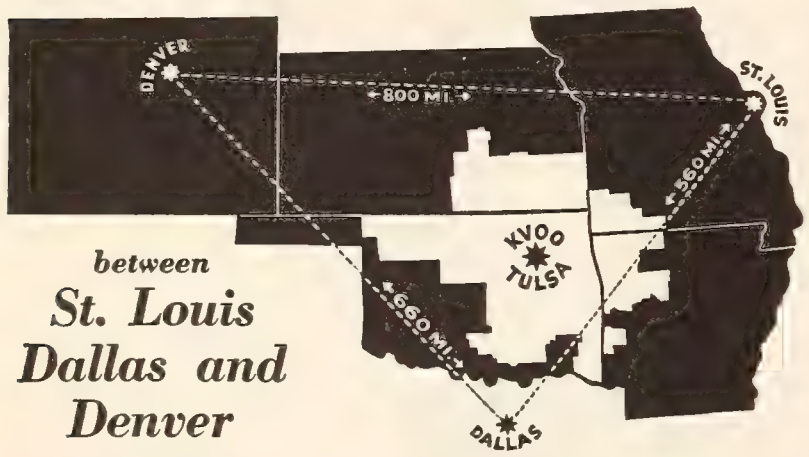
The same goes for stamp clubs, dog-raising, gardening, horse-racing, care of children, fishing, home decoration and trick cooking. The more specialized the interest, the narrower the audience and the more positive the listener-influence. As an example, if Dick Powell started devoting his entire show to the care and training of hunting dogs, he'd lose audience by the million. But at the same time there *would* be a couple of million people who would settle back to listen and say, "Well, there's a young fellow with some sense". So the successful small show doesn't need Dick. It needs a carefully selected audience. Second, your successful small show must avoid sounding pretentious and important. Leave that to the mass show. There are several pretty well founded reasons for this, the principle reason being a characteristic of radio which is as basic as the medium itself. Radio is a living room show. Its total audience consists of a man, his wife and, at most, a couple of children. A radio show may do one of two things. It may come into the living room and make itself welcome in a gracious intimate way, or it may take the family *out* of their living room as to the theatre. Fanfares have no place in the living room and should be avoided in actuality or in spirit in the "direct-address" or personal, living-room show.

For Kennel and Kitchen

THE MASS show, more often than not, is an out-of-the-home performance and often benefits from the pretentious and spectacular attitude. A listener-influence show should go about its work more quietly. Perhaps I'd better amplify a bit what I like to call the "out-of-the-home" show. It is the type of performance to which you figuratively *go*. It doesn't come to you. It's the pull up the chairs and arrange the living room type of show, usually a program of extremely high entertainment importance and name value. On this type of show, remarks directly addressed to the listener partake of the quality of public announcements rather than conversation, largely because here the listener has the feeling of being part of an audience rather than part of the show.

Third, the successful small show should render a definite service. It must have the quality of making the home into which it comes a more pleasant place to live. That service might be accomplished by ridding the dog of fleas, by saving some steps in the kitchen, or simply

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

HI, THERE! a *Merry Christmas to you all from*
1000 Watts 1260 Kc. KGVO Missoula Montana
Affiliated with the Columbia Broadcasting System

STANDARD RADIO INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

by livening up a dull hour of the day. The kids show renders a service to the mother by keeping them out from under her feet for a few minutes when she's busy. Probably the most outstanding kids show from the standpoint of results ever broadcast (and one of the least expensive) was built on this principle alone.

Human wants are rather simple, the psychologists tell us. They fall into four major groups. The desire to appear at an advantage in the eyes of our friends and neighbors; the desire to be protected from the dangers that beset us; the desire to accumulate something (usually money, but often simply old coins or bits of cracked chinaware), and last, the desire to do as little work and as much playing as possible. Pride, caution, accumulation and self-indulgence—if your small show can help its listener to further his progress in any of these simple wants, it is rendering a service which will be appreciated.

The fourth and fifth steps of the yardstick must be considered together, for they apparently contradict each other. One is contrast and the other is familiarity. In the psychology laboratory the attention value of an object has been shown to gain or lose in direct proportion to its contrast with objects appearing before, at the same time or after it. This is distinctly true of the radio show.

Though the idea of the presentation may not be original, it can, and should be presented in a way that marks it as *your* show and not any one of many others. Sometimes, instead of searching like mad for a brand new idea for a show, we can do a better and more effective job by taking our old and tested idea and framing it in a new way. Achieve it as you can and will, contrast is important. But so is familiarity important, for familiarity is a product of experience. Familiarity doesn't always breed contempt. It stimulates attention and heightens interest and belief.

Why, Look Who's Here!

YOU'VE walked down the street, apparently seeing none of the faces about you. Then suddenly being conscious of seeing the face of a friend. A familiar face. Your attention has been snatched from complete oblivion to an active recognition and interest by the single quality of familiarity. So it is with the radio program. Especially the small show to which the pick-up, catch-as-catch-can audience is of so much additional benefit. Use familiar material in a contrasting way. As in teaching, perhaps I should say in other forms of teaching, advance from the known to the unknown rather than the other way about.

Sixth, the radio show should arouse emotion. Please don't think I mean it must be mawkish and saccharine. Emotion comes in all



GOLDEN EAGLE—This huge bird was shot in Lower California, Mexico, by C. Ellsworth Wylie, president of the Los Angeles advertising agency bearing his name. Wylie felled the eagle as it was swooping down on some ducks.

sorts of packages — excitement, suspense, fright, laughter, hunger, sympathy, anger, curiosity — all these are emotions. So it isn't enough just to schmaltz up the script with soft G string melodies and let it go at that. The interest value of anything, up to and including the successful small radio show partially depends on the emotion it arouses.

Finally, the successful small show should invite action. The course of all human activity follows the route we have already outlined here. Attention, interest, emotion and action. Since all human activity follows the same course, and since the ultimate end of the effort is to achieve the action of buying, give the listener something to do, something either for himself or for you, or both. This is the special privilege of the listener-influence show, the small, selected-audience show. It is usually denied the mass-audience show because of its lack of a least common denominator of interest throughout the group. The small production, on the other hand, has selected a special interest group and is capitalizing on that special interest.

I know of several programs which cost very little, had low popularity ratings, but sold merchandise all over the place. But whether your little show becomes big or not, so long as it continues to yield returns proportionate to its cost, never mind its ratings. Don't change it. Don't try to heap importance on it. Let it continue to select its own listener-influence audience. Keep it freshly contrasting to other shows of its type. Keep it rendering a service of some sort to the listener. Keep its material familiar. Keep in it the quality of emotion and give your listener something definite to do. It's my honest belief that, if your small show can measure up to those rather simple requirements, it can't miss.

Whoops, a Fire!

WHENEVER there is a fire in Rochester, Minn., KROC automatically gets itself a sponsor. A local insurance company buys a spot for every blaze and KROC covers the outbreaks, with a fire siren as sound effect. The insurance sponsor advises listeners to get themselves some protection for their property.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

1000 WATTS
VT. WNBX N.H.
SPRINGFIELD, VT.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

CALI-
FORNIA,
HERE
WE DON'T
COME!

If you think you can cover California with Station WAVE you're ca-razy, dear friend. Vice versa, you can't cover the Louisville market with any station *outside* of Louisville . . . Because WAVE carries the best features of both Red and Blue N. B. C. Networks—the other local station carries Columbia—and people hereabouts are fairly smart: They won't dial to far-off stations when there are lots of good shows right here at home . . . Shall we send you *proof?*

National Representatives
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WHAM, Rochester

Procter & Gamble Co., Cincinnati (Crisco), 22 *sa*, thru Blackman Adv. Inc., N. Y.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 22 *sa*, thru Morse International Inc., N. Y.
Regional Advertisers Inc., New York (gas appliances), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 10 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Pinex Co., Fort Wayne (proprietary), 14 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Ford Motor Co., Detroit, 9 *sa*, thru McCann-Erickson Inc., N. Y.
Household Magazine, Chicago, 3 weekly, *t*, thru Presba, Fellers & Presba Inc., Chicago.
Olson Rug Co., Chicago, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

WEAN, Providence

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 Cigars), 126 *sa*, thru Broadcast Adv. Inc., Boston.
New York, New Haven & Hartford Railroad, Boston (transportation), 1 *sa*, thru Dowd & Ostreicher Inc., Boston.
Baird-North Co., Providence, 21 *sa*, thru George W. Danielson, Providence.
Dr. J. F. True & Co., Auburn (Dr. True's Elixir), 1320 *sa*, thru S. A. Conover Co. Inc., Boston.

WIP, Philadelphia

Westinghouse E. & M. Co., E. Pittsburgh (refrigerators), 2 daily *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Penna. Finance Co., Philadelphia (loans), 6 weekly *sa*, thru Horace L. Gross Adv. Agency, Philadelphia.
Justrite Co., Milwaukee (bird seed), weekly *sp*, thru Gustav Marx. Adv. Agency, Milwaukee.

KGO, San Francisco

Albers Bros. Milling Co., Seattle, (Friskies dog food), 2 weekly *t*, thru Erwin-Wasey & Co. Inc., Seattle.
Cycle Trades of America Inc., New York (bicycles), weekly *sa*, thru Greenleaf Co., Boston.

WLBF, Kansas City

Swift & Co., Chicago (All-Sweet oleo), daily *sa*, thru J. Walter Thompson Co., Chicago.
Drug Trade Products Inc., Chicago, daily *sp*, thru Benson & Dall Inc., Chicago.

WNAC, Boston

College Inn Food Products Co., Chicago (soups etc.), *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
Florida Citrus Commission, Lakeland, (fruit), 78 *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.
Starck Piano Co., Boston, 5 *sp*, thru J. L. Sugden Adv. Co., Chicago.
General Baking Co., New York (Bond Bread), 10 *ta*, 20 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
W. S. Quimby Co., Boston (La Touraine Coffee), 40 *sa*, thru Ingalls Adv., Boston.
RCA Mfg. Co., Camden (Victor Records etc.), 15 *sa*, thru Lord & Thomas, N. Y.
Eaton Products Inc., Cleveland (Perfection heaters), 5 *ta*, thru Meldrum & Fewsmith Inc., Cleveland.
William S. Scull Co., Camden (Bosco), 28 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Ford Motor Co., Dearborn, 5 *sa*, thru McCann-Erickson Inc., N. Y.

WIND, Gary, Ind.

Beneficial Management Corp., New York (personal loans), 7 weekly *sp*, thru Albert Frank-Guenther Law., N. Y.
National Tea Co., Chicago (stores), 52 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.
Sears Roebuck & Co., Chicago (stores), 20 daily *sa*, thru Dade B. Epstein Adv. Agency, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Webster-Eisenlohr Inc., New York (Webster cigars), 6 weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.

WAAB, Boston

Little Tree Farm, Framingham, Mass. (nursery), 4 *sa*, thru Harry M. Frost Co. Inc., Boston.
Pure Milk Dairy Products Co., Chicago (Gold-N-Rich cheese), 104 *sp*, thru Hanff-Metzger of Illinois Inc., Chicago.
Dr. E. T. Loftus, Boston (dentist), 40 *sa*, thru Leonard Etherington, Boston.
W. J. Connell Co., Boston (auto supplies), 7 *sa*, thru Scott Advertising, Boston.
Adam Hat Stores, New York, 1 *sp*, thru Glicksman Co., N. Y.

WICC, Bridgeport

New Haven Auto Dealers, Bridgeport, Conn., 4 *sa*, thru direct.
John F. Trommer, Inc., Brooklyn (beer), 12 *sa*, thru Cecil, Warwick & Cecil Inc., N. Y.
Ford Motor Co., Dearborn, 8 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Triestine Olive Oil Co., Bridgeport, 300 *sa*, direct.
Kennel Food Supply Co., Bridgeport, 78 *sa*, direct.

KDKA, Pittsburgh, Pa.

Dairy Association Co. Inc., Lyndonville, Ver. (Kow-Kare, etc.), 32 *sa*, thru Hays Adv. Agency Inc., Burlington, Vt.
Hurley Machine Co., Chicago, 65 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KFOX, Long Beach

Kay Jewelry Co., Long Beach (jewelry), 5 weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

WOOD-WASH, Grand Rapids

Procter & Gamble Co., Cincinnati (Crisco), 100 *ta*, thru Blackman Adv. Inc., N. Y.
Tinco Products Corp., Chicago (cleaner), 52 *sp*, direct.
Commercial Solvent Corp., Terre Haute, Ind. (anti-freeze), 2 weekly *sa*, thru Maxon Inc., Detroit.
Hamilton Carharrt Cotton Mills, Detroit (overalls), 26 *sa*, thru Harold Aarons Inc., Detroit.
Graham-Paige Motors Corp., Detroit (autos), 234 *sa*, thru U. S. Adv. Corp., Toledo.
Fintex Clothes, Cleveland. 312 *sa*, thru Advertisers Guild, Detroit.

WOR, Newark

Vick Chemical Co., Greensboro, N. C. (Vaporub, Batronol), 5 weekly *t*, thru Morse International Inc., N. Y.
New York Telephone Co., New York, 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory Snow), 3 weekly *sp*, thru Blackman Adv. Inc., N. Y.

WMAQ, Chicago

Hotel La Salle, Chicago, 26 *sp*, thru Gale & Pietsch, Chicago.
Sterling Brewers Inc., Chicago (Sterling Ale), 13 *t*, thru Hays MacFarland & Co., Chicago.
RCA Mfg. Co., Camden (RCA radio receivers), 15 *sa*, thru Lord & Thomas, N. Y.

WJJD, Chicago

Sure Laboratories, Chicago (Sure), 30 *sa*, thru Selviair Brdcstg. System Inc., Chicago.
Chicago Daily News, Chicago (newspaper), 10 *sa*, direct.
National Tea Co., Chicago (stores), 52 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

KSFO, San Francisco

Washington State Apples Inc., Wenatchee, Wash., (apples), 7 *ta*, thru J. Walter Thompson Co., Seattle.
Vissas Co., Daily City, Cal. (liniment), 5 weekly *sa*, direct.

WBT, Charlotte, N. C.

American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.



Brooklyn Eagle

"Nobody ever complained about my singing in the nightclubs!"

WBZ-WBZA, Boston-Springfield

Boston & Maine Railroad, Boston (transportation), 28 *sa*, thru Doremus & Co. Inc., Boston.
Kester Solder Co., Chicago (Kester solder), 36 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Aurora Laboratories Inc., Chicago, 156 *t*, thru Aubrey, Moore & Wallace Inc., Chicago.
American Pop Corn Co., Sioux City, Ia. (pop corn), 23 *sp*, thru Coolidge Adv. Co., Des Moines.
Aurora Laboratories Inc., Chicago, 97 *ta*, thru Aubrey, Moore & Wallace Inc., Chicago.
Kellogg Co., Battle Creek (cereals), 15 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Cycle Trades of America Inc., New York (bicycles), 4 *sa*, thru Greenleaf Co., Boston.
RCA Mfg. Co., Camden (radios), 15 *sa*, thru Lord & Thomas, N. Y.
Ford Motor Co., (Somerville, Mass., Branch), 9 *sa*, thru McCann-Erickson Inc., N. Y.
F. B. Washburn Candy Corp., Brockton, Mass. (Waleco Candy Bar), 13 *sp*, thru Broadcast Advertising Inc., Boston.
Frye Co., Watertown, Mass. (Pancreo-Bismuth), 60 *sa*, thru Lawrence M. O'Connell, Springfield, Mass.
Johnson Educator Food Co., Cambridge, Mass. (Biscuits, etc.), 365 *sa*, thru John W. Queen, Boston.
Procter & Gamble Co., Cincinnati (Crisco), 50 *ta*, thru Blackman Advertising Inc., N. Y.
Kellogg Co., Battle Creek (cereal) 39 *sp*, thru N. W. Ayer & Son Inc., N. Y.
G. W. Van Slyke & Horton Inc., Albany (cigars), 7 *sa*, thru Moser & Cotins Inc., Utica.
Larus & Bro. Co. Inc., Richmond (Edgeworth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Oxo Ltd., Montreal (beef cubes), 20 *sa*, thru A. McKim Ltd., Montreal.
New York Diesel Institute, Albany (Trade school), 24 *sa*, thru DeRouville Adv. Agency, Albany.
A. H. Lewis Medicine Co. St. Louis (Tums), 26 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. H. Lewis Medicine Co., St. Louis (Tums), 130 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Stickney & Poor Spice Co., Charlestown, Mass. (spices), 3 *sa*, thru Badger & Browning Inc., Boston.

WEEI, Boston

Bulova Watch Co., New York, 1,092 *sa*, thru Biow Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Edison Electric Illuminating Co., Boston, 10 *sp*, thru Doremus & Co., Boston.
Starck Piano Co., Boston, 156 *sp*, thru J. L. Sugden Adv. Co., Chicago.
Vick Chemical Co., Greensboro, N. C., (Va-Tro-Nol), 4 *sa*, thru Morse International Inc., N. Y.
R. H. White Co., Boston (department store), 13 *sp*, thru Chambers & Wiswell Inc., Boston.

KJBS, San Francisco

Provident Finance Co., San Francisco (finance budget plan), 12 weekly *sa*, thru Frederick Seid Adv. Agency, San Francisco.
Otoe Food Products Co., Nebraska City, Neb. (Morton House Date Pudding), 6 weekly *sa*, thru Long Adv. Service, San Francisco.

KYA, San Francisco

Drug Trade Products Inc., Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.

KQW, San Jose, Cal.

Minra Inc., Oakland, (food supplement), weekly *sp*, thru Frank E. Cox & Staff, Oakland.

WABC, New York

Enoch Morgan's Sons Co., New York (Sapolio), weekly *sp*, thru Maxon Inc., N. Y.

RADIO ADVERTISERS

OTOE FOOD PRODUCTS Co., Nebraska City, Neb. (Morton House Date Pudding), has appointed Long Advertising Service in San Francisco to direct its northern California advertising and along with other media on Nov. 26 started a three-month test campaign on KJBS, San Francisco, using spot announcements six days weekly.

DR. PEPPER BOTTLING Co., New Orleans branch, has appointed Stone-Stevens-Howcott-Halsey Inc., also of New Orleans, to prepare advertising for the 7-Up, a lithiated lemon soda, now being pushed vigorously in the New Orleans territory. Small insertions on sports pages of newspapers, and spot announcements over WWL New Orleans are being used, with a series of motion picture films in preparation.

PURITY BAKERIES Corp., Chicago (Taystee bread and Grennan cakes), has named Blackett-Sample-Hummert Inc., Chicago, as its advertising agency. Radio will play an important part in future campaigns but so far the details have not been worked out.

E. H. HOFFMAN CANDY Co., Los Angeles, maker of 40 kinds of candy bars, has taken spots over KNX and KFWB, Hollywood, several times a day for a year. The Mayers Co.; Los Angeles agency, handles the account, with Larry Lewin as account executive.

GOLDBLATT BROS., Chicago (department store chain in and around Chicago), has assumed sponsorship of *The Golden Hour*, early morning program of recorded music, time and weather reports, on WGN, Chicago, Monday through Saturday, 7:30-8:30 a. m. Having recently attained the goal of every Chicago merchant, a store on State Street, by purchasing the Davis Store from Marshall Field & Co., Goldblatt is again following the Field formula in radio, for Field has sponsored *The Musical Clock* from 7 to 9 every weekday morning for more than six years, at first on KYW and now on WBBM, Chicago.

SHELL UNION OIL Corp., the parent company of the Shell group, has absorbed operations of Shell Eastern Petroleum Products Inc. and Shell Terminal Corp.

CORN OFF Co. Inc., Los Angeles, placing through General Adv. Agency, that city, is using spot radio.

HANFORD AIRLINES Inc., Kansas City, is placing radio advertising through Beaumont & Hohman Inc., Kansas City. The radio appropriation is $1,150.

BLISS ELECTRICAL SCHOOL, Tacoma Park, Md., has placed its account with Henry J. Kaufman Adv., Washington.



TROPHY AWARDED — Donald Davis (right), president of General Mills Inc., awards to Dr. Leon Levy, president of WCAU, Philadelphia, a trophy for outstanding service in increasing baseball attendance through General Mills baseball broadcasts. The award took place Dec. 2.

KINGS BREWERY, Brooklyn, is advertising through L. H. Hartman Co. Inc., New York.

KOHLER MFG. Co., Baltimore (cough syrup), has appointed U. S. Adv. Corp., New York, as agency and is considering use of radio.

DOMINO CITRUS ASSN., Bradenton, Fla., radio user, places advertising through DeRouville Adv. Agency, Albany.

COFFEE-ALL Inc., Jersey City (individual coffee portions) has appointed Wortman, Barton & Co., New York, to service its account. Radio and newspapers will be used after the first of January.

WARD REFRIGERATOR & MFG. Co., national headquarters, from its Los Angeles office, early in December produced a second series of transcriptions and will do another in January for direct placement on 70 stations. The programs are captioned *Icities and Oddities*. Production was done at Associated Cinema Studios.

BONNE BEL LABORATORIES, Cleveland, is placing through Baker & Baker Adv. Co., Akron, tests of what is said to be a national campaign for its cosmetic product. Five-minute interviews are being heard currently on WGAR, Cleveland.

ARISTO LABORATORIES, Cleveland, is understood to be planning a national campaign to expand distribution of Fairy Whip, now sold in the Midwest. A test announcement series is being broadcast on WGAR, Cleveland.

OMAHA FLOUR MILLS Co., Omaha (Omar flour, cereal) has placed its account with J. Walter Thompson Co., Chicago.

J. C. ENO Ltd., Buffalo (Eno Effervescent salts) has appointed Benton & Bowles Inc., New York, to service its account effective Jan. 1. Advertising plans will be announced after the first of the year but radio is believed to be included in tentative plans.

NEW ADVERTISERS taking time on the ABC network's *Intimate Review*, broadcast each weekday 9:30-10 a. m. (CST.), are Bernard Perfumers, St. Louis (Love Charm), thru Hilmer V. Swenson Co., St. Louis, and Lovely Lady Inc., Chicago (cosmetics), thru Kirtland-Engel Co., Chicago.

THEATERS ADV. Co., New York (cooperative picture house promotion) has appointed Arthur Fulton Co., New York, to handle its account. Spot radio will be used in the New England states after Jan. 1.

STANBACK Co., Salisbury, N. C. (proprietary) has added KMLB, Monroe, La., and WIOD, Miami, to its current radio series, using five-minute news program on KMLB and daily announcement on WIOD. J. Carson Brantley Adv. Agency, Salisbury, is agency.

KENNETH LAIRD, vice president and advertising manager, Weco Products Co., Chicago (Dr. West toothbrushes and toothpaste), was elected president of the Chicago Federated Advertising Club for 1937 at the meeting of Dec. 3. Other officers for the new year include: Lloyd D. Herrold, professor of advertising at Northwestern U. first vice president; Miss Ruth Proctor, assistant advertising manager, Northern Trust Co., second vice president; Virgil Angerman, publisher, *Science and Mechanics Magazine*, third vice president; A. E. Beirnes, secretary and treasurer, *Standard Rate & Data Service*, secretary; and Chester Price, advertising manager, City National Bank and Trust Co., treasurer.

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00



The HAY-ADAMS HOUSE
1 LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.



LEAVES

From the Notebook of a Media Buyer

Steel production in the Pittsburgh area is up 32%.

Pittsburgh is the world's steel center. Other great industries make it a stable market.

Foods, chemicals, paper and printing are only a few of the many industries in Pittsburgh.

All industrial production in Pittsburgh was up 26% in November.

Pittsburgh, now more than ever, is one of America's first markets.

And Pittsburghers listen *first* to WCAE, the city's most popular station.

WCAE
PITTSBURGH • BASIC NBC RED NETWORK

National Representatives • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

SYNDICATED SCRIPTS!

We're here to do a job for you—

Why not get in touch with us?

STAR RADIO PROGRAMS
250 PARK AVENUE NEW YORK CITY

AGENCIES AND REPRESENTATIVES

LOUIS DEAN, formerly manager of the radio department of Campbell-Ewald Co. of New York, has been named radio director of D. P. Brother & Co., Detroit, an affiliate of Campbell-Ewald Co. At present he is in Hollywood supervising production of the NBC *Irvin S. Cobb and His Paducah Plantation* program sponsored by Olds Motor Works, Lansing, Mich.

ROSS FEDERAL RESEARCH Corp., announces the appointment of Burton E. Donaghy to its New York sales division. Mr. Donaghy, who has been a field representative of Ross Federal during the last two-and-a-half years, was formerly with McGraw-Hill Publishing Co. and Kenyon & Eckhardt Inc.

We're going to town with ROCKFORD!

Bank Clearings 33% up

New Car Sales 18% up

Postal Revenues 17.4% up

Retail Sales 16.5% up

WROK

ROCKFORD, ILL.

1410 K.C. 500 Watts

J. STIRLING GETCHELL, president of J. Stirling Getchell Inc., New York, late in December will marry Miss Sarah Davis, daughter of Norman Davis, American diplomat.

MYRON KIRK, in charge of radio for the New York office of Ruthrauff & Ryan Inc., arrived in Hollywood late in November for four weeks in connection with the new Al Jolson program.

FLORENCE FREDERICKSON, formerly in the advertising department of Livingston Bros. Inc., San Francisco department store, has joined Sidney Garfinkel Adv. that city, as copy writer.

NORTHWEST FRUITS Inc., Seattle, through Izzard Co., that city, is contemplating use of radio for "Old Doc" apple, the over-riding brand used by the four big northwest apple cooperatives in a joint promotional campaign.

BERNARD DONNELLY, at one time production manager of McCann-Erickson Inc., San Francisco, has joined Howard E. Williams, Advertising, in that city, as account executive.

J. L. RAWLINSON, radio director of Morse International Inc., New York, is in Hollywood for a few weeks supervising the *Nelson Eddy* program sponsored by Vick Chemical Co. on CBS.

IRVING S. STROUSE has been appointed publicity director of J. P. Muller & Co., New York. Mr. Strouse formerly had his own publicity organization in New York and more recently was on the West Coast in movie production work.

WBNX, New York, has named Roesler & Howard as national representatives for foreign language programs, and Conover-Serviss Co., Chicago, to represent it for english programs in Chicago, Milwaukee and Detroit.

Holiday Greetings

To all radio stations and advertising agencies who have been associated with Transco during the past year we extend our sincere best wishes for a very happy Christmas and an increased prosperity in the coming new year.

Your association with us has made this year of 1936 a successful one.

We believe that in turn our feature length major productions have in some measure added to the profitable operation of your business.

May 1937 bring to you the biggest year in your history.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

3,141,827 FANS Guessed Football Scores in Sinclair Contest

DURING the autumn football season 3,141,827 football fans guessed scores of gridiron games in a contest conducted by Sinclair Refining Co., using two weekly quarter-hours on NBC-Red. Prizes were awarded to 1,405 winners in the 11-week series, including autos, Philco radios, Real Silk hosiery and Spalding footballs.

Entries were received from all parts of the country, growing from 86,740 in the first week (games of Sept. 19) to 424,631 for the Nov. 21 games, the highest total for any week. Red Grange, famous player, was commentator on the Sinclair programs. Federal Adv. Agency, New York, is the agency.

ARCHIBALD M. CROSSLEY, president of Crossley Inc., underwent an appendectomy at the Princeton Hospital, Princeton, N. J., Nov. 30. He expects to return to his office about Dec. 20.

WNEW, Newark, has announced appointment of Weed & Company as national sales representatives.

SAM MOORE, Hollywood director of William Esty & Co. Inc., will continue to direct the revised *Camel Caravan* when it switches Dec. 29 to a collegiate setting with Jack Oakie, film star, as master of ceremonies. Bob Reed will produce and Angers Wooley will write script.

BURT McMURTRIE has resigned as associate director of radio for Lennen & Mitchell Inc., New York. Mr. McMurtrie left New York Dec. 1 to visit his family in Tacoma, Wash., with no announcements as to his future plans.

Edward S. Pierce

EDWARD S. PIERCE, 67, advertising manager of Clicquot Club Ginger Ale Co., Millis, Mass., for the last 23 years died at his home in Medfield, Mass., on Nov. 29. Mr. Pierce had spent 45 years in the advertising business and conceived the Eskimo trademark for Clicquot.

STANDARD OIL of Indiana sponsored the Detroit Lions-Green Bay Packers pro football game Nov. 29 over WJBK, WBCM, WFDF, WJIM and WBIM, using the same five Michigan stations again Dec. 6 for the Detroit-Brooklyn game, with Harry Wismer and Al Nagler announcing.

WMIN

"The Voice of Minnesota"

1,250,000 Potential Buyers in the MINNEAPOLIS—ST. PAUL Trade Area

8th Largest in the U. S.

LOWEST COST In The Twin Cities

WMIN

SAINT PAUL, MINNESOTA

Kelly-Smith Co. Forms New Division for Radio

KELLY-SMITH Co., New York, national representatives for 30 newspaper publishers, on Dec. 1 announced formation of a radio division for representation of stations owned by newspapers on its list. It started with the representation of WSGN, of the *Birmingham News* and *Age-Herald;* WROK, of the *Rockford* (Ill.) *Morning Star* and *Register-Republic;* WSJS, of the *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel.*

The radio division will be entirely separate from the newspaper business, according to F. W. Miller, vice-president and secretary of the company. Frank Headley, formerly with the Department of Justice, will be in charge in New York, and Dwight S. Reed, formerly with the Critchfield Co., will be in charge in Chicago. A radio division will also be established in Detroit Jan. 1.

New Agency Will Direct Bible Group Broadcasts

RELIGIOUS BROADCASTING System Inc. has been formed with offices in the National Press Bldg., Washington, by James T. Lambie, active in agency circles for several years, to handle advertising and broadcast activities of The Bible Foundation, which is preparing to launch sponsored religious dramas on 250 stations covering every state. The Foundation is described as the strongest religious educational body in the country.

Associated with Mr. Lambie in the agency, which also maintains offices at 310 S. Michigan Ave., Chicago, are Kendrick Mitchell, New York author, vice-president, and B. Fain Tucker, Chicago, secretary. The firm has taken over assets of Religious Press News Bureau, a news association serving religious publications.

Levy Forms Agency

RAYMOND LEVY, formerly national advertising director of sales and advertising for United Distillers of America and at one time president of the Amalgamated Advertising Agency Inc., New York, has started an agency under his own name at 551 Fifth Ave., New York. Accounts include: Air Time Inc., New York (radio time & drug products merchandising service); Guaranteed Sanitation Corp., New York, (exterminators); Sanitex Corp., New York (linen service); Sensation Cosmetic Co., New York, (Raydence liquid face powder); Protex Industries Inc., New York (protective liquids); Newman Products Co., New York (Newman's aromatic bitters & orange bitters); Kraupner & Kraupner Inc., Brooklyn (Kay's antiseptic powder & medicated ointment); Utility Mfg. Co. Inc., New York (Falcon folding camera); Fishberg & Helzick Inc., New York (novelties). A spot radio campaign for Kay's ointment is being planned for the first of the year.

NEWS

is your best bet

TRANSRADIO

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Buick Motor Co., Flint, Mich.
Community Motors, Chicago
General Motors Corp., Detroit
Studebaker Sales Corp. of America, South Bend, Ind.
Eaton Products, Cleveland (auto heaters)
National Carbon Co., New York (Prestone)
U. S. Industrial Alcohol Co., New York (Super-Pyro)
Mid-states Steel & Wire Co., Crawfordsville, Ind.
Republic Steel Corp., Youngstown, O.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Kool and Raleigh cigarettes)
Larus & Bros. Co., Richmond (cigarettes & tobacco)
Canada Dry Ginger Ale Co. Inc., New York
Oakland Chemical Co., New York (cream)
Armin Varady, Inc., Chicago (cosmetics)
E. R. Squibb & Sons, New York (dentifrice)
Strasska Laboratories, Inc., Los Angeles (toothpaste)
Bayer Co. Inc., Wheeling (aspirin)
Justin & Haynes Co. Inc., New York (Aspirub)
E. Griffiths Hughes Inc., Rochester, N. Y. (Salicon)
Johnson & Johnson, New Brunswick, N. J. (corn plasters)
Maryland Pharmacal Co., Baltimore (Rem & Rel)
S.S.S. Co., Atlanta (S.S.S. tonic)
Skinner Mfg. Co., Philadelphia (raisin-bran)
Sego Milk Products Co., Salt Lake City
Gulden Inc., New York (mustard)
Independent Grocers' Alliance of America, Chicago (food products)
Hurley Machine Co., Chicago (Thor washer)
Mantle Lamp Co., Chicago (lamps)
Bulova Watch Co., New York
Oneida Ltd., Oneida, N. Y. (silverware)
Gilmore Oil Co., Los Angeles (gasoline & motor oil)
Remington-Rand, Inc., Buffalo (typewriters)
Zenith Radio Corp., Chicago
Wilkerson Shoe Co., St. Louis
Wohl Shoe Co., St. Louis (women's shoes)
Roman Cleanser Co., Chicago
Swift & Co., Chicago (sunbrite products)
Macfadden Publications, New York (True Story)
Illinois Central RR System, Chicago
Pacific Greyhound Co., San Francisco
Union Pacific System, Omaha, Neb.
California Brewing Co., San Francisco (Acme beer)
Cleveland & Sandusky Brewing Co., Cleveland (beer)
Red Top Brewing Co., Cincinnati (beer & ale)
Sterling Brewers, Inc., Evansville, Ind. (Sterling ale)
Montgomery, Ward & Co., Chicago (mail order)

M. M. (Milt) BLINK, manager of the Chicago office of Standard Radio Inc., and Mrs. Blink went to Hollywood, where he attended a board meeting of his firm Dec. 5, and is spending a couple of weeks vacationing before returning to Chicago Christmas week.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO



PRESERVED — For posterity is the speech of Rep. Sol Bloom (D-N. Y.) delivered last month before the American Patent Association dinner in Washington. Recorded by United States Recording Co., of Washington, the transcription was offered for the files of the United States Archives. Pictured left to right, are Mrs. R. J. Coar, assistant manager, U. S. Recording Co.; Rep. Bloom and Chief Archivist R. D. W. Connor. The address was broadcast over NBC and was titled *The Heart of the Constitution.*

WBS on Dec. 28 will add three more programs to its continuity service: *Girl Meets Boy, Concert Master,* and *Witches Hour.* Eight quarter-hour discs make up each series. WBS is also preparing a special Christmas recording for the use of its stations.

NEW CLIENTS for the WBS transcription library are: CKCL, KFRO, WMFO.

PARAMOUNT Radio Productions was formed early in December at 5636 Melrose Ave., Los Angeles, by C. C. McIntosh, onetime owner of the Transcription Service Bureau.

TWENTIETH CENTURY-FOX and RKO Pictures, Hollywood, each made a series of air trailers as transcriptions late in December at RCA Mfg. Co. sound studios, Hollywood. The masters were sent to Camden for 500 pressings to be sent to stations.

FIVE stations have subscribed to NBC's Thesaurus disc library in the last fortnight. They are WMFF, KHQ, WHEB, WPRO, and 5AD, Adelaide, Australia. Renewals include KGU, WHBL, KPRC, KSD, and XEW, Mexico City.

HEINTZ, PICKERING & COX., Los Angeles agency, early in December started to produce a transcription series at Associated Cinema Studios under the caption of *Coffee Customs* for an unnamed sponsor.

KFRC, San Francisco, has installed a line from its studios to Titan Productions Inc., transcription producers in that city, for the purpose of recording Mutual-Don Lee network programs when the two chains become affiliated the end of this month.

WATL

● is the most economical and most effective way to sell your product to the largest number of people in

ATLANTA

STANDARD APPOINTS PEARCE IN SEATTLE

STANDARD RADIO Inc., Hollywood, has announced appointment of Hal Pearce as representative for the Pacific Northwest and Alaska, with offices in the Henry-White-Stuart Bldg., Seattle.

Gerald King, president of the transcription concern, in commenting on the appointment said: "It is a standard joke in California about the Chicago office of a national concern wiring its representative stationed in Los Angeles to 'go to Seattle tomorrow and see so and so.' This for the reason that it is as far from Los Angeles to Seattle as it is from Seattle to Chicago or Chicago to Los Angeles".

With this appointment Standard Radio now has eight offices, including one in London and one in Buenos Aires.

Pearce is well known in Northwest advertising circles. For several years he operated the Pearce-Knowles agency in Seattle and represented Walter Biddick Company. His experience includes station work and a thorough grounding in transcriptions.

According to its latest report Standard Radio is now serving 130 radio stations with its library service and 200 others which purchase other features.

GEORGE H. FIELD, New York, eastern field manager for the Radio Transcription Co. of America, Hollywood transcription firm, was severely injured in an automobile accident in Pennsylvania early in December.

Air Service

COL. ROSCOE TURNER, aviator hero of the *Flying Time* serial on NBC-Red network, has been awarded a scroll by Charles Horner, president of the National Aeronautic Association, "in recognition of the unique contribution to the advancement of American aviation through the medium of public education by radio with its program *Flying Time.*" Col. Turner, in accepting the scroll gave credit to William J. Murphy, author of the scripts, who is assisted by Col. Turner and Jules Herbuveaux, NBC central division assistant production manager.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to provide consistent, nightly assistance to those in distress or need.



LAST CALL!

WBAL, Maryland's only clear-channel, high-power station, raises its rates January First.

There's just about two weeks left for the smart buyer to get in on the old low rates.

PLEASE HURRY IF YOU WANT TO BE PROTECTED FOR 1937

WBAL

BALTIMORE, MARYLAND
10,000 WATTS

National Representative: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

FOR SALE

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland

IN THE CONTROL ROOM

DR. VICTOR J. ANDREW, formerly chief engineer of Doolittle & Falknor Inc., Chicago, and previously with Westinghouse, has entered the consulting engineering and custom manufacturing field, with headquarters at 7221 S. Francisco Ave., Chicago. He is specializing in field strength measurements and manufacturing r.f. coupling equipment and coaxial cable.

VERN TASCHNER, formerly in the technical department of KFWB, Los Angeles, has joined the engineering staff of KNX, that city, as maintenance man.

J. E. FRANCIS, manager of the RCA Mfg. Co., Hollywood, went East early in December, planning to return early in January after conferences at the Camden plant and New York offices.

HOWARD C. LUTTGENS, of the NBC technical chief in Chicago, is father of a boy born Thanksgiving night.

CHARLES COLEMAN, engineer of WFIL, Philadelphia, is the father of a baby girl born in November.

JOHN CUMMINGS, formerly of WCAM, Camden, N. J., has joined the engineering staff of WFIL, Philadelphia.

DON EWART, former radio student at University of Florida, has joined WMFJ, Daytona Beach, as operator and announcer. Webster Ellenwood, recent graduate of Port Arthur radio school, has joined the staff.

SYDNEY A. MOSELEY, of London, onetime vice-president of Baird Television Corp., arrived in Hollywood early in December to write a book on television.



FROM AMBULANCE — The lad really isn't hurt, but for program purposes he is a patient as WOR conducts the first broadcast from an ambulance dashing to a hospital. Left to right are Roy Le May, patient; Joe Tobin, announcer; Dr. Alfred Doust, ambulance doctor, and Charles Singer, WOR engineer. The program included a hospital broadcast, all for the benefit of the United Hospital Fund.

LARRY SHIPLEY, with WGAR, Cleveland, six years has been named assistant to R. Morris Pierce, chief engineer.

D. V. TOSTENSON has been named chief engineer of KGFW, Kearney, Neb.

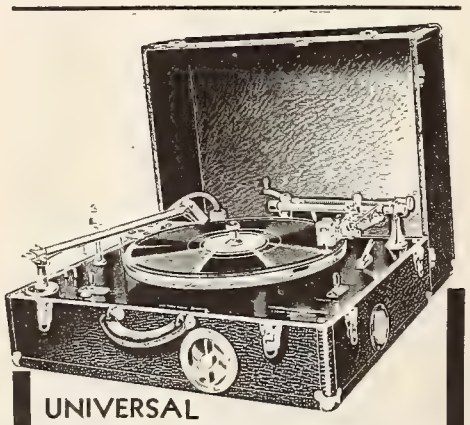
BASCOM PORTER is now chief engineer of WSIX, Nashville, a local which recently was moved from Springfield, Tenn.

ED JOHNSTON, of WCAU, Philadelphia, is the father of a boy born in November.

DEAN BAILEY, formerly of WIBW and more recently with the Republican National Committee as special radio engineer, has joined the sales staff of KANS, Wichita.

NAB Technical Group

REAPPOINTMENT of J. H. DeWitt Jr., chief engineer of WSM, Nashville, as chairman of the NAB Engineering Committee for 1936-1937, was announced Dec. 1 by President C. W. Myers, of the NAB. Other members of the committee are L. A. Benson, WIL, St. Louis; L. S. Bookwalter, KOIN, Portland; E. K. Cohan, CBS; Gerald W. Cooke, WBAL, Baltimore; John E. Fetzer, WKZO, Kalamazoo; E. L. Gove, WHK, Cleveland; C. W. Horn, NBC; Porter Houston; WCBM, Baltimore; Carl J. Meyers, WGN, Chicago, and John M. Sherman, WTCN, Minneapolis.



UNIVERSAL
Portable Recording Machine

A precision machined, compact outfit that positively eliminates all waver —Records in either direction at 33 1/3 or 78 R P M 90, 110 or 130 lines per inch—110 volt AC 100% synchronous motor—solid 16 in. turntable — Constant speed rim drive— Complete switching arrangement for head set monitoring from playback or cutting head—Reinforced black leatherette carrying cases — Unequalled value—Superlative performance.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane, Inglewood, Calif., U.S. A.

General Electric to Aid In Study of Interference

AN INVESTIGATION of interference caused to high-frequency transmission and reception by diathermy and other electrical equipment that emits high-frequency impulses was ordered Dec. 2 by the FCC in a special authorization issued to General Electric Co. GE, in collaboration with the FCC Engineering Department, will make tests and accumulate experimental data "in order to determine the most effective means of shielding diathermy and other similar equipment which at this time causes widespread interference to radio reception."

Such experimentation, if successful, the order brought out, would result in the larger and more effective use of radio in the public interest. Much evidence has been produced in recent months in connection with interference to short-wave transmission and reception by diathermy machines, and the FCC has been making efforts to cooperate with manufacturers in proper shielding of these and other devices. GE will build and install special apparatus in Schenectady for the tests and experiments.

KTSA FINDS IT
Plane Lost in Fog So Army Calls on Station

FOUR minutes after Maj. A. C. Strickland, director of flying Randolph Field, Texas, had phoned KTSA, San Antonio, asking for information concerning an overdue plane, J. E. Doherty, bus driver, who heard KTSA's broadcast, phoned the station that he had seen the plane land. This information was verified in another minute by Strickland.

The plane had been lost in a fog for more than an hour when Maj. J. L. Hewett, the pilot, made a successful emergency landing. He had been unable to communicate with army officials or airports because farmhouses in the region were not equipped with telephones.

New Albers Bros. Series

ALBERS BROS. MILLING Co., Seattle (cereals), subsidiary of Carnation Co., will feature Johann Ormay's orchestra in a 13-week series titled *Good Morning Tonite* on 5 NBC-Pacific Red stations, beginning Tuesday, Jan. 5. Erwin, Wasey & Co. Inc., Seattle, placed the account.

Is Your Product Suitable for Wide Distribution

America is busy again. Payrolls are increasing. Food and commodity indices are rising. If you manufacture a food product or a grocery specialty for which you entertain hopes of wider markets, now is a favorable time to launch a sales expansion program.

The National Brokerage Company can help you secure national distribution in a practical, thorough way. It operates economically through groups of trained sales representatives in all sections and it can take you as far in the national market as your product deserves to go. This highly efficient service is available to manufacturers of worthy products who have adequate production facilities and organization setup to take care of nation-wide distribution.

National Brokerage Company charges are nominal, based on completed sales.

Inquiries are invited.

NATIONAL BROKERAGE COMPANY, INC.
A National Sales Organization
Edward M. Power, Jr., *President*
OLIVER BUILDING :-: PITTSBURGH, PA.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Rights of SESAC Contested by NAB

A CONTROVERSY over the claims of the Society of European Stage Authors & Composers (SESAC) with respect to its licensing of broadcasting stations to broadcast certain musical works, has been precipitated, it was revealed Dec. 10. On that date, the NAB received a printed circular from SESAC in the nature of a reply to the NAB circular letter of Oct. 14 to its members relating to SESAC.

It is estimated that some 400 stations, including the networks, hold SESAC performing rights licenses. Instead of being based upon a percentage of station business, these licenses are issued on a flat fee negotiated by the copyright group with the stations.

In his Oct. 14 letter, James W. Baldwin, NAB managing director, in effect contended that SESAC claimed greater rights than it actually held and that from its contracts it was difficult to determine what these rights were, particularly in distinguishing between small rights and grand rights. The performing rights contracts with stations, nevertheless, cover only small rights.

While dated Nov. 19, and bearing the printed signature of Paul Heinecke, president, the SESAC circular was not received by the NAB until Dec. 10. Covering four double-column printed pages in small type, the circular was in the nature of a printed letter to the NAB, attention of Mr. Baldwin.

Jel-Sert in West

JEL-SERT Co., Chicago (Maple-Mix dessert), in addition to its *Melody of Romance* program on the NBC-Blue, Saturdays, 11:15-11:30 a. m., which goes to the West Coast, on Dec. 10 took over the *Woman's Magazine of the Air* for sponsorship on 5 NBC-Pacific Red network stations plus KOA and KDYL, Thursdays, 3:15-3:30 p. m. (PST). The special West Coast campaign is signed for eight weeks through Rogers & Smith Adv. Agency, Chicago.

Eveready Discs

NATIONAL CARBON Co., New York (Eveready flashlights), a subsidiary of Union Carbide & Carbon Corp., will place a series of five-minute RCA-Victor transcriptions on 11 stations in the Northwest about Feb. 1. J. M. Mathes Inc., New York, is advertising counsel.

7 Get Musterole Spots

WASEY PRODUCTS Co., New York (Musterole), on Dec. 13 placed a series of live one-minute announcements on seven stations, once a day from three to seven times weekly. The campaign will run for 13 weeks and was placed through Erwin, Wasey & Co.. New York. Stations being used are WJR, WHAM, WSYR, WSB, WWL, WBT, WSM.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Swapping Stuff

THE *Valley Varieties*, on KEHE, Los Angeles, one evening a week for the General Petroleum Gasoline dealers of the San Fernando valley has inaugurated a trading post angle. Fans are invited to go to their neighborhood station and list anything they have for trade. The deals must be swaps. No cash can enter the deal. Each station puts up a bulletin every week and no charge is made to the fans. Van C. Newkirk Co., Los Angeles, handles the account.

A. T. & T. Christmas Eve

AMERICAN TELEPHONE & TELEGRAPH Co., New York (institutional), will feature Leopold Stokowski and orchestra, and Edwin C. Hill in a Christmas Eve program that will be broadcast over all available CBS stations 10-10:30 p. m. The program will be a one-time broadcast, with Stokowski playing from Hollywood and E. C. Hill speaking from New York. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Moore Paint on NBC

BENJAMIN MOORE & Co., New York (paints), will begin its spring advertising campaign Jan. 7 on 31 NBC-Red stations, Thursdays, 11:30-11:45 a. m. The program will be known as the *Betty Moore Triangle Club* and will feature Betty Moore in house decorating talks with Lew White as organ accompanist. Account is signed for 21 weeks and was placed direct.

Smith Bros. Spots

SMITH BROS., Poughkeepsie, N. Y. (cough drops, syrup), during the week of Dec. 7 launched a series of live station break announcements on 55 stations. Announcements are broadcast once nightly, to run 13 weeks. Brown & Tarcher Inc., New York, is agency.

FLETCHER TURNER, of J. M. Mathes Inc., New York, has been transferred to the radio department working under Wilfred King, director.



Prizes Awarded by NBC In Anniversary Contest

WINNERS in the NBC employes Tenth Anniversary broadcast contest which were heard on the air last month were announced Dec. 10. Three groups, New York, Chicago, and West Coast split a $400 purse, three ways.

New York winners: First prize, George Andrews (guest relations), vocalist, and Bill Paisley (music rights), composer at piano divided $53.32; second prize, $20 each, went to Frank Murtha and George Sax, (artists service), comedians; third prize, $26.67, Milton Krents (auditing), harmonica; tie for fourth prize, $13.33 each, between Walter Moore (press dept.), script writer, and George Watkins (guest relations), vocalist.

Chicago winners: First prize, $65, William Weaver (page), vocalist; second prize, $35, Thomas Casey (page), announcer; third prize, $20, Frederick Schweikher (program), vocalist; fourth prize, $13.33 each, to L. E. Douglass and Arnold Johnson (Artists Service), duet.

San Francisco winners: First prize, $35.75, Frank Barton (announcing); second prize, $24.48, Ruth Chapel (music library); third prize, $19.60 each, to Jennings Pierce (agriculture), Abbott Tessman (announcing), Byron Mills (continuity), and Eugene Bowes (sound effects); fourth prize, $16.15 each, to Van Flemming (production) and David Mckay (sales promotion); fifth prize, $13.45, Amelia Kennedy (secretary to Meredith Wilson); sixth prize, $7.75, Jessie Woods (program traffic).

Canada Dry Spots

CANADA DRY GINGER ALE Inc., New York (ginger ale and sparkling water), in addition to signing Yankee News Service for participations, has taken 12 one-minute announcements daily, six days a week, on 10 other stations. The RCA-Victor transcriptions announce reduced prices of Canada Dry products and will run for at least 13 weeks. Stations are: WJAS, WXYZ, KSD, WGN, WIRE, WFLA, WJAX, WQAM, WDBO, WTAG. J. M. Mathes Inc., New York, is the agency.

SCOTT PAPER Co., Chester, Pa. (Scott tissue) during January will place announcements on 40 stations through J. Walter Thompson Co.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

In the United States census of distribution showing annual per capita food purchases of 93 cities of 100,000 population and over, HARTFORD is FIFTH, with $113.06, against a national average of $55.30. Naturally, other spending in the Hartford area is in proportion . . . a profitable market for all products.

Basic Network Station of the Columbia Broadcasting System



BRIDGE OPENS!!!



They're Rollin' on the World's Greatest Span

To an outsider it may not mean much. But, in Northern California it means the great San Francisco Bay Bridge is now handling traffic—and hundreds of thousands of interior families will patronize the San Francisco market.

The market is an expanded one — and KYA has the ear of the radio-equipped houses in San Francisco, Oakland and interior area.

Therefore KYA in San Francisco should be on your 1937 advertising schedule.

KYA
The Voice of the San Francisco Examiner
National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

British Crisis Keeps Radio on Its Toes; More Than 50 Broadcasts From London

THOUGH early reports from London had stated that the British radio, like the British press up to Dec. 1, would carry nothing regarding the crisis arising out of King Edward's impending choice between his throne and Mrs. Wallis Simpson, American radio kept pace with the American press in reporting every development up to and including the King's farewell address Dec. 11 to the Empire through the facilities of the BBC and its vast Empire shortwave system.

Stations were covered by INS, Transradio and UP for their news and flash periods, and the networks all fed their stations direct pickups from London periodically during the critical week of Dec. 10.

From Dec. 3, when the crisis story broke, until the abdication announcement Dec. 10, the special events departments of NBC, CBS and Mutual made direct contacts by shortwave with London for a total of something like 50 rebroadcasts. By that time the BBC ban was off and they secured every cooperation from London, where Cesar Saerchinger was on the spot for CBS, Fred Bate for NBC and John Steele for MBS.

The first shortwave contact with London was made by NBC on Dec. 3 at 5:45 p. m., with Alistaire Cook as commentator, Mr. Bate being still on the high seas en route from New York. From that time on there was a constant flow of information back and forth between New York and London, with Mutual coming in on Dec. 10 with what it claimed was a scoop on Prime Minister Baldwin's speech before Parliament read to America while he was still delivering it.

Commercials Cancelled

STATIONS carried bulletins throughout the week and increasingly on the day of abdication, with CBS interrupting any and all commercial programs and both NBC and CBS finding it necessary to cancel several full commercial periods.

With John Royal, NBC vice president in charge of programs, and Paul White, CBS special events director, both at Buenos Aires covering the Pan American Peace Conference [BROADCASTING, Dec. 1], the big networks found themselves covering two parts of the world via shortwaves.

In the absence of Mr. White, Frederic A. Willis, CBS educational director and assistant to President Paley, took over supervision of the CBS broadcasts and placed John G. Gude, CBS publicity director, in charge. Working with Mr. Gude were Don Higgins, Luther Reid and Bob Trout. For NBC, Abe Schechter, special events director, handled the pickups, with Nelson Case doing most of the announcing. G. W. Johnstone handled the MBS broadcasts, and Dick Fishel of WMCA was in charge of the Inter-City System pickups of the abdication reports Dec. 10 and the farewell address Dec. 11. Both Inter-City and WHN, New York, made special arrangements with the BBC to pick up the Empire shortwave broadcasts.

Claims of scoops were plenty, as usual, with CBS claiming honors for being the first to bring in direct word from London that the King had abdicated in a broadcast by Sir Frederick Whyte at 10:33 a. m.; MBS claiming WOR was the first metropolitan station to flash the *official* word of the abdication at 10:46 a. m.; NBC reporting that it had a Press-Radio Bureau statement on the air about the abdication before it was broadcast to British listeners via BBC.

Transatlantic telephone calls and radiograms between the networks and their men in London flashed constantly, and no expense was spared to give the American listener every detail, for the broadcasts were regarded by network officials as holding the greatest interest of any special event in history with the possible exception of the Lindbergh case. Certainly it required the most extensive shortwave coverage of any special event since radio began.

The broadcasts gave NBC its first opportunity to test its new system of broadcasting news bulletins, which it recently began to put on direct from the news room with the noises of the tickers filtering into the microphone. Six "beeps" in series of three preceded all bulletins. CBS during the broadcasts moved its Press-Radio teletype into Mr. Gude's office which was turned into a broadcast studio with remote control equipment.

Up to Dec. 10 an unofficial count of the number of shortwave rebroadcasts from London showed 26 by CBS, 22 by NBC and two by MBS. CBS carried a total of 2½ hours of direct pickups from London on Dec. 10 alone. More, of course, were broadcast Dec. 11 when all carried the King's farewell address in full.

New Kroger Discs

KROGER GROCERY & PACKING Co., Cincinnati (coffee) on Feb. 1 starts a series of WBS quarter-hour transcriptions five times weekly on 24 stations. Title of the program is *Lida's First Love*, to run 13 weeks. Ralph H. Jones Co., Cincinnati, is agency.

ATLANTIC REFINING Co., Philadelphia, will continue its CBS periods after Ted Husing signs off Dec. 26, with the *Pa and Ma* program taking his place. N. W. Ayer & Son Inc., New York, has the account.

PROCTER & GAMBLE Co., Cincinnati (Drene) has renewed its WBS *Jack Randolph* transcriptions heard weekly on 59 stations and placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Yankee Waging Campaign Against Boston Dog Track

CONTINUING its determined editorial campaign against allegedly corrupt practices in Boston, the Yankee Network on Dec. 8 preferred formal charges against Boston's dog track operators.

Leland Bickford, editor-in-chief of the Yankee and Colonial Network news services, spearhead of the attack, appeared Dec. 8 before the Special Recess Commission on taxation and expenditures with the allegation that the Old Harbor Kennel Club, operators of the Wonderland Park dog racing track at Revere, Mass., had minimized their gross income report by some $200,000. Following the heated hearing, Mr. Bickford said it was up to the Commission to rectify the situation. He declared that the Yankee & Colonial Networks would continue their editorial campaign "to the limit". Boston newspapers feature the activity of the militant radio editor.

Edgeworth Changes

LARUS & Brothers Co., Richmond (Edgeworth tobacco) on Dec. 11 added KOIN, Portland, Ore., to its half-hour series of WBS transcriptions titled *Moments You Never Forget*, making a total of 10 stations in the campaign. On Dec. 4 the sponsor shifted the disc series from WGN to WMAQ, in Chicago. Marschalk & Pratt Inc., New York, placed the account.

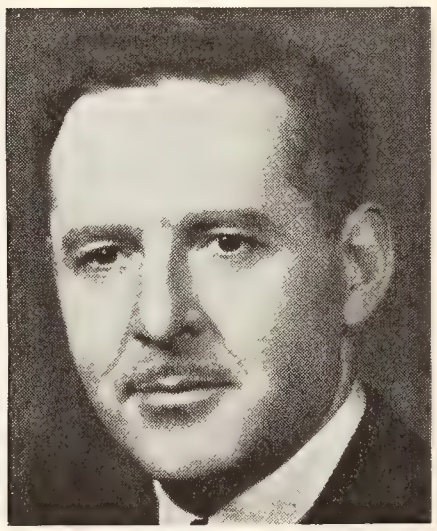
WJBY Produces Results In Alabama's Second Industrial Market

WJBY

Gadsden, Alabama



W. R. Lapp, Manager



L. J. DuMahaut, Commercial Manager

TWO NEW APPOINTMENTS ON CKLW STAFF

"Bill" Lapp, trained in Trust companies, steel and machinery, sized up radio as soon to lead the parade . . . decided to get on the band wagon. Today is in charge of Detroit office of CKLW. Favorite flower—Gold Medal in hot biscuit form, smothered in chicken gravy. Business hobby, collecting currency for the company; personal, buttonholing friends for old coins—he's a collector.

L. Jerome DuMahaut (Jerry to you), born in New York, soon saw the possibilities of the "4th" market. Later saw radio's future. Today is upping the sales curve at CKLW, and doing it remarkably well . . . Jerry's all set to tell you why CKLW is the best value per dollar in America's most responsive market. Write or call CKLW, Union Guardian Building, Detroit, Michigan.

ESSEX BROADCASTERS, Inc.

3300 Union Guardian Building, Detroit

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

FRANK RYAN
Vice-President and Managing Director





Baseball in 1937 For General Mills

Sponsor's Success This Year Means Continuance of Idea

LIKELIHOOD that General Mills Inc., Minneapolis, sponsor of the majority of the big league broadcasts last season, will renew contracts with the baseball clubs on much the same basis, was seen following the major league baseball meetings in New York which ended Dec. 10.

While no formal announcement was made, General Mills representatives were present at the sessions and discussed baseball broadcast plans for the ensuing season with practically all of the major league club executives and with the executives of both the American and National leagues. In one quarter it was said that all clubs with the exception of the two New York teams tentatively agreed to permit broadcasting of their out-of-town games during the forthcoming season. The New York clubs, it was reported, reserved their decisions.

In their business sessions, the leagues had before them proposals dealing with baseball broadcasts. There has been some complaint, it is understood, against the use of stations with sufficient power to broadcast games in the territory of other clubs, thus having a purported affect upon attendance. Also, there was some discussion of possible standardization of rates to be paid by broadcasters or advertisers for the privilege of sponsoring games. The discussion in addition, invaded such subjects as possibility of broadcasting home games as well as out-of-town contests.

General Mills last year sponsored baseball broadcasts for a number of the major league clubs with the notable exception of the New York teams. In addition it broadcast in many other cities having minor league clubs. The fact that it is now seeking to renew these arrangements is indicative of the success of last year's campaign.

Colgate on CBS Period

COLGATE - PALMOLIVE-PEET Co., Jersey City, has purchased the 10-10:30 p. m. period Thursdays on CBS for an unannounced program to start in January. Sears Roebuck now has the time but is signing off its *Sears Then and Now* program Dec. 18. Benton & Bowles Inc., New York, will place the Colgate account.

Pontiac's New Series

PONTIAC MOTOR Co., Pontiac, Mich., is planning to launch a Friday, 10:30-11 p. m. program on the NBC-Red network about Jan. 1. Starting date and talent have not been announced but it is understood the series will pay tribute to universities throughout the country.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Big Keystone State Fund Leaves Radio Out in Cold

THE STATE of Pennsylvania, with $100,000 set aside for an advertising campaign to promote highway safety, has earmarked only about $3,600 of the total for radio. This sum will be spent for production of 24 five-minute transcriptions and 18 one-minute spot messages, to be placed on the state's 35 stations. The balance of the fund, over $96,000, will be apportioned among newspapers and billboards and for distribution of metal signs and stickers.

Allen R. Eckman, secretary of the Governor's Highway Safety Council, Harrisburg, under date of Dec. 3 mailed a letter to Pennsylvania broadcasters asking them to donate their facilities for the six-month campaign. Copy for printed media is being placed by Barnes & Aaron, Philadelphia agency.

Audit Group Meets

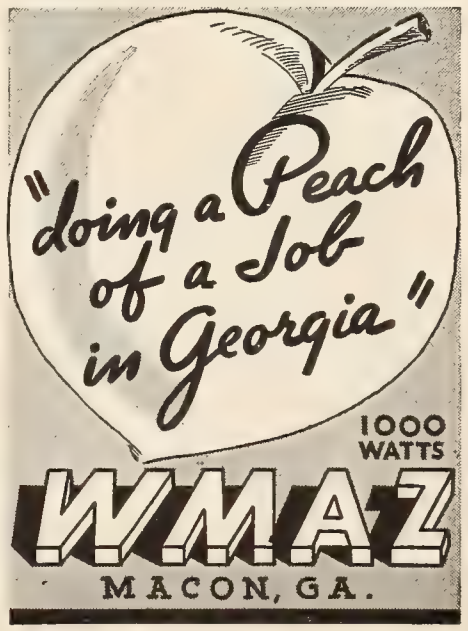
THE JOINT committee on Radio Research, representing equally the NAB, Association of National Advertisers and the American Association of Advertising Agencies, will meet in New York at the call of Chairman John Benson, president of AAAA, on Dec. 16. It will consider the report of Paul F. Peter, secretary, on coverage surveys, and also may take up Mr. Peter's reappointment.

Cruse to FCC Dec. 16

ANDREW W. CRUSE, chief of the Electrical Division of the Department of Commerce, on Dec. 16 will assume his new post as assistant chief engineer of the FCC in charge of Telephone Division activities. He was appointed to the post last month subject to clearance through Secretary of Commerce Roper, which was procured afterward. His successor at the Department has not yet been named but he is expected to be a well-known economist.

GENERAL FOODS Corp., New York (Log Cabin syrup) is planning to place half-hour recordings of the NBC-Blue *Dude Ranch* program on an unselected list of Southern stations which cannot be cleared for the network. Benton & Bowles Inc., New York, is agency.

BRISTOL-MYERS Co., New York (Minit-Rub) on Nov. 30 started a series of three weekly quarter-hour *Minit Interviews* on WBEN, Buffalo, and four weekly on KDKA, Pittsburgh. Young & Rubicam Inc., New York, is agency.



Pat's Watches

WHEN General Mills, in presenting one of its six watch awards to Pat Flanagan, sports announcer at WBBM, Chicago, for his work in increasing attendance at Chicago ball games through his baseball broadcasts (for Wheaties), also gave one to John Harrington, who pinch hit for Pat for a week as well as spelling him for breathing spells, it was the fourth watch John has received this year. The first came from Mrs. Harrington in the spring; the second from a fan in midsummer; and the third from Andy Frain, chief of Chicago's baseball ushers, who made a similar presentation to each Chicago sports announcer at the end of the baseball season. Harry McTigue, formerly of WIRE, Indianapolis and now free lancing in Chicago, also was awarded a General Mills watch.

David Freedman

DAVID FREEDMAN, 38, script writer for stage, screen and radio, died in his sleep Dec. 8 at his home in New York. Mr. Freedman had been in court the day before testifying in his $250,000 suit against Eddie Cantor for alleged breach of oral contract. The case had only been on trial one day. Upon hearing of Mr. Freedman's death Justice Pecora declared the case a mistrial and dismissed the jury.

WE COMPLY-

to requests from advertisers and advertising agencies, and have opened a new department to specialize in the production of custom built productions. This department is equipped to serve any need in the transcription field from the idea, to the delivery of the transcription itself . . . .

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1357 No. Gordon St.
Hollywood, Calif.
Now Available

Laundry	**Bread**
Loan	**Ice Cream**
Used Car	**Furniture**

Jewelry
RADIOAIDS

At the TOP 550 in San Antonio



☛ TOP of the Dial!
☛ TOP in Equipment!
☛ TOP Newspaper Listings!
☛ TOP in Local Programs!
☛ TOP in Progress!

Want to know why?
Want to know more?

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO
NATIONAL REPRESENTATIVES:
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

Educators Plan to Improve Programs

First National Conference Covers Wide Range of Topics; Television and Facsimile Discussed

EDUCATORS interested in broadcasting as a means of spreading knowledge are convinced now that they must develop their program technique and capture a substantial audience demand for their offerings before they can hope to obtain additional facilities.

This attitude was apparent at the first National Conference on Educational Broadcasting, which convened Dec. 10 in Washington and continued for three days. With several hundred educators present and an array of big-name speakers on the program, the conference took up the question of radio instruction in all its phases, the agenda running the gamut of technical, psychological, pedagogical, social and commercial aspects.

The keynote of the sessions was sounded on the opening day by Chairman Anning S. Prall, of the FCC, whose address called for educators to take advantage of the national outlet that radio offers and develop a stronger patriotism and finer citizenship. (His address is reviewed at length on page 74.)

Dr. George F. Zook, president of the American Council on Education, opened the three-day meeting by explaining how the conference was the outgrowth of a meeting of representatives from eight organizations, called by the Council last February. Since then, he said, a number of other voluntary organizations have joined, the movement now having 18 national associations as joint participants.

Only the Beginning

THE fundamental reason for the conference, Mr. Zook explained, is that radio's influence upon such a large proportion of the population "will inevitably affect educational practice very vitally sooner or later". "It is a fact" he added, "that notwithstanding considerable attention to the new situation created by the advent of radio, the possible uses of this new medium for educational purposes have not been at all adequately explored or fully considered."

The conference, he went on, was organized on two definite lines, first, the general sessions and second a series of conferences on specific topics.

"I believe that we are met on no mean mission," Mr. Zook said. "It is commonplace indeed to point out the increasing complexities of modern social and economic life which cause innumerable individuals and whole nations to conclude that the problems incident to it can never be resolved through the democratic process. These prophets of ill omen are abroad even in our own land. Is it not fortunate and very heartening however to realize that concurrent with and outstripping even the rapidly increasing complexities of social life are the means by which the people may be made intelligent concerning these problems.

"Among them, as was so strikingly illustrated in the recent political campaign, radio plays a very conspicuous part. When therefore the history of this present age has been written it will record whether American civic and educational leaders had the will and the wisdom to use this marvellous mechanical device of radio to its fullest possibilities in the preservation and development of democratic government in America."

The Repetition Factor

IN DISCUSSING psychological problems of radio education, a paper prepared by Edward S. Robinson of Yale University, and read for him, took the position that the principal problem of the psychologist is that of aiding in the improvement of broadcast technique. On the matter of repetition, for example, he said it is rarely that a new idea is grasped from a single presentation.

"Yet the ideal of education is not to be gained from the often fatiguing and annoying repetition in which the commercial advertiser has such faith," Dr. Robinson said. "The results obtained from many studies of learning indicate that the optimal repetition varies with the material presented, with the audience, and with many other factors. What is required, then, in the improvement of educational broadcasting is a study of the repetition factor for actual materials, actual audiences, and under the general conditions peculiar to radio presentation."

Mr. Robinson proposed that educators take more seriously the question of building up the personalities of their speakers and emphasized that working out of better broadcasting techniques should find its basis in the methods of experimental psychologists.

In time the radio audience will approach the characteristics of the total population in distribution of age, formal education, residence and economic status, said Dr. Irvin Lorge, Columbia University, who directed attention to the expansion of the group in terms of the number of potential listeners to sets purchased.

He urged educational broadcasters to plan programs so that the rate of presentation of materials be adjusted to the age of the audience; the materials of the broadcast be limited to relatively single coherent units per period; the review of each unit in a continuous sequence of broadcast be clearly and definitely made; the rate of speaking be slowed down; uncoordinated discussions as such be minimized because of the possible attendant confusions.

In the discussion of radio and its effect on speech, H. L. Ewbank, University of Wisconsin, told how radio has aroused widespread public interest in standards of grammar and of pronunciation. A commercial organization using radio advertising, he reminded, has sold well over 100,000 correspondence courses in how to speak correctly. He referred to the popularity of the Better Speech course of the *Wisconsin School of the Air*, and observed that stations are flooded with inquiries about correct pronunciation.

Mr. Ewbank said that radio is changing styles in public speaking by deflating the bombast of agitators who employ exaggerated vocal effects and mob psychology devices; that it is deflecting the trend toward extemporaneous speaking and requiring more skill in speech writing, and that it is emphasizing skill in the reading of speeches so they may sound like fireside chats. In addition it is popularizing other forms than the speech or talk by means of the interview, the dialogue, the roundtable and the forum.

Effect on General Speech

ON THE same subject, Dr. Cabell Greet, editor of *American Speech* and professor of English at Barnard College, contrasted the homely speech of the comedian and the "flunky" speech of announcers, which he said is not likely to be imitated. "All in all, if we look for the effect of radio on American speech, we must say that so far that effect is slight," said Prof. Greet.

"When I think of the children's programs my daughter of eight years listens to, I am glad that the effect is slight. In 1927 many of us thought and said that in ten years radio would have brought one standard English to America. This has not happened. Radio, however, has joined the other democratic forces, operating since the settlement of this continent, which tend to make Americans talk alike and dress alike and eat alike—and too often think alike. I doubt whether the speech influence of a year of radio is equal to that

WHK 1390 K.C. WJAY 610 K.C.

A Rare Combination for National Advertisers

A mass market on the crest of restored buying power. Two radio stations, with blanket coverage of this market, under one management. The market is Cleveland and Northeastern Ohio. The stations are WHK and WJAY, Columbia Network outlets. Write or wire us today for available time and other data.

WHK ★ WJAY

CLEVELAND

H. K. CARPENTER
Vice President & General Manager

C. A. McLAUGHLIN
Sales Manager

RESULTS! COUNT MOST

Let us acquaint you with our work.

RADIO STATION REPRESENTATIVES NEW YORK CHICAGO

WEED & COMPANY

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

of a week's automobile trip in a distant state."

Going into the subject of audience measurement, Henry C. Link, in charge of market research for Psychological Corp., New York, said that present audience measurement methods do not give an adequate measure of the psychological aspects of the programs or listeners. He added:

"They do not tell us how much of a program is listened to, how intensively it is listened to, how strong are the impressions it makes. They give us only a rough measure of whether people are listening at all.

"Radio broadcasting challenges educators to abandon or to question all their acquired ideas of pedagogy. It challenges educators to develop entirely new or radically different techniques of educating people. It challenges educators to experiment, and experiment again, with different methods of presentation. And of course, the obvious instrument to use as a measure of these experiments is the census of the radio audience, just as commercial broadcasters are doing it now."

Mr. Link suggested that radio may become the test tube through which the content and techniques of education will be enormously improved. He proposed that educators study the views of the radio audience as to what constitutes an educational program.

Mrs. B. F. Langworthy, Winnetka, Ill., president of the National Conference of Parents and Teachers, noted that children's programs have been improving and mentioned that broadcasting companies have shown a desire to cooperate.

Labor Tells Its Side

EDWARD N. NOCKELS, general manager of WCFL, Chicago labor station, foresaw danger in an effort by broadcasters "to extend their monopolistic attempts to include educational broadcasting, and to so control it as to appropriate its benefits in the way of increased and constant listening audiences to their own selfish gain." He cited, by way of example, the University Broadcasting Council of Chicago, which he alleged has been "muzzled" to the extent "that they can not assist in furtherance of educational broadcasting excepting in such a way as will result in the program and increased audience benefit of the stations which signed on the dotted line."

Also appearing for labor was Spencer Miller Jr., of New York, director, Workers Educational Bureau of America, who voiced his conviction that radio is a notable medium for public education and that it can perform a service of very great value in the whole field of adult education.

C. M. Jansky Jr., radio engineering consultant, after reviewing technical problems of radio, pointed out that "only to the extent that the engineer is successful in imparting information and the educator is capable of understanding these basic considerations will radio be properly adapted to the needs of education." Dr. Jansky was chairman of the technical committee, the speakers including T. A. M. Craven, FCC chief engineer, Dr. C. B. Jolliffe, former FCC chief engineer and now chief of the frequency bureau of RCA, and Dr. Alfred N. Goldsmith, consulting engineer of New York.

Dr. Jolliffe described many of the practical limitations of the broadcast structure and explained that the development of the modern receiving set has been one of increasing its selectivity and approaching that ideal by which it is possible to accept one signal and reject all others regardless of their intensity.

Only a Supplement

RADIO can be only a supplement to education, Hendrik Willem Van Loon, author and journalist, declared. He called for careful preparation of radio programs of the educational type, and described many ether offerings by narrating this fictional scene:

"'Oh Lord! yes, next Tuesday there is that education hour. Hey, you there! are you busy? No? Well, we need 13 minutes on that battle of Bunker Hill. Just give us something nice . . . you know the old stuff . . . Yankee Doodle and the spot where Warren fell.' And then we cheerfully entrust our billion dollar youth to a $20 a week youngster who does the best he can, no doubt."

Mr. Van Loon favored private operation of radio as against the continental system. He criticized lengthy commercials but noted progress in their handling.

T. A. M. Craven, FCC chief engineer, urged the educators to make a concerted study of the technical phases of the radio allocation problem; that they set forth an objective based upon sound engineering, and that they have in mind ultimately a coordinated plan for the application of radio to education which shows that the most economic use has been made of any frequency channel or any portion of the radio frequency spectrum which may be devoted to education. He spoke of the world-wide demands for a place in the spectrum and discussed the possibilities of developing the ultra-high frequencies.

Recalling that some educational experts envision some 15,000 stations to serve the 127,000 school districts in this country, Mr. Craven said that the present spectrum from 10 to 30,000 kc. would be "only a drop in the bucket" in the solution of the educational radio program.

Use of High Frequencies

EDUCATORS were advised by Dr. Goldsmith to explore many of the possibilities of ultra-high frequencies as a medium for instructive broadcasts. These frequencies will make it possible for more local stations to be placed in operation and they would be substantially noninterfering, he said, as well as offering more nearly constant day and night quality of service.

Television, which probably will be confined to ultra-highs because of side-band demands, should offer a great deal to the value of broadcasting as an educational medium, Dr. Goldsmith said. Facsimile, he continued, also should be of particular interest to the educator.

"Until even higher frequencies than 100 megacycles are available," he said, for satisfactory broadcasting of telephone, television or facsimile material, he said, "it is unlikely that the average city can enjoy the privilege of

(*Continued on page 76*)

Education's Future

DESCRIBING the coordinating work of the U. S. Office of Education and the Federal Radio Education Committee, John W. Studebaker, U. S. Commissioner of Education, asked the National Conference on Educational Broadcasting to cooperate with the Federal agencies in the development of the movement.

Mr. Studebaker said education through radio will become a powerful force "when we do the job of educating over the air as effectively for our purposes as the commercial broadcasters do their job of entertaining." He said educators must learn through experience how to stage programs that will hold audiences. He told how he had appeared before the FCC to ask ultra-high frequency facilities for a large number of stations to serve urban and rural school systems [see elsewhere on this page for views of Comdr. Craven].

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:

"We all wish you a Very Merry Christmas!"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO



PROGRAMS!
PROGRAMS!
PROGRAMS!

It's the program that gets the Listener and it's the Listener who buys your product.

KOMA presents week-in and week-out such brilliant features as these: Major Bowes; Eddie Cantor; Cavalcade of America; Camel Caravan; Boake Carter...*and these:* Let's Sing; Vick's Open House; Ken Murray; Elgin Football Revue...*and these:* INS news; Ted Malone; KOMA's Musical Clock and many, many more scintillating features that set the dials for KOMA.

And *your* message will be heard by countless thousands if you use

5000 WATTS **KOMA** 1480 Kilocycles

Oklahoma City, Oklahoma

NATIONAL REPRESENTATIVE
HEARST RADIO: New York, Chicago, San Francisco, Los Angeles

STELLI

Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

LIGGETT & MYERS TOBACCO Co., New York (Granger rough cut smoking tobacco) on Jan. 7 starts *Alexander Woollcott* on 65 CBS stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co. Inc.,N. Y.

CARDINET CANDY Co., Oakland, Cal. (candy) on Dec. 6 started *Drama, with Harold Burdick*, on 5 NBC Pacific Red, Sun., 9:15-9:30 p. m. Agency: Tomaschke-Elliott Inc., Oakland.

OREGON - WASHINGTON PEAR BUREAU, Seattle (Bosco & Anjou Pears), on Nov. 20 started 13 weekly participations in *Gretchen McMullen* program on 11 Yankee Network stations. Agency: Izzard Co., Seattle.

MOON GLOW COSMETIC CO., Los Angeles, (cosmetics) on Dec. 29 starts for 13 weeks *Moon Glow Melodies* on 5 NBC-Pacific Red stations, Tues., 5:45-6 p. m. (PST). Agency: Emil Brisacher, Los Angeles.

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt New York

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

HOMEOPATHIC MEDICINE Co., New York (remedies) on Dec. 1 started *May Singhi Breen, Peter DeRose and Andy Sinella* on 7 NBC-Blue stations, Tues, Thurs., 5:45-6 p. m. Agency: Biow Co. Inc., N. Y.

HOMEOPATHIC MEDICINE Co., New York (remedies) on Dec. 6 started *May Singhi Breen, Peter DeRose, and Andy Sinella* on 7 NBC-Blue stations, Sun., 10:15-10:30 a. m. Agency: Biow Co. Inc., N. Y.

K. A. HUGHES Co., Jamaica Plain, Mass. (Salicon) on Nov. 17 began 26 15-minute live shows *Affairs of the Hemingways*, twice weekly on Tuesdays and Thursdays p. m., over 5 Yankee stations. Agency: Badger & Browning Inc., Boston.

ALBERS BROS. MILLING Co., Seattle (cereals) on Jan. 5 starts *Good Morning Tonite* on 5 NBC-Pacific Red stations, Tues., 9:30-10 p. m. Agency: Erwin, Wasey & Co. Inc., Seattle.

JEL-SERT Co., Chicago (Maple-Mix dessert) on Dec. 10 started *Women's Magazine* of the Air on 7 NBC Pacific and Red Mountain stations, Thurs., 3:15-3:30 p. m. (PST). Agency: Rogers & Smith Adv. Agency, Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Jan. 12 renews *Dog Heroes* on 9 NBC-Blue stations, Tues., 4:30-4:45 p. m. Agency: The Clements Co. Inc., Philadelphia.

RADIO CORP. OF AMERICA, New York (institutional) on Dec. 24 starts *Metropolitan Opera* on 32 NBC-Blue stations, Thurs., 2:55-5 p. m. only; on Dec. 26 2-3:30 p. m. adds 36 supplementary stations and on Jan. 2 adds WEAN, WICC, KFBK, KWG, KERN; March 6, WEAF. Agency: Lord & Thomas, N. Y.

AMERICAN TELEPHONE & TELEGRAPH Co., New York (institutional) on Dec. 24 broadcasts one-time program, *Leopold Stokowski's Orchestra* and *Edwin C. Hill* on entire CBS network, 10-10:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

BENJAMIN MOORE & Co., New York (paints) on Jan. 7 starts *Betty Moore Triangle Club* on 31 NBC-Red stations, Thurs., 11:30-11:45 a. m. Placed direct.

Renewal Accounts

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (prepared coffee) on Dec. 26 renews *Uncle Jim's Question Box* on 7 NBC stations, Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

CARDINET CANDY Co., Oakland, Cal. (candy) on Dec. 6 renewed for 13 weeks *Night Editor* on 5 NBC-KPO Pacific Red stations, Sun., 9:15-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

ALBERS BROS. MILLING Co., Seattle (cereals) on Jan. 5 renews for 13 weeks *Good Morning Tonite* orchestra and vocalists on 5 NBC- Pacific Red stations, Tues., 9:30-10:00 p. m. (PST). Agency: Erwin-Wasey & Co. Inc., Seattle.

OCCIDENTAL LIFE INSURANCE Co. of Cal., Los Angeles (insurance) on Dec. 30 renews for 52 weeks *Winning the West*, dramatic serial on 5 NBC-Pacific Red stations, Wed., 8:30-9 p. m. (PST). Agency: Chas. R. Stuart Inc., San Francisco.

QUAKER OATS Co., Chicago (cereal), on Dec. 25 renews *Kaltenmeyer's Kindergarten* for 52 weeks on 21 NBC-Red stations, Sat., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

WARD BAKING Co., New York (Ward's bread & rolls) on Dec. 1 renewed *News of Youth* on 19 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Fletcher & Ellis Inc., N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston Salem, N. C. (Camel cigarettes) on Dec. 29 starts Jack Oakie as master of ceremonies of *Camel Caravan*, CBS, Tues., 9:30-10:30 p. m.

CARNATION Co., Milwaukee, Wis. (canned milk) on Jan. 4 starts *Frank Black's* orchestra in its *Carnation Contented Hour* on NBC-Red, Mon., 10-10:30 p. m.

STEWART WARNER Corp., Chicago (Alemite) on Dec. 27 shifts origination point of *Alemite Half Hour* on CBS to New York.

CALIFORNIA CONSERVING Co., San Francisco on Dec. 15 adds KGIR. Butte and KGHL, Billings, to the NBC - Pacific Red carrying *CHB Studio Party.*

SIGNAL OIL Co., Los Angeles (petroleum products), on Jan. 1 adds KMJ, Fresno, to its NBC- Pacific Red weekly half-hour *Carefree Carnival.*

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Dec. 5 started Harry Salter's orchestra on CBS, Sat., 10-10:30 p. m., and on Dec. 9 started Al Goodman's orchestra on NBC-Red, Sat., 10-10:30 p. m.

NATIONAL BISCUIT Co., New York, on Jan. 1 shifts *Twin Stars* to Hollywood and changes talent to Helen Broderick, Victor Moore, and Buddy Rogers orchestra.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on Dec. 27 shifts *Behind the Headlines* to 9:45-10:15 p. m. period on NBC-Blue, Sundays.

AMERICAN ROLLING MILL Co., Middletown, O. (Armco sheet metal) on Dec. 15 shifts *Armco Concert* to Tues., 10-10:30 p. m.

Worth Repeating!!

COAL, COAL AND MORE COAL

Mason-Heflin Radio Promotion Brings Deferred Payment Business of $275,000 a Year

MASON-HEFLIN COAL Co., Philadelphia, which enjoyed such success with a program on WIP that it has practically discontinued other media, started broadcasting in 1933 with its Winter Coal Club, by which customers could purchase coal on the instalment plan.

In the first season $7,500 worth of business was recorded. The second season (fall, 1934) brought $125,000 worth of business on the club plan, an increase of 1,600% over the previous year. The business in the 1935 season continued on the upgrade, amounting to $275,000, an increase of more than 100% over the second year. The only printed advertising or radio promotion was by the WIP *Homemakers' Club* program.

New Customers

BESIDE bringing thousands of new customers to the Mason-Heflin Coal Company, it was found very definitely that the WIP promotion prompted many old customers to return to the fold, and also reminded many other old customers of the immediate need for stocking their coal supply.

J. W. Mason, president of the Mason-Heflin Coal Co. said: "When our company began the WIP radio program some four years ago, we knew very little of what to expect in the way of returns of direct sales or returns of purely institutional good-will value. However, so immediate were the direct sale returns from our program, that we knew at once that we had engaged in a very profitable alliance.

"In my mind, no further proof need be given other than the utterly phenomenal returns of our Winter club plan, which we attribute to our *WIP Homemakers' Club* promotion.

"Also, extremely welcome was the fact that our radio campaign not only brought new customers to our company, but it helped to remind our old customers, what proved to be a very needed asset in this day of keen competition.

"Before any family can be eligible to join our winter club plan, it must go through a somewhat rigid test in so far as reliability, honesty and good standing are concerned. Through our credit department, I have learned that 99% of the prospects for the winter club plan are honest and reliable, a tribute which I think belongs to the women who make up the WIP Homemakers' Club and their families."

The sponsor renewed in October for a full year.

Reprinted from Nov. 15th BROADCASTING

ONLY ON THIS TRIP WE PAY THE FARE!

A radio station may have the most modern and elaborate studios (We Have!); a station may boast of the finest ten-man staff orchestra (We Do!); a station may brag about 66% renewals (and brethren, HOW we brag about that!) . . . but, in the final analysis . . .

Results Count!

610 WIP KC.

"PHILADELPHIA'S PIONEER VOICE"

HOYT B. WOOTEN

President, WREC INC.

MEMPHIS, TENNESSEE

says,



"* * * but I am doubly pleased to find that your magazine is so well read by the agencies and advertising executives."

AN AFFILIATED STATION OF THE COLUMBIA BROADCASTING SYSTEM

RADIO STATION W.R.E.C.

"THE VOICE OF MEMPHIS"

TRANSMITTER - RADIO CENTER
5000 WATTS DAY - 1000 WATTS NIGHT
600 KILOCYCLES

OWNED AND OPERATED BY
W. R. E. C., INCORPORATED

STUDIOS AND OFFICES
HOTEL PEABODY

LONG DISTANCE 6-1919

MEMPHIS, TENN.

September 17, 1936

Mr. F. G. Taylor, Advertising Manager,
BROADCASTING,
National Press Building,
Washington,
D. C.

Dear Gate:

Just a line or two to thank you for the splendid cooperation you are giving us in our present campaign to familiarize the trade with the fact that WREC is one of the outstanding stations of the South.

Incidentally, you might be interested in knowing that while calling upon the more important agencies in New York last week, I found that BROADCASTING is read religiously from cover to cover. I have always felt that broadcasters should first patronize their own magazine, and this feeling accounts for my placing this campaign with you, but I am doubly pleased to find that your magazine is so well read by the agencies and advertising executives.

Yours very truly,
W. R. E. C., INC.

Hoyt Wooten

President

Hoyt Wooten-ch

On the Air Every Day From 6:30 A.M. 'till Midnight

Radio Advertising Pays-it pays to advertise Radio Advertising

WSYR
SYRACUSE

GOOD NEWS
FROM
SYRACUSE

We announce the completion of our ultra-modern transmitter plant, the last word in broadcasting equipment

with

4-FOLD POWER INCREASE
NIGHT and DAY
on 570 K. C.

This basic NBC station brings to an imposing list of advertisers a great dividend in coverage and service.

Did You Know?

Syracuse leads all cities in "listening habits" — get your copy of this survey.

WSYR

"The Voice of Central New York"

"Bigger and Better than Ever"

Represented by Paul Raymer Co.

Educators' Conference

(*Continued from page 73*)

simultaneous operation of more than a limited television-telephone transmission." He advised educators to keep fully informed on technical and industrial developments in the ultra-high frequency domain and to study carefully in advance what may probably be accomplished by the use of the radio and visual broadcasting services which can be established in this domain.

William Dow Boutwell, director Educational Radio Project, U. S. Office of Education, predicted that major future developments in broadcasting lie in the local field rather than in national broadcasting service, which he said is well advanced toward saturation.

"In my opinion, the principal reason why educators have not been more successful with radio is failure to recognize the importance of production skill," he said. "Until education develops a corps of teachers and supervisors who can write and produce reasonably good programs, the use of radio for education by local educational agencies will make substantially little progress. Education's rights to the air must be achieved by proof of competence in using the air when opportunity offers."

Air Time Inc. Would Buy Time With Merchandise

ALTHOUGH "barter" accounts are frowned upon in the NAB Code of Ethics, a plan whereby radio advertisers can purchase time on stations in the New York metropolitan area with merchandise instead of cash has been started by Air Time Inc., 11 West 42d St., New York. Besides taking merchandise in lieu of cash, the firm would give its advertisers a merchandising service.

Officers of the corporation are: Samuel Halperin, president; William Wolf, treasurer; Samuel Grad, vice-president; Alex Husid, general manager. Mr. Halperin is general manager of Ira Haupt, stockbrokers of Newark. Mr. Wolf is in the wholesale and retail drug business, and Mr. Grad is with Knickerbocker Carpet Co.

The NAB repeatedly has gone on record as opposed to acceptance of any business other than on a strictly card-rate basis.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Educational Power Of Radio Stressed

Service of Existing Facilities Is Explained by Prall

EXISTING radio facilities in the United States offer a national audience to educators upon which they can build a stronger patriotism and a finer citizenship, Anning S. Prall, FCC Chairman, declared Dec. 10 in an address at the First National Conference on Educational Broadcasting, held in Washington Dec. 10-12.

Pointing to the limitations of the radio spectrum in providing broadcast facilities, he suggested that technicians remember the needs of other worthy radio and communications services and endeavor to provide "a practicable procedure which will permit the fullest use of radio by all."

Mr. Prall proposed that the Conference convey to Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, whatever conclusions and recommendations resulted from the Dec. 10-12 sessions. The Federal Committee is operating as a governmental agency and at present is directing an experimental study of the entire radio-education subject preliminary to consideration of an all-embracing plan to deal with it.

Maximum Benefit for All

AS TO THE FCC, Mr. Prall pointed out that its one real function "is to see that broadcasting facilities are used for the maximum benefit of all the people." He told the educators that radio, properly used, "can become an even greater instrument of instruction than the printing press since it provides a dramatic medium, not only because of its immediacy and directness but because it represents communication by the human voice." The FCC "is sincerely interested in and is wholeheartedly supporting the movement looking toward the development of a comprehensible plan for education by radio," he said. "We believe it can be done. And, if in the final analysis it fails to crystallize, it will not be because of any lack of cooperation on the part of the Commission."

Referring to European educational methods, he said they warrant consideration, but added that "you must keep in mind that Europe's problems are not America's; that Europe's radio is not America's; that Europe's tastes differ widely from our own, and that in attempting to devise improvements in educational broadcasting in this country you must take into account those practical considerations, and forget illusory plans that cannot succeed in the United States where they might in other nations."

The consideration in a free America of radio's potential power in the development of public opinion offers opportunity for intriguing speculation, Mr. Prall pointed out. Terming this "propaganda", a word which he reminded now carries a sinister connotation, he proposed that it nevertheless can spread the ideas and ideals of America, can "sell" America to Americans and thus forge a weapon of national unity that no other agency can create. Educators are in a favorable position to spread ideals of citizenship, he said.

Memphis
½ BILLION DOLLAR MARKET

17th WHOLESALE MARKET OF THE U. S.

MEMPHIS leads nearly every other city of the United States of similar size in commercial importance. It is the trading center of a territory extending 200 miles from east to west and 300 miles from north to south, with a population of more than 3½ million. There is no larger city within this area to contend for the key position that Memphis has held for decades.

PROSPERITY
In Memphis and Mid-South

A 100-Million Dollar Cotton crop; bank debits up 22.2%; new homes, up 209%; new apartments and duplexes, up 1,000%; new country homes, up 206%; store sales excellent and still climbing.

"THE VOICE OF MEMPHIS"
CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC — In The Responsive Mid-South Market — They Won't Work in Any Market Anywhere

5,000 WATTS POWER
WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Ickes Tells of Federal Radio Studio; Praises Industry for Educational Aids

SO DEEP is the general interest in radio, Secretary of the Interior Harold L. Ickes declared Dec. 10, that the first government studio has been set up in the new Department of the Interior building "with the thought in mind that there is a definite place for government radio programs, just as there is a definite place for government publications." Secretary Ickes made this comment in addressing the first National Conference on Education, which met in Washington Dec. 10-12.

The government has no more desire to compete in the broadcasting industry than it has to preempt the printing business or to edit all commercial publications, however, he said, and continued: "Nor does it seem to me that the federal government should use its radio facilities for propaganda purposes. If any agency of the government attempts to indulge in propaganda, it should be under the same restraints and subject to the same regulations as those governing any broadcast of propaganda.

Praises Radio Industry

"IT SEEMS to me clear that such broadcasting as the Federal Government may properly engage in is of an educational nature — in order that the workings and scope of the various Federal agencies may be made plain and clear to our citizens for the purpose of aiding them in making intelligent criticisms and effective use of such agencies.

"I am informed that the principal chain broadcasters in the nation are more than meeting requirements that a percentage of radio time be made available for educational broadcasting; and I know from our experience in the Department of the Interior that they have shown a fine spirit of helpfulness. If, as the result of this conference, such cooperation in educational broadcasting can be continued and enlarged, an important forward step will have been taken.

"I believe that in course of time, under the pressure of public opinion, the uses to which the radio may be put will strike a reasonable and satisfactory balance. Even now radio advertisers who are alert to public sentiment sugar-coat their sales talks with programs of good music. Whatever the sponsorship, the radio, because of its educational and entertainment value, must be kept available to serve the best interests of the people.

"It must be recognized that there are many who have a vital message but who nevertheless cannot get it over to their audience, although if they could be seen the magnetism of their personalities might turn the trick. A radio personality is the result of training applied to native ability. I regard the radio as the greatest instrumentality that we have for the cultivation of good English.

"Even in mass education, and educational broadcasting would be just that, there is a real danger of standardization, of regimentation, of putting everything on the same level, resulting in the destruction, or at least the serious impairment, of individuality of thought and action. We resent economic regimentation and social unification to the point where individual initiative is lost. We should be alert to avoid that regimentation of minds which might result from imposing the same ideas, the same thoughts, upon large groups of people.

"An example of what seems to me to be the proper type of education by the radio is to be found in the weekly round table broadcasts from the University of Chicago.

"Freedom of the press, freedom of assemblage, freedom of speech and that academic freedom which is implicit in freedom of speech, constitute the piles driven to bedrock upon which our institutions securely stand. These rights must, as a matter of course, extend to and be inseparable from any program of educational broadcasting that is worth the snap of a finger. While the radio should not be subjected to abuse, neither should it suffer from the strangulation of either standardization or censorship."

Nets Big November

FROM what is considered a reliable source, BROADCASTING has learned that NBC will report November billings of $3,400,000 for its combined networks, with the NBC-Red booking $2,400,000 and the Blue $1,000,000. CBS's November billings will be about $2,450,000. With the exception of last month, which carried a large amount of sponsored political broadcasts, November was the best regular business month ever recorded by the networks. Cumulative totals for the 11 months will run about $31,000,000 for NBC and $20,750,000 for CBS.

HARRY O'NEILL, manager of the United Drug Products Co., Chicago, large user of radio programs, spent the first two weeks of December in Hollywood and expected to appoint a Coast radio supervisor, newly-created post, before the holidays.

LOCALLY OWNED — NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

X
MARKS THE SPOT
FOR YOUR SPOT CAMPAIGN
IT'S
WSOC Charlotte, N. C. an NBC Affiliate

"My Friends"

IT TOOK no less a personality than the President of the United States to prove, in a most convincing and forceful manner, our own humble opinion of how to get the most out of radio broadcasting — and that humble opinion —

FRIENDLY
MICROPHONE
PERSONALITY

It has always been our contention that broadcasters ought to bend their sophisticated bones a bit and "talk up" at their listeners, so to speak. There is a multitude of folk who like to feel that the party at the microphone end of their radio entertainment is a human sort of a person — they like to feel that they know him — he's as welcome in their homes as any friendly caller.

And you can just bet that WWVA personalities are "as welcome as the flowers in May" in thousands of Eastern Ohio, Western Pennsylvania and Northern West Virginia homes — a welcome which has been inspired by a sincere "My Friends" sort of production. That's why we are getting results for a pretty packed schedule of satisfied advertisers.

INVESTIGATE!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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There is no substitute for experience

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"25 years of Professional Background"

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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Radio Transmission Equipment
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Specializing in Broadcast and Allocation Engineering
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Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

STILL without any broadcasting stations, Greece has abandoned plans for a 100,000-watt station at Athens and instead is planning to order a 10,000-watter from Germany for that city and a smaller station for Salonika. The Grecian station will be supported by set taxes and sponsored programs.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

At Liberty

WITH Fred Niblo as master of ceremonies, the NBC-Blue network is devoting its Wednesday 9-10 p. m. period to the *Professional Parade* in cooperation with the WPA Federal Theater Project to encourage the use of variety performers in movie houses. The program is designed to help provide employment for professional entertainers left "at liberty" by the decline of vaudeville, and the show parades their talents before the microphone.

Sinclair Drops Minstrel

SINCLAIR REFINING Co., New York, after six years on the air have decided to drop the *Greater Sinclair Minstrels* program on the NBC-Blue network, Mondays, 9-9:30 p. m. The last program will be heard Jan. 4. Whether client will substitute another program into this period, or sign off the air entirely is unannounced at press time. Federal Adv. Agency Inc., New York, has the account.

TIDE WATER ASSOCIATED OIL Co., New York (petroleum products) has again signed Eddie Casey for another series of football broadcasts during the fall of 1937 on the Yankee Network. Lennen & Mitchell Inc., New York, placed the account.

IN BALTIMORE, IT'S
WFBR

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Texas station desires salesman. Commission basis. Give full details of self and experience. Box 593, BROADCASTING.

Announcers - Operators - Continuity Writers. Register with Radio Department, Cleveland Vocational Bureau; Cleveland, Ohio. Positions now open.

Situations Wanted

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

For experienced Announcers, Operators, Continuity Writers, write your requirements to Cleveland Vocational Bureau, Cleveland, Ohio. No charge.

Operator holding first class Broadcast Telegraph licenses, practical radio engineering training, copy press 35 to 40 words per minute, desires position broadcast station. Box 594, BROADCASTING.

Young station executive, ten years' experience as Manager and Commercial Manager desires new connection. Would like to become affiliated with small station in same capacity. Can produce results. Excellent record. Box 591, BROADCASTING.

Commercial man, announcer; eight years in radio; Commercial Manager station 252,000 population six years — married; 35 years old. I can put my cards on the table. Presently employed. Box 590, BROADCASTING.

Competent advertising man, now in newspaper work, with 15 years' fruitful experience, recognizes better opportunities in radio. Record of efforts and sales direction will tell at once he knows how to get results from men and plans. Box 588, BROADCASTING.

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Young station executive, ten years' experience as commercial manager, program director, continuity and news editor, sales promotion, feature announcing, etc., with network station for last five years, successfully handling national accounts, desires new connection. Will be available January 15, 1937. Address Box 587 BROADCASTING.

CAN YOU USE A MAN . . .
Qualified for news, sports announcing, editing news broadcasts, handling publicity and promotion for your station and producing original sports features?

THEN HERE'S YOUR MAN . . .
He's 30, married, college graduate, now writing sports on one of Midwest's leading dailies. Has written continuity and handled headline sports and news features during past three years. Has nine years experience writing news, movies, sports, features editorials. Desires change of scenery and wants to make radio his full time job Box 589, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-1 field strength measuring unit (new) direct reading; Estiline Angus Automati Recorder for fading on distant stations GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street New York City.

For Sale — Equipment

Western Electric 5000 watt 5-C Transmitter. In first class condition, being recently retired from service. Sold complete available immediately. Address inquiries KWK, Hotel Chase, St. Louis, Mo.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

Last Call

for

ADVERTISING COPY

for the

1937

YEAR BOOK NUMBER

IF YOU HAVEN'T RESERVED SPACE IN THIS IMPORTANT ISSUE – WIRE YOUR RESERVATION TODAY! RUSH YOUR COPY!

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

The Year's Best Opportunity for Effective Promotion

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

NOVEMBER 30 TO DECEMBER 12, INCLUSIVE

Decisions . . .

DECEMBER 1

APPLICATIONS GRANTED:

WGRB, Freeport, N. Y. — License for CP change equip.

KDAL, Duluth — License for mod. CP move Moorhead to Duluth.

KMMJ, Clay Center, Neb.; WIBU, Poynette, Wis.—License for CP new equip.

WRAK, Williamsport, Pa.—License for CP new equip., vert. radiator, move trans.

KWTO, Springfield, Mo. — License for CP new equip., increase D to 5 kw, move trans., vert. radiator.

WFAM, South Bend, Ind.—License for CP new equip.

KRLD, Dallas; KOB, Albuquerque, N. M.; WGL, Fort Wayne, Ind.—CP equip.

KFJM, Grand Forks, N. D.—License for CP move trans. to University campus, new equip., change 1370 kc 100 w unl. to 1410 kc 500 w N 1 kw D unl.

WKZO, Kalamazoo—License for CP new trans.

KMLB, Monroe, La. — License for CP move locally, change equip., increase D to 250 w.

WTAD, Quincy, Ill. — License for CP move trans., new equip.

WBEN, Buffalo—Mod. license aux. trans.

WABC-WBOQ, New York—Vol. assign. license to Columbia Broadcasting System Inc.

KNX, Los Angeles; WCCO, Minneapolis; WJSV, Washington; WBT, Charlotte, N. C.; KMOX, St. Louis; WBBM, Chicago; WEEI, Boston; WKRC, Cincinnati —Vol. assignment license to CBS Inc.

KFRO, Longview, Tex. — Temp. auth. spec. hours.

APPLICATIONS DISMISSED—WSAY, Rochester, mod. license re hours, power; NEW, H. E. Studebaker, La Grande, Ore., CP 1420 kc 100 w 250 w LS unl..; WJTN, Jamestown, N. Y., dismissed protest WSAY to vol. assign. license to James Brdcstg. Co. Inc., granted 10-20-36, later reconsidered and set for hearing on WSAY protest, which has been withdrawn.

SET FOR HEARING — NEW, Bend Bulletin, Bend, Ore., CP 1310 kc 100 w 250 w D unlt.; NEW, Waterloo Daily Courier, Waterloo, Ia., CP 1420 kc 100 w unl.; NEW, Fayette Brdcstg. Corp., Uniontown, Pa., CP 1420 kc 250 w D; NEW, S. H. Patterson, Denver, CP exp. station Rule 970 on 1570 kc 1 kw unl.; NEW, Central Brdcstg. Corp., Centralia, Wash., CP 1440 kc 1 kw unl.; NEW, Mile High Radio Corp., Denver, amended CP 1210 kc 100 w 250 w D unl.; NEW, Harold M. & Mrs. Eloise Finlay, La Grande, Ore., amended CP 1420 kc 100 w 250 w D unl.; NEW, Berks Brdcstg. Co., Pottsville, Pa., amended CP 580 kc 250 w D; WAPO, Chattanooga, CP new equip., increase D to 250 w; WSBC, Chicago, CP change equip., increase D to 250 w; KYOS, Merced, Cal., mod. license 1040 to 1280 kc, increase from 250 w D to 250 w unlt.; WREC, Memphis, mod. license N 1 to 5 kw (before Division); WDAE, Tampa, Fla., mod. license N 1 to 5 kw (before Division).

RATIFICATION — WMCA, New York, granted temp. auth. 1 kw directional LS to midnight 10 days for tests.

MISCELLANEOUS—WKRC, Cincinnati, vol. assign. exp. auth. to CBS Inc.; WBBM, Chicago, vol. assign. exp. auth. to CBS Inc; NEW, Lincoln Memorial Univ., Middlesboro, Ky., granted petition waive Rule 105.25 on time to file appearance and desire to be heard and accepted under waiver its appearance and statement of facts to be proved at hearing; NEW, Bay State Brdcstg. Corp., Providence, R. I., reinstated on hearing docket, new hearing ordered re applic. CP 720 kc 1 kw ltd.; WPAR, Parkersburg, W. Va., denied reconsideration denial applic. increase D 100 to 250 w and grant same; WBNO, New Orleans, granted request extend effective dates Rules 132, 139 and denied reconsideration and grant without hearing applic. renewal license, assignment of license to Pelican State Brdcstg. Co., and applic. of latter for change from 1200 to 1500 kc 100 w unl.; KGFW, Kearney, Neb., granted dismissal without prejudice applic. CP new equip., move trans. and studio to Omaha; NEW, Ted R. Woodward, Kingsport, Tenn., denied petition to cancel and declare default in applic. Lincoln Memorial Univ. new station at Middlesboro, Ky., 1210 kc 100 w unl.

DECEMBER 8

APPLICATIONS GRANTED:

WGCM, Gulfport, Miss.—CP new equip.

WOV, New York—CP new equip., vert. radiator.

WMBC, Detroit — License for mod. CP new equip.

KJR, Seattle — License for CP new equip., move locally using KOMO antenna.

KUJ, Walla Walla — License for CP change equip.

WTAD, Quincy, Ill. — License for CP mod. license increase D 500 w to 1 kw.

WBHP, Huntsville, Ala. — Mod. CP trans. site, studio, vert. radiator.

WHAS, Louisville—Vol. assign. license to Louisville Times Co.

WGL, Fort Wayne, Ind.—Vol. assign license to Westinghouse Radio Stations Inc.

W3XEP, Camden, N. J.—CP new aural equip., increase to 30 kw, granted license for same.

APPLICATIONS DENIED—KRSC, Seattle, temp. auth. unlt. time December pending construction vert. radiator; NEW, Curtis P. Ritchie, Trinidad, Col., CP 1310 kc. 100 w unltd. and NEW, William Avera Wynne, Wilson, N. C., CP 1310 kc 100 w D, both denied as in default.

APPLICATIONS DISMISSED — WCBA, Allentown, mod. license; WSAN, Allentown, mod. license; WAWZ, Zarephath, N. J., mod. license.

SET FOR HEARING — NEW, Service Life Ins Co., Omaha, CP 1500 kc 100 w unl.; NEW, Northwest Publications Inc., Duluth, CP 920 kc 250 w D; NEW, Paul J. Gollhofer, Brooklyn, CP 1500 kc 100 w spec. (hours of WMBQ); NEW, Eugene Meyer & Co., d/b Washington Post, Washington, amended CP 1310 kc 100 w 250 w D unl.; NEW, Hearst Radio Inc., Albany, N. Y., amended CP 1240 kc 1 kw unl. directional; NEW, Metropolis Co., Jacksonville, Fla., amended CP 1290 kc 250 w unl.; NEW, Waterloo Times-Tribune Pub. Co., Waterloo, Ia., amended CP 1370 kc. 100 w D; NEW, Loyal E. King, d/b Radio & Television Research Co., Los Angeles, amended CP exp. 1570 kc 1 kw unl.; KWK, St. Louis, (before Division) mod. license N 1 to 5 kw.; WSPR, Springfield, Mass., (before Division) mod. license to 1140 kc 250 w 500 w D unl.; WMIN, St. Paul, mod. license 1370 to 1360 kc, increase 100 w 250 w D to 250 w unl.; WKZO, Kalamazoo, exp. auth. 250 w 1 kw D unl to 3-1-37; NEW, Wichita Brdcstg. Co., Wichita Falls, Tex., amended CP 620 kc 250 w 1 kw D unl.; NEW, West Texas Brdcstg. Co., Wichita Falls, Tex., amended CP 1380 kc 1 kw unl. directional N.

ORAL ARGUMENTS CANCELLED — NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.; NEW, Comer Thomas, Bellingham, Wash.; NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.

RATIFICATIONS—WBBZ, Ponca City, Okla., granted extension temp. auth. Adelaide Lillian Carrell to operate station in December; KALE, Portland, Ore., granted extension temp. auth. unltd. time December; KFNF, Shenandoah, Ia., granted extension temp. auth. Simul.-WILL spec. hours; WJEJ, Hagerstown, Md., granted extension temp. auth. 50 w spec. hours; WJTN, Jamestown, N. Y., granted vol. assign. CP from A. E. Newton to James Brdcstg. Co. Inc.; WOL, Washington, effective date of order of 10-13-36 granting applic. CP extended to 12-8-36; WHAZ, Troy, N. Y., effective date of order of 11-17-36 extended to 12-8-36; effective date order of 11-17-36 on applic. Mrs. C. A. S. Heaton for CP extended to 12-8-36; Warner Bros., effective date order 11-17-36 extended to 12-8-36.

ORAL ARGUMENT: WKZO, Kalamazoo, 2-4-37; NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J., same.

MISCELLANEOUS—WPRO, Providence, R. I., KFOX, Long Beach, Cal., KDYL, Salt Lake City, extended effective date order 12-15-36 to 12-22-36; WHB, Kansas City, extended effective date order 12-15-36 to 1-12-37; NEW, U. S. Brdcstg. Co., Columbus, granted petition waive Rule 104.6(b) regarding time for filing notice of appearance and permitted applicant's appearance to be received re applic. CP 1310 kc 100 w unl.; KFUO, St. Louis, granted petition asking Commission to withhold proceedings on applic. KSD, St. Louis, for mod. license, directed Examiner to withhold report on KSD hearing until applic. of KFUO for auth. one-half time on 550 kc, Sh.-KSD is heard. At the general session Dec. 9, Commission ordered applic. Black River Valley Brdcsts. Inc., Watertown, N. Y., be set for hearing because of pending applic. CP ordered for hearing de novo 12-2-36, with related applic. Watertown Brdcstg. Corp.

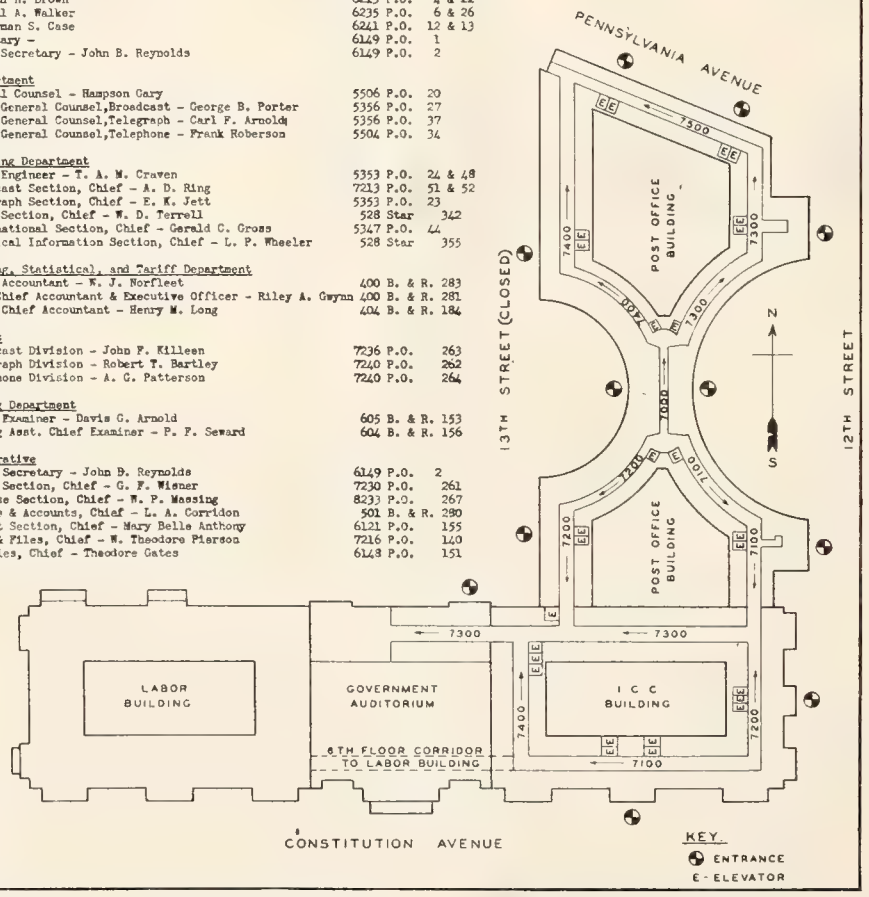
Examiners' Reports . . .

NEW, News-Press Pub. Co., Santa Barbara, Cal. — Examiner Hill recommended (I-312) that applic. CP 1220 kc 500 w unltd. be granted.

NEW, Glenn, Van Auken, Indianapolis —Examiner Seward recommended (I-313) that applic. 1050 kc 1 kw D be granted.

NEW, Walker Jamar, Duluth — Examiner Irwin recommended (I-314) that applic. CP 1200 kc 100 w. unltd. be denied.

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Vice Chairman - Irvin Stewart	7235 P.O.	5 & 7
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Telegraph Section, Chief - E. K. Jett	5353 P.O.	23
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International Section, Chief - Gerald C. Gross	5347 P.O.	44
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Chief Examiner - Davis G. Arnold	605 B. & R.	153
Acting Asst. Chief Examiner - P. F. Seward	604 B. & R.	156
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Asst. Secretary - John B. Reynolds	6149 P.O.	2
Press Section, Chief - G. F. Wisner	7230 P.O.	261
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Docket Section, Chief - Mary Belle Anthony	6121 P.O.	155
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EVER BEEN LOST HERE?—This is the new handy guide to the labyrinthian maze that is the FCC's headquarters in Washington. It was published by the Government Printing Office to help the frequent FCC visitors find their way about the new Postoffice and Interstate Commerce Commission buildings in which the FCC has its offices.

Applications . . .

NOVEMBER 30

WBNX, New York—CP new trans., directional antenna, increase 1 to 5 kw, move trans.

NEW, WRBC Inc., Cleveland—CP 780 kc 1 kw unltd., amended to 880 kc.

WMBC, Detroit—License for CP as mod. change equip.

WPTF, Raleigh, N. C.—Ext. exp. auth. 5 kw spec. hours, directional N.

WSGN, Birmingham — License for CP new equip.

KRRV, Sherman, Tex. — CP change equip., increase 100 to 250 w.

NEW, Malcolm H. Clack, Amarillo, Tex. —CP 1500 kc 100 w unltd.

KLRA, Little Rock, Ark.—CP vert. antenna, increase 1 kw 2½ kw D to 1 kw 5 kw D.

WIRE, Indianapolis—Auth. consent transfer control from W. E. Vogelback & Douglas E. Kendrick to Central Newspapers Inc.

WTAD, Quincy, Ill.—License for mod. CP 500 w to 1 kw.

KMJ, Fresno, Cal.—Mod. license 500 w 1 kw D to 1 kw N & D.

KUJ, Walla Walla, Wash.—License for CP change equip.

NEW, Continental Radio Co., Denver—CP 880 kc 500 w 1 kw D Sh.—KPOF, contingent new freq. for KFKA; CP 630 kc 500 w 1 kw D unltd.

DECEMBER 1

WHEC, Rochester—License for CP as mod. new equip., move trans.

NEW, Valley Brdcstg. Co., Youngstown, O.—CP 1370 kc 100 w 250 w D unltd., amended to 1350 kc 1 kw.

NEW, Frank O. Klapp, Zanesville, O.—CP 1210 kc 100 w unltd., facilities WALR.

NEW, Wm. W. Ottaway, Port Huron, Mich.—CP 1370 kc 250 w D.

WEAU, Eau Claire, Wis.—Mod. CP as mod. re trans., studio sites, amended re trans., studio sites, change hours D to ltd.

WGL, Fort Wayne — CP new antenna, move trans. locally.

KVCV, Redding, Cal. — License for CP as mod. 1200 kc 100 w unltd.

KXRO, Aberdeen, Wash. — CP change trans., new antenna, increase D 100 to 250 w, move trans. locally.

DECEMBER 3

WHAS, Louisville — CP vert. antenna, move trans., amended re trans., change name by omitting Courier-Journal Co.

WATL, Atlanta—Vol. assign. CP to Atlanta Brdcstg. Co.

WMFG, Hibbing, Minn. — License for CP change equip., increase power.

KMA, Shenandoah, Ia.—Mod. license 1 kw 5 kw D to 5 kw N & D.

KVI, Tacoma — License for CP new equip., move trans., increase power.

KFVD, Los Angeles—Mod. license 1000 to 990 kc., license for CP new trans.

DECEMBER 4

WKRC, Cincinnati — Vol. assign. exp. auth. to CBS Inc.

WPAR, Parkersburg, W. Va. — Auth. transfer control to Exponent Co.

WBBM, Chicago—Vol. assign. exp. auth. to CBS Inc.

KFRU, Columbia, Mo.—License for CP new equip.

KDON, Del Monte, Cal.—CP change 1210 to 1280 kc, new trans., increase 100 to 250 w, 1 kw D, amended to 1400 kc.

KGEZ, Kalispell, Mont.—CP new antenna, move trans.

NEW, Vancouver Radio Corp., Vancouver, Wash.—CP 880 kc 250 w D.

DECEMBER 5

WHDL, Olean, N. Y.—License for CP change equip., freq., increase power, move trans.

WSYR, Syracuse — License for CP as mod. new equip, increase power, move trans.

KUOA, Siloam Springs, Ark.—License for CP change equip., antenna, increase power, move station.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex. — CP 630 kc 1 kw unltd., amended to 620 kc.

KSTP, St. Paul—License for CP change equip., move trans.

KVOR, Colorado Springs—CP new trans.

NEW, Chase S. Osborn Jr., Fresno, Cal. —CP 1440 kc 500 w unltd.

DECEMBER 7

WNBF, Binghamton, N. Y.—License for CP new antenna, move trans.

WMBO, Auburn, N. Y.—Auth. transfer control from Roy L. Albertson to Auburn Pub. Co.

KTFM, Temple, Tex.—License for CP as mod. new station.

WGPC, Albany, Ga.—License for CP as mod. new equip., change antenna, move studio, trans.

NEW, Tribune Co., Tampa—CP 550 kc 1 kw 5 kw D unltd., amended to 940 kc, change antenna.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex.—CP 620 kc 1 kw unltd., amended 1 kw to 250 w 1 kw D, vert. antenna.

KCKN, Kansas City—License CP change equip.

DECEMBER 9

WLBZ, Bangor, Me. — License for CP new trans.

WSAY, Rochester — CP change equip., increases 100 w to 100 w 250 w D, unl.

NEW, Staunton Brdcstg. Co. Inc., Staunton, Va.—CP 1500 kc 100 w 250 w D unl., amended to D only, 250 w.

WCHS, Charleston, W. Va. — CP vert. antenna, increase N 500 w to 1 kw.

KADA, Ada, Okla.—Mod. license D to unl.

NEW, R. W. Page Corp., Columbus, Ga. —CP 950 kc 250 w unl., amended to 610 kc.

NEW, El Paso Brdcstg. Co., El Paso, Tex.—CP 940 kc 1 kw unl.

KID, Idaho Falls, Id.—License for CP as mod. new equip., increase power, move trans.

NEW, Roberts-MacNab Hotel Co., Bozeman, Mont.—CP 1420 kc 100 w 250 w D unl.

KVOD, Denver—CP change 920 to 630 kc, from Sh.-KFEL to unl., increase 500 w to 1 kw, directional N, move trans.

KROW, Oakland, Cal.—CP new trans., vert. antenna, increase 1 to 5 kw, move trans.

DECEMBER 10

WNBZ, Saranac Lake, N. Y. — CP change transmitter.

KGHI, Little Rock, Ark.CP move trans. locally, vert. antenna.

WNOX, Knoxville—Mod. CP new trans., antenna, increase power, move trans., asking new trans.

WREN, Lawrence, Kan.—Auth. transfer control from R. R. Jackson, Jean Jackman Carter, R. C. Jackman, F. C. Jackman, O. E. Jackman, Katherine Jackman Smith, Vernon H. Smith to Kansas City Star.

KFXD, Nampa, Id.—License for CP new equip.

DECEMBER 11

WABI, Bangor, Me.—License for CP new trans., antenna, increase power, change hours.

NEW, C. C. Baxter, Dublin, Tex.—Vol. assign. license to WFTX Inc.

KFPL, Wichita Falls, Tex.—CP change 1310 to 1500 kc, new trans, change antenna, move trans. locally.

KRBC, Abilene, Tex.—License for CP new equip., increase power.

WRBL, Columbus, Ga.—Mod. CP new trans, to change freq. 1200 to 950 kc, and from 100 w D to 250 w 500 w D.

KWJJ, Portland, Ore.—License for CP as mod. change equip., move trans., studio.

KDP, Santa Barbara, Cal.—License for CP change equip., increase power.

KVOA, Tucson, Ariz.—License for CP as mod. change equip., new antenna, increase power.

Hummert, Seibold Form Film Service

FRANK HUMMERT, vice president of Blackett-Sample-Hummert Inc., New York, A. H. Diebold, president of Sterling Products Inc., James A. Miller, Waddill Catchings, financier, and others have formed Miller Film Co., New York, a new firm that will record sound on film for radio stations.

Offices have not yet been opened in New York, nor were any details available as BROADCASTING went to press. An arrangement has been made by the company with Associated Music Publishers, subsidiary of North American Co., to use its recorded program library. M. E. Tompkins, president of AMP, said that while AMP has made a close association with Miller Film Co. it will continue to supply transcriptions to the trade as heretofore and keep step with developments in recording and sound reproduction.

Mr. Catchings said there are "some Wall St. men" behind the Miller Film Co., but not Walter Chrysler or Harrison Williams as had been mentioned in trade reports. The method by which the recording is made on film is said to be a recent invention and Miller Film Co. was organized to commercialize the process. It is understood that equipment to convert film recordings into sound will be furnished by the company.

NEW, Salinas Newspapers Inc., Salinas, Cal.—CP 1390 kc 250 w D.

Add Examiners' Reports

WSBT, South Bend, Ind.; WEMP, Milwaukee — Examiner Dalberg recommended (I-315) that applic. WSBT change 1360 kc 500 w Sh. to 1010 kc 1 kw unltd. be denied; that applic. WEMP to change 1310 kc 100 w D to 1010 kc 250 w 500 w LS be denied.

NEW, Dr. F. P. Cerniglia, Monroe, La. —Examiner Hill recommended (I-316) that applic. CP 1500 kc 100 w unltd. be denied.

WHAT, Philadelphia—Examiner Dalberg recommended (I-317) that applic. change 1310 kc 100 w Sh.-WTEL to 1220 kc 1 kw unltd. be denied.

NEW, Asheville Daily News, Asheville, N. C.—Examiner Hill recommended (I-318) that applic. CP 1370 kc 100 w unltd. be granted.

KXL, Portland, Ore.—Examiner Seward recommended (I-319) that applic. for renewal and transfer of control be granted.

New Station in Toronto, CRCY, Will Carry Only Programs of Commission

CRCY, Toronto, is the first station opened since the Canadian Broadcasting Corporation took control of the government-owned stations at the beginning of November. CRCY, the revamped CKNC which was bought by the former Canadian Radio Commission and operates with 100 watts on 1420 kc., was put into operation to counteract the interference of the corporation's main Toronto station, CRCT, caused by Mexico's XERA. CRCY went on the air early in December and will carry only corporation programs, not competing commercially with private stations.

CRCV, Vancouver, was to go on the air with a new 5,000-watt transmitter, new buildings and new 425 foot tower about the middle of December. The finishing touches are now being put on the station. It is understood that shortwave transmitter VE9HX, Halifax, has been rebuilt and throws such a good signal into England that American advertisers are endeavoring to get time on this station, operated by CHNS. It is expected that the Canadian Broadcasting Corp. will soon have available a 12-hour per day sustaining service for all Canadian stations instead of the eight hours now provided.

LENOX R. LOHR, NBC president, on Dec. 7 issued an order to all department heads and managers of NBC owned and operated stations that in addition to Dec. 25 and Jan. 1 all general offices employes were to be free either Dec. 26 or Jan. 2, making one three-day weekend for all.



MR. E. H. RIETZKE — PRESIDENT OF CREI

ARE YOU PREPARED FOR THE PROBLEMS OF TOMORROW?

The "lab" problems of yesterday are the commonplace equipment today!

A few years ago very small minimum frequency deviation and high percentage modulation were in the "lab" stage. Today, they are compulsory . . . and today new developments are forecasting new problems for tomorrow. Too many dissatisfied radiomen fail to realize it is they who are unsatisfactory. Men who KNOW their work are always happy and generally better paid.

WRITE FOR FREE COPY OF CREI "TESTED PLAN" FOR RADIOMEN

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Scientific RADIO SERVICE CRYSTALS

are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN 3 CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-1262 for price list.

Scientific RADIO SERVICE

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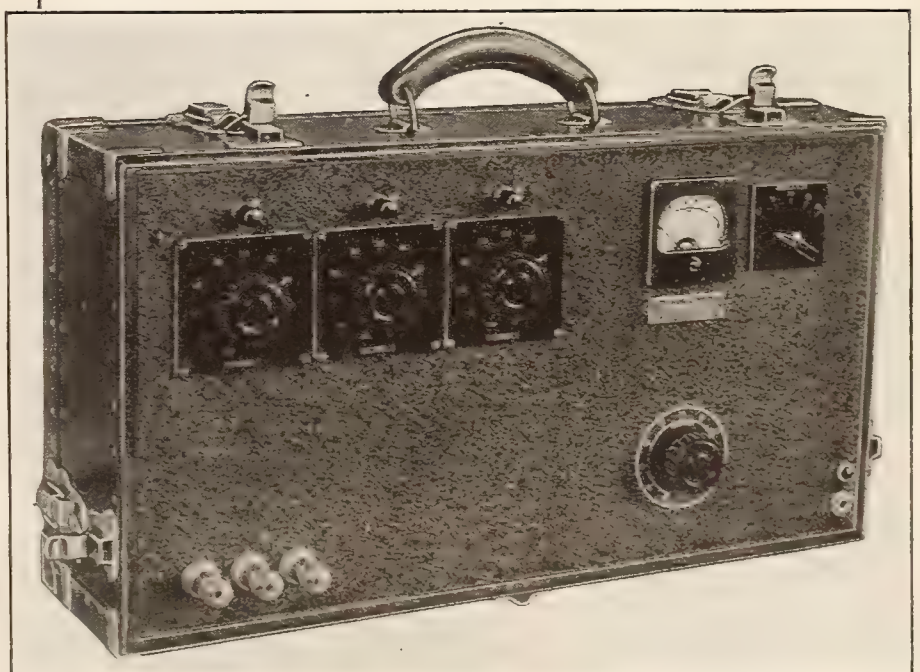
Remote Amplifier B-94

—can give you

1—Mixing of three Velocity, Dynamic or Inductor microphones with wiping contact controls.

2—A 100 Db. gain amplifier with level indicator. A.C. or Battery operation.

3—Smart appearance—Complete portability.



GATES RADIO & SUPPLY CO.
Manufacturing Engineers,
QUINCY, ILL., U.S.A.

Merchandising & Promotion

Free Coca Cola—Pug's Mug—Kids and Pets—Fibber & Molly, Salesmen—Holiday Festival

COCA-COLA BOTTLING Co., of Boston has mailed 25,000 coupons in the Boston area which entitle recipients to a free carton of six bottles of Coca-Cola, only payment being a deposit on the bottles. The offer is part of the Boston merchandising campaign in connection with the local placement of six weekly transcriptions produced by NBC, with D'Arcy Adv. Co., St. Louis, as agency for the national campaign.

Yankee Network "Radiograms" have been sent to several thousand dealers in the Boston area, advising them to "cash in on the new Coca-Cola radio program". Spotlight ads are being inserted in two Boston newspapers through next May. The sponsor's campaign is designed mainly to increase home consumption.

* * *

AN ANALYSIS of leading advertisers' choice of network facilities has been issued by CBS in the form of a jacketed mimeographed brochure. Data relate to the network choices of the 100 advertisers who invested more money in all media than any of the other national advertisers, and cover 1935 expenditures. It was designed to answer requests for information about use of networks by automobile advertisers, received following issuance of an automotive brochure by CBS.

* * *

WNOX, Knoxville, is promoting the giving of radio sets as Christmas gifts. The campaign, conducted on the station's own initiative, is being promoted among dealers and jobbers in Knoxville and East Tennessee and is expected to build good will in the trade as well as to increase the number of radio listeners.

* * *

GENERAL SHOE Corp., Nashville (Jarman shoes) is running a prize contest on its NBC-Blue network program, Tuesdays, 10:30-11 p. m., for the best 25-word letter on the subject, "I like Jarman shoes because ___." The prize will be a Packard 120 Sedan. All official entry blanks are being distributed through Jarman dealers.

KELLOGG Co., Battle Creek (cereal) mails a book of 12 stories of famous artists and musicians for a Kellogg box top and 9 cents in stamps to cover mailing costs, in connection with its *Singing Lady* series. The sponsor also has a Singing Lady Party Kit, consisting of invitations, place cards, games, menus, etc. for a children's party, for a boxtop and 10 cents.

* * *

WFIL, Philadelphia, has mailed to advertisers and agencies a black and silver cardboard file containing proofs of recent newspaper advertising, and in addition has sent them cartons of book matches. The cover of the matches contains the proposed new antenna and mentions NBC and MBS affiliation. The inside flap carries a statement of coverage claims.

* * *

KFDM, Beaumont, Tex., uses a four-page two-color promotion piece for its correspondence, space being left on the front cover for letters. The center spread contains market and promotion material as well as a classified list of sponsors. The back page is devoted to a condensed market summary and coverage map.

* * *

GENERAL FOODS Corp., New York, currently on WBZ-WBZA, Boston-Springfield, gives a three-ounce bar of Bakers chocolate free with each purchase of a 12-ounce can of Calumet baking powder.

* * *

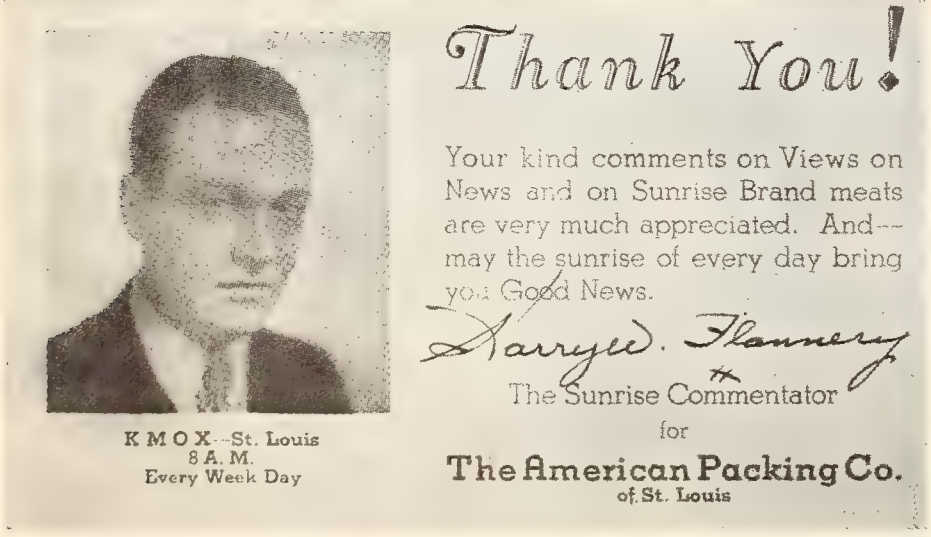
MENNEN Co., Newark (shaving preparations) on Nov. 30 made a one-time offer of five Mennen products for 10 cents on its *Famous Jury Trials* program on MBS network, Mondays, 10-10:45 p. m.

* * *

TASTYEAST Inc., Trenton, is sending an autographed photograph of James J. Braddock, heavyweight boxing champion, for four Tastyeast wrappers.

* * *

ALLEGHENY STEEL Co., Pittsburgh, sends six teaspoons made of Allegheny metal for $1, as a premium offer on its spot campaign.



FOR FAN MAIL—Harry W. Flannery, broadcasting *Views on News* for American Packing Co., on KMOX, St. Louis, for two years, uses this labor-saving card for his bulky fan mail, all of which he answers. He finds them more effective than letters in replying to listeners.

AS AN ADJUNCT to *Bob Becker's Dog Club of the Air*, broadcast 8:15-8:30 p. m. Tuesdays on WGN, Chicago, its sponsor, John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), has launched a series of children's studio parties to be held once a month on Saturday morning in WGN's main audience studio. Tickets for these morning broadcasts are sent on request to boy and girl dog owners, who will later be invited to join the Red Heart Dog Club, although so far they have not been told how to obtain membership. Virginia Clark serves as official hostess at these parties and there is a guest of honor whom Bob Becker interviews, Norris Goff (Lum of *Lum and Abner*) on the first broadcast.

Boys and girls from the audience are also called on by Bob to tell about their own pets. The first of this Saturday series was held on Nov. 29 and the second is scheduled for Dec. 19, to get in ahead of the holidays. Others will probably be held on the third Saturday of each month. Premium offers of dog leashes on the Tuesday evening family programs and of toy airplanes on the Saturday juvenile shows are made by the sponsor in exchange for box-tops. Henri, Hurst & McDonald Inc., Chicago, is in charge of the account.

* * *

THE story of *Fibber McGee & Molly* as salesmen for the products of S. C. Johnson & Son Inc., Racine, is narrated in an eye-capturing promotion piece issued by NBC. It is an animated and illustrated reprint of the program's sales achievements turned out by Needham, Louis & Brorby Inc., Chicago, the Johnson agency.

Among success statements authorized by the sponsor are these: "Dealers everywhere report sales increases of 30% to 50% on Johnson's wax polishes; an impartial "pantry shelf" survey in a city of 150,000 shows an increase of nearly 20% for the wax in 1936 over 1935; in the same survey, Johnson's auto cleaner and auto wax were found in twice as many homes as in 1935. A big reason for these increases is Johnson's radio program on NBC, *Fibber McGee & Molly*."

* * *

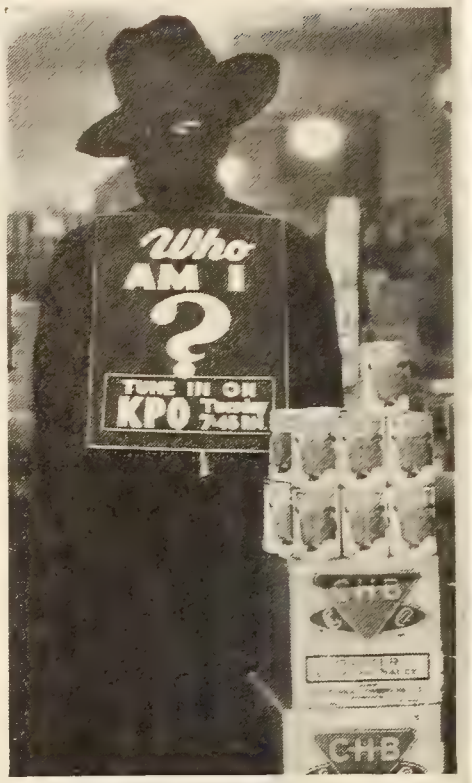
MOLLE Co., Bedford, O. (shaving cream) through its *Molle Question Show* on NBC-Red network, Tuesdays, 9-9:30 p. m., is offering 10 Bulova wrist watches weekly for the best questions or problem submitted for use on the program. All entries must be accompanied with a carton from a full-size tube or jar of Molle shaving cream. The sponsor is continuing the practice of giving each person who appears before the microphone on Tuesday nights a tube of his product.

* * *

LEVER BROS., Cambridge (Lifebuoy soap & Rinso) is making a free offer of a child's wash-up chart and a school-size cake of Lifebuoy soap to all who write in to the sponsor in care of the station to which they are listening. Offer is made on the CBS *Ken Murray* program on CBS, Tuesdays, 8:30-9 p. m.

* * *

IN ANNOUNCING its new rate card, effective Dec. 15, WLS, Chicago, distributed a colored folder presenting mail breakdown maps showing its major coverage area by counties and its national coverage as well as a metropolitan Chicago map.



GUESS WHO'S HERE—California Conserving Co., San Francisco (CHB condiments), uses this unique method at the Crystal Palace Market to call attention to its Tuesday night *CHB Studio Party* broadcast which started Nov. 17 over 10 NBC-Pacific Red stations. The hooded mystery man's question "Who Am I"?, is a direct tie-in with the game by the same name which is featured each week during the quarter-hour broadcast. All artists appearing on the broadcast participate in the game which is played by the process of elimination. Dialers are invited to participate. Those sending in correct solutions along with two labels from CHB condiments, are awarded prizes. First week's mail brought more than 10,000 replies—said to be an all-time record for an NBC Pacific Coast quarter-hour nighttime program. Agency is Emil Brisacher & Staff, San Francisco.

FIRST NATIONAL STORES, New England chain of 2,700 stores, which is using radio extensively, staged a 90-minute radio festival Thanksgiving afternoon via Yankee Network. The affair was promoted on the four First National programs on Yankee just prior to the holiday. The show itself was staged in connection with a talent and executive dinner, which provided program atmosphere. A photograph of the cast around a Thanksgiving table had been sent to New England newspapers. Store window banners and cards were displayed for a fortnight, store flyers were circulated, and truck posters were displayed.

Institutional material was dramatized during the program, but commercial announcements were excluded. The basic idea was promotion of good will among customers and the 10,000 First National employes. I. C. Keyes, of Badger & Browning Inc., Boston, worked out program and promotional angles.

* * *

DIAMOND CRYSTAL SALT Co., using spots on WBZ-WBZA, Boston-Springfield, will send listeners a weather forecast consisting of a picture of Cape Diamond Light, sensitized by chemical treatment, for the sticker label pasted over the spout of a package of salt.

A TYPICAL WBNY AUDIENCE!

A FEW days ago Harold Smith of WOKO - WABY in Albany called up to ask us to test a song-guessing contest which he described as a wow. He was anxious to determine just how much mail it would pull in the several cities linked by the New York State Broadcasting System network.

WE said O. K. and, with just three advance plugs, we put it on WBNY for a fifteen-minute shot during the noon hour. The idea was that to every listener who could correctly guess the titles to ten tunes played in the program we would present two tickets to a local movie theater.

NEXT morning, in the first delivery, the mail man walked in with 639 letters. In the second delivery he left 952. The grand total of the WBNY mail pull was 4,758. We, of course, were eager to determine the volume of responses—but we were more interested in breaking them down to ascertain the makeup of our audience. Were most of the letters from any given section of the city? How many men—and how many WOMEN—were in the response?

MUCH to our pleasure, we found that the letters had not only come on a city-wide basis, but also from numerous towns and villages of Western New York; 65 per cent from women and 35 per cent from men. Once more proving that WBNY is doing a real job throughout the Buffalo area at the lowest possible cost. It will pay you to get acquainted with

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Owned and Operated by Roy L. Albertson

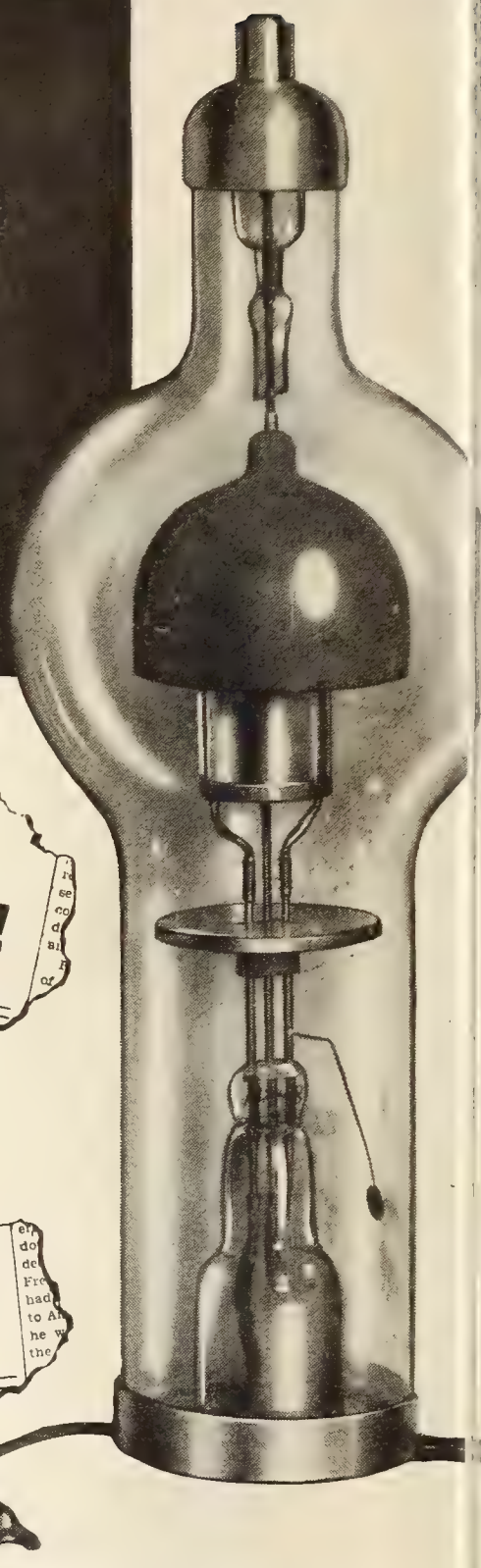
Studios—485 Main Street **BUFFALO** Telephone Cleveland 3365

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An Improved HOT CATHODE MERCURY VAPOR RECTIFIER ...the RCA 857-B



Shorter Cathode Heating Time ...only one minute!

Greater Uniformity of Emission Characteristics!

Longer Life!

Greater Freedom from Arc Back!

New Low Price

THE RCA 857-B rectifier tube utilizes a new principle in coated cathodes. The construction of the filament is such that the coating will not flake off as it did in former types. A material is used which is less likely to be damaged in the event of an arc back.

Many thousands of hours of use under test indicate superior performance with extremely long life and remarkable freedom from arc backs.

The RCA 857-B is interchangeable with the old 857. It is priced at $275.00 net f.o.b. factory. Complete technical data will be furnished upon request.

TECHNICAL INFORMATION

Cathode	5 volts	30 amperes
Max. Peak Inverse		
25°C—65°C (Condensed Mercury)—10,000 volts		
30°C—40°C (Condensed Mercury)—22,000 volts		
Max. Anode Current		
Instantaneous		40 amperes
Average		10 amperes

RCA

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